

How to use the Crossover Easter Outreach Video 2019



Following the successful launch of *The Other Story* at Christmas, Crossover has commissioned pastor, poet & hip hop artist Will Small to produce an outreach video that tells the 'other' story of Easter, beyond chocolates and bunnies. It tells the story of how Jesus bridges the gap between a broken world and God.

Step 1: Accessing The Video Resource

Make sure your church know about the video and how they can use it.



1

Download the video from our Vimeo site - the link can be found on our website: www.crossover.org.au or ask us to send you a copy.



2

Play the video during one of your services or events. Encourage people to share the video and website: www.theotherstory.com.au



3

Our video can be shared on Facebook directly from our page: facebook.com/theotherstoryau

Step 2: Using The Resource



1

The video can be used in an invitation post to your Easter events. Encourage people to use the video as an invitation.



2

Church members can use the video on their own social media to build interest in your Easter events or as stand alone video content.



3

The video and accompanying sermon guide can be used in one of your Easter services or events.

Please help us make this video viral by getting as many people as possible to share this video on their social media. The more viral the video becomes the greater the reach. The greater the reach the greater the impact.