



For Immediate Release
Contact: Diane Morrow
Diane@NewJesusMovie.com
800-927-1517

New Jesus Movement Takes Social Media by Storm *Innovative Strategies for Social Media Help Group Raise Funds*

Dallas/ Ft. Worth, TX—Christians from all over the world are tweeting, facebooking, and blogging the same message: It's time for a new Jesus film that will reach the next generation with the gospel. It's time for a movie that captures the true character of Christ as revealed in Scripture—heroic, passionate, winsome, the Living God made man. What began as Bruce Marchiano's God-given vision has now become a growing movement that is energizing the church through a social media blitz reaching Facebook, Twitter, and a host of other online tools. And now it's easier than ever to join the movement that will bring *Jesus...No Greater Love* to the world.

In the past few years, social media has reshaped the way organizations and individuals share their stories with the world. Sites like Facebook, Twitter, and YouTube have made it possible to reach masses of people in an instant. Paradoxically, even as social media broadens the reach of any given message, it also provides opportunities to craft messages tailored specifically for different affinity groups. Drawing on the successful approaches of a variety of groups—everyone from Tom's shoes to the Obama campaign—the executive team behind the new Jesus film has engineered a strategy that will unite Christians from around the world in support of the film.

The purpose of the social media blitz is two-fold: to spread the word about the movie through the viral nature of social networks and to recruit millions of producers who will contribute \$10 to the production of the film. Social media will be the venue through which producers from around the world will interact with Marchiano and filmmakers. They will also be invited to submit their own videos as part of the promotion and creative process for the film. Upcoming additions to the social media campaign include a custom Facebook landing page and video submissions that will reach many video sites at once.

The film's executive team recently added to its social media strategy a new mobile way to contribute—texting. Now anyone can easily donate \$10 instantly via text message through an organization called **MobileCause**. When givers text "NJM" to the number 85944, a one-time \$10 donation will be added to their mobile phone bill or deducted from their prepaid balance.

"Through this application, we have seen worthy causes meet 100% of their fundraising goals in one evening," says Doug Plank, CEO of MobileCause. "As a supporter of *Jesus...No Greater Love*, I am excited to offer this tool that will help convert enthusiasm for the movement into instant donations."

The fundraising aspect of the campaign is directly dependent on raising awareness of the project, so the film's executive team is keeping social media the main emphasis of its communications strategy.

“So far, our use of social media has been very effective in raising awareness of the new Jesus movie project and engaging people of all ages. Contributions have been coming in from all over the world, including South Africa, Asia and Europe,” says Gary McClure, who is coordinating all social media for the New Jesus Film movement.

“The addition of mobile giving is an exciting complement to our many online ways to interact with people around the world. Not only will it be effective for individual users, we anticipate mobile giving will be a fun group action, such as at a concert or youth event,” McClure adds.

The mobile nature of social media has also proved invaluable for Bruce Marchiano and www.NewJesusMovie.com. During a recent trip to South Africa, he was able to maintain contact with the film’s supporters and to share compelling stories from the field. For Marchiano, social networking is symbolic of the heart and soul of the new film. “This film was never about a group of elite investors. In essence, this movie belongs to every believer. This is a movie produced by the body of Christ to reach the entire world for Christ,” Marchiano says.

For more information visit www.NewJesusMovie.com