

planning guide



like  
dandelion  
dust

**Grassroots plan to make opening weekend a success.**

Dear Friends,

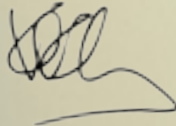
I'm always in awe when God gives me a story and amazed at the lessons I learn along the way. I knew that **Like Dandelion Dust** would be the story of two mothers and two fathers and their love for a single child. But I didn't know how forcefully I'd be reminded of the power of sacrificial love when I saw this story in film.

I'm very grateful to Jon Gunn, the director, and Bobby and Kevin Downes, the producers, who so carefully guarded my story in the process of creating this film. When a story idea comes to mind, I always see it in my head as a movie, and they did a beautiful job bringing it to life.

Thank you for adopting **Like Dandelion Dust** and helping us have a great opening weekend. When you bring the film to your town, you send a strong message that people want to see this kind of film. You're making a significant difference with your hard work.

I pray as you watch this film, your heart is moved for children who have no families. Maybe God will place it on your heart to adopt a child, or minister to those in prison, or families dealing with domestic abuse.

In His light and love,



Karen Kingsbury

# Demand it!

## Put Your City on the Map for Opening Weekend

There probably aren't any more dedicated fans than the friends of author Karen Kingsbury. They will drive hours to see her, get books signed or log in to participate in a conference call to learn about the new projects and inspiring efforts of their favorite author. Well, fans of Karen and her book *Like Dandelion Dust* are speaking up! As an independent film, we simply can't cover all of the cities that show interest. Big Hollywood studios have the advantage of access to funding that allows them to widely release their films and spend a lot of money on promotion. *Like Dandelion Dust* is relying on friends of the film to spread the word and build momentum. Don't miss out! Help bring *Like Dandelion Dust* to your town.

### There are three ways you can demand the movie:

#### 1 ADOPT A SCREEN TO BRING "LIFE-CHANGING FICTION ON FILM" TO YOUR CITY

It takes \$2,000 to bring a film to your town, play the trailer in the theater and get posters placed in the lobby. By adopting a screen, you make sure this happens. You make the commitment to raise funds in your community – through your choice of fund raising drives or donations, or by partnering with an outreach ministry or community business. We provide you with the tools to help spread the word so opening weekend is a smashing success. If 1,000 people buy tickets opening weekend for your screen, the \$2,000 advance will be returned to you or donated to your favorite charity.

We need to receive your expense advance payment of \$2,000 by August 15, 2010.

You can make your payment to: Like Dandelion Dust, LLC  
130 N. Kelsey St. Suite C  
Visalia, CA 93291

#### First steps:

1. See "Contact a theater" under "Good Planning"
2. Gather your funds through fund raising activities, investors, or personal contributions
3. Submit your \$2,000 to secure the screen
4. Follow the "Good Planning" steps to help build support for opening weekend

#### 2 PAIR UP WITH A SPONSOR

Karen Kingsbury readers from across the country tell us they can easily mobilize 1,000 people. We've heard you loud and clear! All you have to do to be considered for sponsorship pairing is mobilize 1,000 people to "Join" the *Like Dandelion Dust* "Demand It!" Facebook group for your city. We'll provide you with all of the tools you need to help raise interest and motivate people to support opening weekend in your city.

We'll select the sponsorship pairings based on the largest amount of members across all *Like Dandelion Dust* "Demand It!" Facebook groups. Please get started right away!

Find your town's Facebook page by clicking on the "Demand it" tab on [www.Facebook.com/LikeDandelionDust](http://www.Facebook.com/LikeDandelionDust). Immediately invite all of your friends to "Join" the page and make a commitment to attend opening weekend. Write a Facebook note and encourage them to invite their friends – as you spread the news you should see the Facebook page for your city grow exponentially.

#### First steps:

See "Contact a theater" under "Good Planning"  
Find the Facebook Group for your city under [www.Facebook.com/LikeDandelionDust](http://www.Facebook.com/LikeDandelionDust) and click "Demand it" to find your town. If one doesn't exist, create the group and name it "*Like Dandelion Dust* – YOUR TOWN – Demand it!" Begin inviting people to your town's Facebook page to grow the page to 1,000 plus people. When your group reaches 1,000 on Facebook, let us know! We'll pair you up with a sponsor. Begin promoting opening weekend using the steps in "Good Planning"

### 3 WORK WITH A FAMILY CHRISTIAN STORE IN YOUR TOWN

In select cities, Family Christian Stores is adopting screens to ensure people in those cities will get to see the movie opening weekend. On September 23, there will be a special kick-off event called “Family Christian Stores Night at the Movies.” This is a special night for local churches. Christian radio can get involved to raise awareness about adoption and foster care and at the same time support this powerful movie. Check out the map at [www.LikeDandelionDust.com](http://www.LikeDandelionDust.com) and see if there’s a Family Christian Stores screen in your city. If there is, we need your help to pack the theater opening weekend!

#### *First Steps:*

Go to [www.LikeDandelionDust.com](http://www.LikeDandelionDust.com) and click on “Demand it” to see if there’s a Family Christian Stores dot on the map for your city. If there is, then you can move ahead.

Join the Facebook page for your city by going to [www.Facebook.com/LikeDandelionDust](http://www.Facebook.com/LikeDandelionDust) and clicking on “Demand it” Find your city and help recruit other people to the page. Family Christian Stores needs strong opening weekend support.

Contact the store manager at Family Christian Stores and let them know you want to help.

Follow the steps on “Good Planning” to build momentum for opening weekend.

Work to mobilize people for Family Christian Stores Night at the Movies on Thursday, September 23. Call your church and other churches in the area. Ask for the women’s ministry director and encourage them to take a group on the 23rd.



## READY, SET, GO!

Right now everyone can get started by raising awareness on Facebook and recruiting people to make an early commitment to buy tickets.

Go to [www.Facebook.com/LikeDandelionDust](http://www.Facebook.com/LikeDandelionDust) and click on the “Demand it” tab.

There you will find a special page for your city. If your city doesn’t appear, start your own page. Send out a note to friends – ask them to “Join” the page and recruit other friends to do the same – the goal is to have 1,000 members in your city’s Facebook group by the middle of July. Together we can make opening weekend a sell out and send the message that people want to see life-changing films like this!



# Good Planning

is essential to the success of your *Like Dandelion Dust* movie event.

Choose one of the three ways you can bring the movie to your town. Send an email to [demandit@likedandeliondust.com](mailto:demandit@likedandeliondust.com) and let us know which of the three commitments you're making.

## Step 1 Demand it!

*Make sure you've signed up for updates at the [LikeDandelionDust.com](http://LikeDandelionDust.com) website*

- Mark your calendar and your women's ministry calendar for September 24, the opening night of Like Dandelion Dust.
- Add the website link to your Facebook page and start letting your friends know about what you're doing.

## Step 2 Contact a theater

- Meet the theater manager and ask them if they have the ability to use digital print. This is very important. Let them know you're bringing the film to their theater. If your favorite theater can't show a digital print, please try another close by. Email [demandit@likedandeliondust.com](mailto:demandit@likedandeliondust.com) and let us know the theater name and location.
- Let them know they will receive a trailer for the film and ask when it will start. At that time, visit the theater when it starts to make sure it's playing.
- Ask how far ahead of time tickets can be pre-sold for the film. Mark your calendar and let your team know.
- Once presales begin, check with the theater weekly to see how sales are going.

## Step 3 Cast the vision

*Women who know about this film want their friends to see it too.*

- Share the trailers and digital resources from [LikeDandelionDust.com](http://LikeDandelionDust.com) with leaders in your own sphere of influence.
- Reach out to other leaders, especially those in smaller churches who may not have your resources
- Send out an email blast (using the template provided online) to let people know about your excitement for the movie and your commitment to bring it to your town. Ask them to get on board and help.

## Step 4 Recruit

*Recruit a street team of volunteers to build momentum.*

- Invite women who love Facebook, Twitter and MySpace to publicize the event through their social networks. We'll send you ideas for weekly posts.
- Grow your Facebook page to 1,000 people or more. Find your city's page on [www.Facebook.com/LikeDandelionDust](http://www.Facebook.com/LikeDandelionDust) - click on the "Demand it" tab and find your town. If your town doesn't appear, then start a page titled "Like Dandelion Dust – YOUR TOWN – Demand it!"
- Use the digital resources to send email blasts and reminders about opening weekend, encouraging people to sign up on the website, join the Facebook page and recruit friends to join the page.
- Print out posters – or order them from us – and ask your volunteers to put them up at churches, coffee shops and bookstores.
- Challenge every woman to invite 5 friends to attend the film with her.

## Step 5 Enjoy the film

*You've planned, invited, sent out reminders and sold tickets. Now it's time to enjoy the event.*

- Visit the theater the day before to check on ticket sales and thank the manager for working with you.
- Arrive early at the theater for the first screening to welcome the people coming.
- Go to the Like Dandelion Dust Facebook page and tell everyone about opening weekend
- Watch the film with your friends and enjoy the fruits of your labor. You did it!



# Women's Ministry Fall Kick-Off in Theaters This September!

*A Movie You Can Plan a Women's Ministry Event Around*

Thank you for making the commitment to bring a group to the opening weekend of ***Like Dandelion Dust***.

The women in your ministry are looking for ways to reach out to their unbelieving friends. This fall, give them a non-threatening and emotionally engaging opportunity to reach friends like never before.

## **Opening in Theaters September 24, 2010**

Reach out to women in a relevant, relatable way with a ***Like Dandelion Dust*** movie event. This feature film is the first movie based upon a novel by New York Times best-selling author Karen Kingsbury. Women love her stories and this one in particular connects with women in a deep way – spawning conversations about things that really matter.

## **Grow Your Women's Ministry and Strengthen Your Leaders**

When women watch ***Like Dandelion Dust***, they are stirred by the deep themes present in the story: the loss of a child, living with an alcoholic and abusive spouse, trying to make the right choices in the face of legal challenges, redemption and surrender. They may be reminded of something troubling from their past or be forced to face a fear about their future.

You know where they can find the healing and hope they want – in a relationship with God. You have the opportunity to impact their lives with a powerful message of love and sacrifice.

Women love movies and love watching them together. Help them reach out to their friends and talk about the love that holds on fiercely and the love that sacrifices.



# Here are a few ideas to help make your event a great success.

## Pray

This film has already touched the hearts of festival audiences across the country and around the world. Pray that it will make an impact on your church and your community.

## Publicize, Publicize, Publicize

Get the word out about your event through:

- Facebook – set up a group page for your event. Link it to the *Like Dandelion Dust* Facebook page. “Like” it and ask everyone involved in your event to do the same.
- Use Twitter, MySpace, your church website, and any other social media platform to spread the word.
- Display the posters (with time and date) in the places women gather: coffee shops, restaurants, grocery stores, gyms.
- Place an announcement in your church bulletin and ask to play the trailer the two weekends prior to opening weekend.
- Suggest that your pastor use the ministry clips on the DVD as sermon starters
- Ask your local Christian radio station to announce your event

## Have a Date Night

Encourage husbands and wives to see this moving film together. The fathers and mothers play equally important roles in the story, and men will be moved to think about their own fathers and their relationships with their sons. Offering childcare through your church will make this easier for many couples.

## Each One Bring One

Challenge women to buy tickets for friends and bring them to the film. It’s a great outreach to unbelieving friends.

## Invite the Media

Let your local radio and television stations, as well as your local newspaper, know that you’re adopting this film and invite them to have someone there opening night.

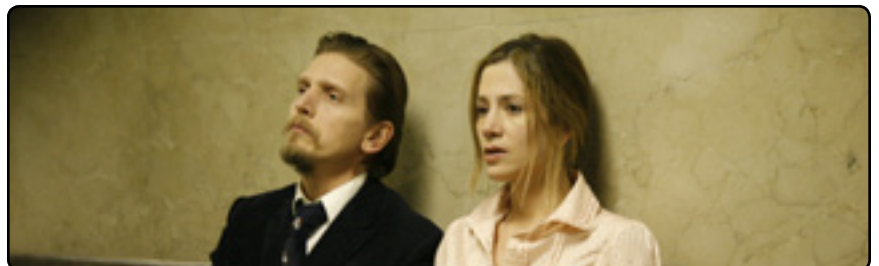
## Endorsements

**“This is the best pre-Christian film I’ve ever seen.”**

– Alex Kendrick, Producer/Director  
(*Facing the Giants, Fireproof, Courageous*)

**“A cathartically emotional melodrama giving Mira Sorvino her most substantial bigscreen role in years and featuring a head-turning performance by Barry Pepper.”**

– Robert Koehler, *Variety Magazine*



# Discussion Guide

## Topic: Love

1. Unable to have a biological child, Jack and Molly made the decision to adopt their son Joey. If you or someone in your group has adopted, describe the process they went through. The Bible tells us God adopts us as His sons and daughters, that He chose us. How do you feel about being chosen?
2. Wendy and Molly both love Joey with a fierce yet tender love. How does having that kind of love for someone lead you to make life-altering choices? Can you describe a time when you felt that kind of love from someone?
3. Twice Wendy makes the decision to surrender her child because it's the best thing for him and his future. What do you think gives her the courage to do this? How do you respond when you're challenged to love sacrificially?

## Topic: Fear

1. Most of our fears have to do with the unknown. What are some of the fears adoptive parents feel, and how were they shown in the film? How and when does fear prevent us from experiencing greater joy? Does it get in the way of us taking a risk that might make our lives even more fulfilled?
2. Jack is used to being a winner, to getting everything he wants. At what point does he hit the bottom and where does he turn for help? Where do you turn for help when you've run out of options?

## Topic: Grace

1. Rip has been a loser. He's an alcoholic and abusive husband. How does he show that he's changed? What hope does Wendy have that he's a different man, and what motivates her to give him another chance?
2. Rip is surprised that Wendy chose to stay with him, but she shows him grace and mercy when he doesn't deserve it. Do you ever feel like Rip, undeserving of another chance? How does it feel when someone gives it to you?
3. Allyson Bower has a tough job to do – decide what's in Joey's best interests and try to be impartial. Where do we see her discomfort with her assignment? What kinds of situations push the boundaries of our ability to have grace for others?

## Topic: Choices

1. Beth believes reporting her sister's actions is the right thing to do, that Molly should obey the law. Why does her husband tell her she made the wrong decision? Have you ever made a decision that was morally right but considered legally wrong? What brought you to that decision?
2. Jack and Molly make a decision that is illegal – to flee the country permanently. Imagine their life ten years in the future. How do you think it would be different if they had completed their plan? If you were in a similar position, how would you decide what to do?
3. Wendy makes the choice to stay with an abusive husband rather than leave him. Do you know someone who's in a similar situation, and would you encourage them to stay or to leave? At what point is leaving the best thing to do?

## Topic: Relationships

1. Beth asks Jack and Molly if she can take Joey to church with her family, which offends Molly. Why do you think Molly is offended? When can invitations offered out of good intentions bring offense?
2. Jack and Rip both long for a son of their own and each have a chance to be Joey's dad. How does each man show his ability as a father? Who did you learn your parenting skills from?
3. The three couples in this film have different relationships and struggles. If you're married, which couple's relationship do you feel most closely resembles that of yourself and your spouse, and why?
4. How does Jack and Molly's relationship change because of this crisis? In times of crisis do your relationships grow stronger or weaker?





# Resources

If watching this film stirred your interest in adoption, visit our partner websites to learn more about the process and connect with someone who can answer your questions.

After watching this film, some women may be inspired to be part of the solution for other issues raised. Resources for foster care, domestic abuse prevention and prisoner care are also available.

## Adoption

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Bethany Christian Services	<a href="http://www.Bethany.org">www.Bethany.org</a>
National Council for Adoption	<a href="http://www.AdoptionCouncil.org">www.AdoptionCouncil.org</a>
Shaohannah's Hope	<a href="http://www.ShowHope.org">www.ShowHope.org</a>
Christian Adoption Services	<a href="http://www.ChristianAdopt.org">www.ChristianAdopt.org</a>

## Foster Care

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Arrow Child & Family Ministries	<a href="http://www.Arrow.org">www.Arrow.org</a>
Aspira Foster Care	<a href="http://www.Aspiranet.org">www.Aspiranet.org</a>
Christian Homes & Family Services	<a href="http://www.ChristianHomes.com">www.ChristianHomes.com</a>

## Domestic Abuse

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FOCUS Ministries	<a href="http://www.FocusMinistries1.org">www.FocusMinistries1.org</a>
Christian Coalition Against Domestic Abuse	<a href="http://www.ccada.org">www.ccada.org</a>
National Coalition Against Domestic Violence	<a href="http://www.ncadv.org">www.ncadv.org</a>

## Prisoner Care

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Prison Fellowship Ministries	<a href="http://www.PrisonFellowship.org">www.PrisonFellowship.org</a>
Bible Believers Fellowship, Inc.	<a href="http://www.PrisonMinistry.org">www.PrisonMinistry.org</a>
Good News Jail & Prison Ministry	<a href="http://www.GoodNewsJail.org">www.GoodNewsJail.org</a>
United Prison Ministries International	<a href="http://www.upmi.org">www.upmi.org</a>



## About the Team

**USA Today** and **New York Times** bestselling author **KAREN KINGSBURY** is America's #1 inspirational novelist. There are more than 15 million copies of her award-winning books in print, including several million copies sold in the past year. Karen has written more than 40 novels, ten of which have hit #1 on national lists.

**BOBBY DOWNES** has produced 12 feature films with his younger brother Kevin, several of which are being distributed by Sony Pictures and 20th Century Fox. Bobby helped bring the **USA Today** and #1 **New York Times**' best-selling novel *The Shack* to publication, and is currently developing *A Thousand Tomorrows*, another Karen Kingsbury novel, as a feature film.

**KEVIN DOWNES** has over 15 years of experience writing, directing, acting in and producing films like *Mercy Streets*, *The Visitation*, and the critically acclaimed thriller *Thr3e*. He also produced the award-winning Clay Walker music video *Chain of Love*. Kevin is currently filming his co-starring role in *Courageous*.

