

God is Good Distribution & Marketing Plan

Rachel Franklin, Kaila Nobriga-Allen, Ben Yager, Mark Fitzgerald, Petra Lohmann

A dark blue diagonal graphic that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the page.

Direct Marketing 1: Faith Based Streaming

Core Audience: Chinese-American **Christian** Mom
Entrepreneurs

San Diego Local Chinese Churches

Chinese Christian Mom groups and faith groups

Social Media

Chinese-American Christian Mom Influencers

Local San Diego Chinese Churches

Strategy

Schedule

Contact

Social Media Reach

Chinese Evangelical Church of San Diego

Strategy: Bring actress and/or Margaret to Mandarin Worship. Contact and ask pastor to make an announcement after services or ask to be able to speak after service. Hand out flyers.

Schedule:

WHEN & WHERE

English Worship:

Sunday 9:15 AM (Sanctuary)
Sunday 11 AM (Fellowship Hall)

Mandarin Worship:

Sunday 9:15 AM (Fellowship Hall)

Cantonese Worship:

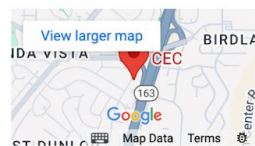
Sunday 11 AM (Sanctuary)

Childcare:

All Service Times
(Timothy Hall 1st Floor)

ADDRESS

Linda Vista
2585 Judson Street
San Diego, CA 92111



CONTACT

Phone: [\(858\) 277-9622](tel:(858)277-9622)

Email: info@cec-sd.org

Office Hours: Tuesday - Friday
9:30 AM - 4 PM

Contact:

Social Media Reach:

Not advertised, if have one
not strong enough

Chinese Christian Bible Church of SD

Strategy: UCSD! Attend Dinner to be personable. Send one of former students at SDSU that worked on the project to talk to them along with Deverett maybe since a teacher nearby relate better to them as students. Hand out flyers.

Schedule:


Friday Schedule

Start Time	End Time	Activity
7:00 PM	7:45 PM	Dinner
7:45 PM	8:00 PM	Worship
8:00 PM	9:30 PM	Bible Study/Kids Class


Sunday Schedule

Start Time	End Time	Activity
9:30 AM	10:15 AM	Communion
10:30 AM	11:45 AM	Sermon/Sunday School
11:45 AM	1:00 PM	Lunch
1:00 PM	3:00 PM	Prayer Meeting/Children's Activity

Contact:

 sdccbc81@gmail.com

 [Contact for Zoom Details](#)

 9682 Via Excelencia, San Diego, CA 92126

Social Media Reach: Not advertised, if have one not strong enough

Chinese Community Church

Strategy: Bring actress and/or Margaret to Mandarin Worship. Contact and ask pastor to make an announcement after services or ask to be able to speak after service. Hand out flyers.

Schedule: <https://www.cc-sd.org/calendar/>

Contact:

Address

4998 Via Valarta
San Diego, CA, 92124

Call Us

(858) 874-7888

Email Us

CCChurch@cc-sd.org

Social Media Reach: 150ish on Youtube and Facebook and 80ish on Insta. Not worth spending money but might be able to get them to just advertise for free

Chinese Bible Church of San Diego

Strategy: Bring actress and/or Margaret to Mandarin Worship. Contact and ask pastor to make an announcement after services or ask to be able to speak after service. Hand out flyers.

Schedule: Multiple locations

Contact:

Office Address 辦公室地址

12335 World Trade Drive

Suite 2

San Diego, CA 92128, USA

Phone 電話 +1 (858) 675 8777

Email 電郵 info@cbcsd.com



Main Campus 母堂

San Diego North County



Central Campus 中區堂

Carmel Valley, HWY 56



North Campus 北區堂

Vista, San Marcos, Oceanside, HWY 78



Temecula Valley Campus 特美谷堂

Temecula, Murrieta, Riverside



Downtown Worship Ctr 市區敬拜中心

Downtown San Diego



Living Water Bible Church 西區主恩堂

Kearny Mesa, Convoy, UTC

Social Media Reach: Not advertised, if have one not strong enough

Glory Christian Church of SD: bilingual English/Mandarin

Strategy: Bring actress and/or Margaret to Mandarin Worship. Contact and ask pastor to make an announcement after services or ask to be able to speak after service. Hand out flyers.

Schedule:

 **Worship with us**

Sunday 9:00 am

[Worship Bulletin](#) 

[2024 Sunday Sermons](#)

 **Bible Study**

Sunday 10:45 am

Junior & Senior High

 **Fellowship**

Friday 7:30 pm


[Our Fellowships](#)

Contact:

 **Contact Us**

Our Address:

 **9888 Carroll Centre Rd, Suite 100, San Diego, CA 92126**

Our phone number:  **(858) 578-4000**

Our email:  **info@gccsd.org**

Social Media Reach: Minimal social media presence, not worth spending money but doesn't hurt to send a flyer and ask to post

Chinese Mandarin Church: site in Mandarin mostly

Strategy: Bring Margaret to Worship. Have Margaret contact and ask pastor to make an announcement after services or ask to be able to speak after service. Hand out flyers.

Schedule: Site not in English

Contact: Site not in English

Social Media Reach: 433 Youtube Subscribers, most likely online mass. Announcement can be made here but no money worth spending

Harvest Evangelical Church SD

Strategy: Bring Margaret or actress to Worship. Contact and ask pastor to make an announcement after services or ask to be able to speak after service. Hand out flyers.

Schedule:

Weekly Activities

Sunday

Prayer Meeting

Room 201

9:00am, [Zoom Link](#)

Sunday Service & Youth Ministry

Room 203-204

11:00am, [Zoom Link](#)

Chinese Sunday School

9:30am, [Zoom Link](#)

Chinese Sunday Service

Chapel

11:00am, [Zoom Link](#)

Friday

Adult Small Groups

Church

7:30pm, [Zoom Link](#)

Youth Ministry

Room 201

7:30pm, [Zoom Link](#)

Contact:

13885 El Camino Real
San Diego, CA 92130

(858) 523-9768

web@harvestsd.com

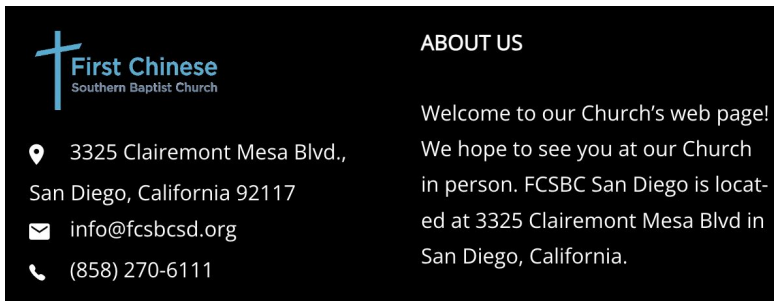
Social Media: inactive

First Chinese Southern Baptist Church

Strategy: Bring Margaret or actress to Worship. Contact and ask pastor to make an announcement after services or ask to be able to speak after service. Hand out flyers.

Schedule: <https://fcsbcsd.org/worship/>

Contact:



The screenshot shows a dark-themed website for the First Chinese Southern Baptist Church. On the left, there is a logo with a white cross and the text 'First Chinese Southern Baptist Church'. Below the logo are three contact items: a location pin icon followed by '3325 Clairemont Mesa Blvd., San Diego, California 92117', an envelope icon followed by 'info@fcsbcsd.org', and a telephone icon followed by '(858) 270-6111'. On the right, the heading 'ABOUT US' is followed by a welcome message: 'Welcome to our Church's web page! We hope to see you at our Church in person. FCSBC San Diego is located at 3325 Clairemont Mesa Blvd in San Diego, California.'

Social Media Reach: Not advertised, if have one not strong enough

Agape Chinese Alliance Church

Strategy: Bring Margaret to Worship. Have Margaret contact and ask pastor to make an announcement after services or ask to be able to speak after service. Hand out flyers.

Schedule: **Mandarin**

English

11:00am Saturday Worship

for Mandarin speaking adults

Join us via Google Meet

9:30am Sunday Worship

Watch the Livestream

11:00am Sunday School

11:00am Saturday Youth Group

7:00pm Friday

English Fellowship Group

except 1st Friday of the month, no meeting

Contact:

Agape Chinese Alliance Church

8971 Complex Drive
San Diego, CA 92123

858.505.8128

Social Media Reach: Not advertised, if have one not strong enough

Moms' Ministries

San Diego and Beyond

Moms in Prayer international: Chinese-American Christian Moms

Strategy: Bring Margaret to Worship. Have Margaret contact and ask pastor to make an announcement after services or ask to be able to speak after service. Hand out flyers.

Schedule: Nationwide events

<https://momsinprayer.org/events/>

Social Media Reach: 8.88k Youtube subscribers

International org, but they have chinese specific resources and a chinese christian mom podcast

<https://momsinprayer.org/chinese-podcast/>

Sub-branch: Twin City Chinese Christian Church (MN)

Go to <https://momsinprayer.org/> and join a **group**. OR. T4C has a **group** of **moms** who gathers to pray every 2nd week of the month at church from 12:20 – 1:20 pm.

Asian American Christian Collaborative

Strategy: Send press kit with press release, they have article style webpage

Social Media Reach: 7k Insta followers, <https://www.instagram.com/aachristcollab/?hl=en>

have a newsletter

Progressive Asian American Christians

Strategy: Send press kit with press release, they have article style webpage

Social Media Reach: 7k facebook members

St. Therese of Carmel Catholic Church: has mom's ministry

St. Thérèse of Carmel Church

4355 Del Mar Trails Road
San Diego, CA 92130

Phone: 858-481-3232

 Friend us on Facebook

 Follow us on Twitter

Social Media: 536 Facebook
subscribers. Worth asking but not
money worth spending

Office Hours

Monday-Thursday 8:00am - 3:00pm

Friday 9:00am - 3:00pm

We are closed for lunch from 12:00
pm -1:00 pm

OUTREACH

We are called to serve and our Mom's Ministry is dedicated to giving back to our community with monthly outreach projects with organizations such as Rachel Women's Shelter, Birthline of San Diego, Rady Children's Hospital, Lamb of God Maternity Home, Brother Benno & La Posada Soup Kitchens, local Nursing homes and more! "And the king will say to them in reply, 'Amen, I say to you, whatever you did for one of these least brothers of mine, you did for me.'" Matthew 25:40

FAITH STUDY

Guided group questions for reflection and discussion that meets monthly. This year's Faith Study: My Catholic Faith

ROSARY GROUP

Whether a contemplative or active participant, let us pray the rosary together! We meet monthly outside in the grotto by the Blessed Mother and then meet for coffee afterwards for fellowship & friendship.

SUNDAY FUNDAY

Bring the whole family for monthly meetups at the local park in between morning masses to play and encourage our families together.

SOCIAL GATHERINGS

Join us for fun & fellowship! From craft nights, to dinner and drinks, to high tea; there are many opportunities to connect and get to know each other better.

Rock Church San Diego: MOM's Ministry

WITH THE MINISTRY LEADER BELOW ABOUT TIMES AND DAYS.

Rock Church MOM's Ministry



**IT TAKES A VILLAGE.
COME JOIN OURS!**

Mamas, raising little ones
is a tough job &
you don't have to do it alone.

Rock Moms is a ministry
for moms of young kids.
we meet together at church
for fellowship, devotions, support,
prayer, friendship, play
and lots of fun!

CONTACT LIZ MEXIA ECRMOMS@GMAIL.COM
FOR MORE INFORMATION
ALSO ON FACEBOOK: WWW.FACEBOOK.COM/ROCKMOMS

Mom's Ministry for moms of all ages with kids in arms or strollers!!

City Heights meets on Tuesday mornings starting January 21, 2020 from
9:30-11:30 am, 4001 El Cajon Blvd, San Diego 92105. Childcare is provided

San Diego Christian Mom Facebook Group

Strategy: Have Margaret join and make an informal post as a part of the group

Social Media Reach: 700+ members

Mom's Group – St. Columba San Diego

Strategy: Have Margaret attend and pass out flyers

Schedule: MOM'S GROUP. 2nd Thursday of the month, 6:30-8:00 p.m. Welcome to **mothers** of all ages for faith-sharing, fellowship, and prayer for our families.

Contact: Karmyn at KarmynLG@yahoo.com

Social Media Reach: The church has a newsletter. Send press kit. Might be open to it for Margaret since she's a local

Influencers:

Targeting Asian American Christian Moms

Hosanna Wong – SD local!

About:

Hosanna Wong is an author, Bible Teacher and Spoken Word Artist in San Diego, California. She is also the Teaching Pastor at EastLake Church and the Executive Director of Calvary Street Ministries, an outreach bringing hope to the homeless and low-income families in San Francisco. Wong possesses a unique storytelling voice in which she explores faith and identity through first-hand experiences of loss, hope, and redemption.

Under the name Hosanna Poetry, Wong has released two spoken word albums: *Figless*(2015) and *Maps, Boots & Other Ways We Get There*(2013). She has also authored two books: *Superadded*(2018) and *I Have A New Name*(2017). In *I have A New Name*, Wong writes, "God spends a lot of time in the Bible telling us who we are/ It's almost as if He knew that we/ Would doubt who that was from time to time/ It's as if He saw it coming that we'd spend our whole/ Lives searching for what our identity, what our real name was/ And that there'd be many moments in our lives/ Where we'd let different kinds of names define us."

Socials:

<https://www.instagram.com/hosanna.wong/?hl=en>

Followers: 277k

Strategy: She's a writer. Send a copy of Margaret's book, get her to post about reading It and have her post at movie premiere. She posts speaking reels that get decent traction.



Vivian Mabuni

About:

Asian American Christian, wife, mom, speaker, author, cancer survivor, co-host:
@godhearsher & @discovertheword @ourdailybread ❤️=☕, post-its & shoes

Personal account:

<https://www.instagram.com/vivmabuni/?hl=en>

Strategy: Her personal account has 11k followers. Her company accounts have a few thousand more and one has 1.1 million followers. Should pay to be a part of all of them. Have Margaret talk/connect with her and advertise like their normal content!



Heesun Lee

About: Hip Hop Artist Asian Christian, Wife. Mother. Autism Advocate

Social Media: <https://www.instagram.com/msheesunlee/?hl=en>

Followers: 21k

Strategy: Have her post video review, pic of her and her daughter watching it. Have Margaret talk with her or if any of main cast have Autism experience as that is important to this creator.



Joanna Hope Lai: similar to Margaret!

About: Asian American christian self-made entrepreneur, real estate!

Social Media:

<https://www.joannahopelai.com/>

<https://www.instagram.com/joannahope/?hl=en>

<https://www.youtube.com/c/JoannaHopeLai>

<https://www.tiktok.com/@joannahopelai?lang=en>

Followers: Avg 70k subscribers/followers across platforms

Strategy: have Margaret connect. Variety of content across platforms!



Jollene

About: Asian Christian Mom, used to be buddhist but went to a retreat and converted to Christianity at 13, She does a lot of reviews, recently did a video on the new show nobody wants this and religion in relationships

Social Media: <https://www.tiktok.com/@edamommydearest>

Followers: 21k Followers

Strategy: Similar style to current content. Reviews.



Direct Marketing 2: Faith Based Streaming

Chinese and Local Churches in San Diego

Chinese and Local Churches in San Francisco

Faith Based Mental Health Group

Faith Based Real Estate

Single Faith-Based Moms

Why these groups?

- These groups focused heavily on supporting their community through faith-based living and it is relatable to Margaret's story. There is a wider range under faith, especially under the Christian and Catholic branch. They are easily accessible, some in San Diego where the production took place, and some other in San Francisco, where Margaret currently resides.

The Rock Church

Strategy: There are three main locations. There is one in Liberty Station, City Heights, and El Cajon. The main church is large and we would ask Pastor Miles to briefly speak with Margaret onstage, pre-recorded or in person, for the next mass. She could tell part of her story and reach an extremely diverse crowd. The Rock in Liberty Station also simultaneously projects it's sermons to its other smaller locations, making it easier to get more coverage. Then she can pass out flyers and also flash a QR code above them, for the crowd to scan which can lead to a digital copy of the flyer.

Schedule: Sunday Mass either at 9am or 11am

Social Media Reach: Facebook, Youtube, and Instagram

Contact Us

📞 619.226.ROCK

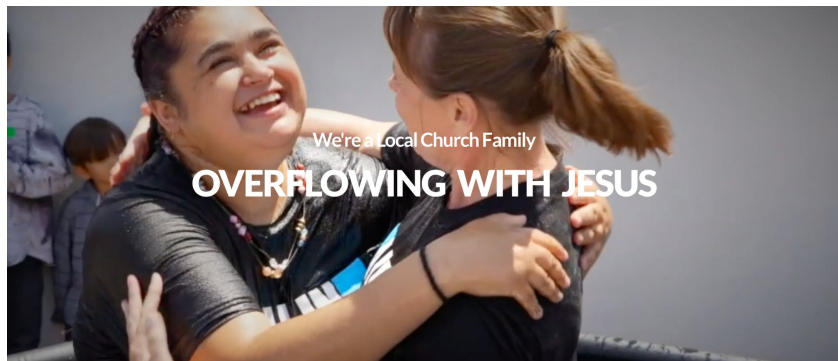
✉️ info@sdrock.com



ROCK CHURCH

The Gathering

Strategy: The Gathering's mission is to embrace the importance of honest conversations and about real-life and faith. They seem to take a very healing approach to those who may have experienced judgment before in past churches, similar to Margaret's experience. She could attend a Sunday service and speak on her relatability to this who have been judged by the Church before and newcomers will be drawn to her story. After, she will leave a digital QR code and physical flyers.



Service Times

Sunday Mornings @ 10:00 AM

Wednesday Nights @ 6:30 PM

VISIT US

Contact Info

Call or Text 858-290-7500

9050 Mira Mesa Blvd

San Diego, CA, 92126

CONTACT US

Follow Us



Chinese Community Church

Strategy: Take Margaret to the Sunday sessions and events held at the church. The pastor can introduce her and share a part of her story and she can as well. Then pass around flyers.

Schedule: Sunday Session or Upcoming event

Contact:

Address
4998 Via Valarta
San Diego, CA, 92124

Call Us
(858) 874-7888

Email Us
CCchurch@cc-sd.org

15	16	17	18
Christmas Lunch Potluck			Prayer Group
Mandarin Worship in Fellowship Hall			BOT Meeting
English Worship in Sanctuary			Mandarin Prayer Meeting
View All 4 Events >			
22	23	24	25
Mandarin Worship in Fellowship Hall		Stargazing with Dennis	Prayer Group
English Worship in Sanctuary		Council Meeting	Mandarin Prayer Meeting
Adult Sunday School (Mandarin)			
29	30	31	1
Mandarin Worship in Fellowship Hall			
English Worship in Sanctuary			
Adult Sunday School (Mandarin)			

« November



Social Media Reach:


The image shows a YouTube channel page for "Chinese Community Church SD". The channel name is "Chinese Community Church SD" with the handle "@chinesecommunitychurchsd4468". It shows 154 subscribers and 210 videos. There is a "Subscribe" button and a "More about this channel" link. The navigation bar at the bottom includes "Home", "Videos", "Live", and "Playlists".

First Chinese Southern Baptist Church

Strategy: Most members of the church are of Chinese heritage, but also speak English. Take Margaret to the Sunday sessions and events held at the church. The pastor can introduce her and share a part of her story and she can as well. Then pass around flyers.

Schedule: Sunday Session or Upcoming event (though the next larger event is in March)

Contact:

 3325 Clairemont Mesa Blvd., San Diego, California 92117 info@fcsbcd.org (858) 270-6111	ABOUT US Welcome to our Church's web page! We hope to see you at our Church in person. FCSBC San Diego is located at 3325 Clairemont Mesa Blvd in San Diego, California.	USEFUL LINKS San Diego Southern Baptist Association - News California Southern Baptist Convention
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Social Media Reach: Non stated.



Chinese Congregational Church

Strategy: The church is accepting of different stories and experiences. They are a bi-lingual, cross-generational church and can draw lots of family to them. Margaret can go speak to them and talk about her story and the film. They can ask her questions and she can converse with them about her experience. After, she can leave flyers and digital QR codes.

Schedule: Sunday Mass, 10am

Email
Chinesecongregation@gmail.com

Phone
(415)986-2578



We seek to:

- Serve the local community
- Respect and affirm one another's diversity
- Love others and ourselves as Christ loves us
- Evangelize and witness the Good News
- Work together to bring God's peace and justice

21 Walter U. Lum Place

San Francisco, CA 94108



Cumberland Presbyterian Chinese Church

Strategy: The church is of an Asian demographic. Margaret and attend and share her story amongst the attendees and pass out flyers. There isn't much information about sharing one's story next to the pastor, but contacting them will give us the opportunity to speak to a heavily populated Asian-descent demographic.

WORSHIP SCHEDULE

San Francisco Worship Schedules

Worship	Time	Location
<u>Cantonese Worship</u>	Sun. 11:00am	Sanctuary
<u>Mandarin Worship</u>	Sun. 11:00am	Chapel

Chinatown

Address:

865 Jackson Street
San Francisco, CA 94133

Phone: (415) 421-1624

Fax: (415) 421-1874

Email: church@cpccsf.org (In Chinatown between Stockton and Powell Streets)



NEWS AND EVENTS

All Cantonese English Mandarin

BLOCK PARTY!
Posted in: Cantonese Congregation, English Congregation, Events, Mandarin Congregation, News
Cumberland Church invites you to our BLOCK PARTY Date SATURDAY, AUGUST 24 Time 11:30AM - 3:30PM Location 101 VISTA GRANDE AVE DALY CITY, CA 94014 Schedule 12:30PM Sing Along #1 1:00PM Magic Show #1 1:45PM Sing Along #2 2:30PM Magic Show #2 ...

WE'RE HIRING
HIRING – Assistant / Associate Pastor
Posted in: Cantonese Congregation, English Congregation, Mandarin Congregation, News
Our church is hiring a full-time Assistant / Associate Pastor for the San Francisco and Daly city campuses. For those who are interested, please email your resume to Elder Peter Lo, pastoralsearch@cpccsf.org ...

WELCOME TO NEWCOMERS!
Posted in: Events, News
For all who have just recently joined us and discovered our church on the online platform, we welcome you! We would like to get connected with you. If you are interested in having us connect with you, please fill out the online form, and one of our members will contact you soon. Online Form. <https://tinyurl.com/CPCCWelcomeEnglish> QR Code for the form ...

Chinese United Methodist Church SF

Strategy: The church has four specific values: Welcoming, Worshipping, Nurturing, and Sending (the faith). All these values are shown in Margaret's film and contacting them to have her go in and meet them, tell her story, and meet others with similar experiences would be very beneficial. She can pass out flyers and display her QR code.



WORSHIP TIMES

9:30 – 10:30 AM **English Contemporary Multi-Media Worship** (Sanctuary – 2nd Floor)

10:45 AM – 11:45 AM **Cantonese-Speaking Worship Service** (Sanctuary – 2nd Floor)

12:00 PM – 1:00 PM **Mandarin-Speaking Worship Service** (Sanctuary – 2nd Floor)

Office Phone: 415.981.8408

Office Email: chineseumc@sbcglobal.net

Main Entrance:

1009 Stockton St
San Francisco, CA 94108

Mailbox:

920 Washington Street
San Francisco, CA 94108

Diocese of San Diego: Mental Health Ministry (SD)

Strategy: This is a group that Margarit can meet with and talk about her relationship with her husband and the stress of having to be a single mother and dealing with mental health, while still trying to stay true to her faith. She can bring flyers and her digital QR code.

Social Media Reach: Facebook, Instagram, and X

One example:

Address

- 📍 Diocesan Pastoral Center
3888 Paducah Drive
San Diego, CA 92117
- 📍 Mailing Address
P.O. Box 85728
San Diego, CA 92186-5728



Parish Mental Health Ministries

Parish	City	Email address for mental health ministry	Phone
Good Shepherd	Mira Mesa	mentalhealthministry@goodshepherdparish.net	858-271-0207 ext. 1275

Phone

📞 858-490-8200 **General**

Office Hours

🕒 **Monday-Friday**
8:30 am – 4:30pm

Single Mom Ministry Group SD (Embrace Grace)

Strategy: This group is heavily focused on embracing single motherhood while living a life of faith and christianity. Margaret goes to one of their group session and they will be bond over being a mother and the struggles that came with staying true to faith during challenging times. She can bring flyers and her QR code, and connect with women who have similar motherhood experiences, but cultural differences.

Social Media Reach: Facebook and Instagram



Call Us

Call us at [817-755-8484](tel:817-755-8484).



Email Us

Reach out to our team at info@embracegrace.com and we will get right back to you!



Fill out Form

Give us all the details in the form below and one of our team members will reach out to you!

Example Meeting:



5333 Lake Murray Blvd La Mesa 91942 California · 1.10mi

Embrace Grace at New Life Presbyterian Church of La Mesa

♀ For Single & Pregnant Women

📅 Every Sunday at 11:00 AM

👶 Childcare: Yes

EMBRACE
Grace

Christian Real Estate Agents

Strategy: Contact Christian Real Estate Agent and find the nearest office locations. Go in with Margaret and meet with them to share about the story of God is Good. Leave flyers as well.

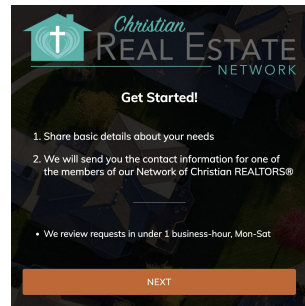
Schedule: Dependant on location of local branch.

Contact: We have to reach out and address the specific reason we are wanting to contact them. They have options such as “other” and “something else” and will be able to make an appointment.

Social Media Reach: Facebook and Instagram

Locations of Christian Real Estate Agents

The Christian Real Estate Network is proud to be able to serve every city and state in the U.S. with coverage from over 3,000 members nationwide. Whether you're looking to sell your home or buy your next one, we have a Christian Realtor® near you that can help!



General Social Media Strategy

PLATFORMS

- Facebook
 - Using Facebook groups dedicated to faith-based topics or communities
- Instagram
 - Ideal for visual storytelling and reels highlight your project
- TikTok
 - Leverage short-form, emotional content that resonates with younger, faith-based audiences
- Twitter
 - For inspirational quotes and engaging discussions

General Social Media Strategy

Content Types

- Inspirational and Relatable Posts: Share quotes, scripture-based themes, or meaningful stills from the film
- Video Content: Behind-the-scene clips, interviews with the cast/crew, and faith-centered storytelling videos
- Testimonials: Sharing stories or testimonials that tie into the film's message

Community Engagement

- Respond to comments quickly
- Partner with faith-based Facebook or Discord groups to host online watch parties or discussions
 - Asian American Christian Collaborative “We encourage and empower Asian American Christians through: advocacy, education, and community”
 - KJV Bible Verses
- Use hashtags like #FaithBAsedFilms, #IndieFilm, #ChristianCinema etc.

Execution Timeline

01

PRE-CAMPAIGN

- Build social media profiles
- Reach out to influencers and finalize collaborations
- Develop content like trailer/teaser, testimonials, and behind-the-scenes

02

CAMPAIGN LAUNCH

- Roll out the influencer posts and ads simultaneously
- Host a virtual live event, like a Q&A or film preview

03

SUSTAIN MOMENTUM

- Post audience reactions, and create shareable content stories,

Sadie Robertson Huff

- Platform: Instagram (@legitsadierob)
- Followers: Over 5M on Instagram
- Focus: Christian lifestyle, motivational speaking, family life.
- Why: Sadie is widely recognized in Christian communities for her uplifting messages and inspiring content. She appeals to a broad demographic, including young adults and families



Jacob Petersen

- Platform: TikTok (@jacobpetersen_), Instagram
- Followers: 2.8M on TikTok, 438k on Instagram, 72 million likes on TikTok
- Focus: Faith-based Christian content, inspirational videos, and lifestyle.
- Why: Known for his engaging style and strong Christian messaging, Jacob appeals to a younger, faith-driven audience. His relatable and personal content has high engagement, making him a good fit for promoting Christian films
- Notable: Made a TikTok about a Christian movie named “The Forge” which got over 300k views and 12.5k likes



Women of Faith

- Platform: Instagram (@womenoffaith), Facebook
- Followers: 2.7M on Instagram, 2M on Facebook
- Focus: Empowering women through Christian faith-based content, including devotional resources, events, and life coaching.
- Audience: Primarily Christian women looking for spiritual growth and community.
- Why: Strong, engaged following with a focus on creating impactful, faith-based resources and events that resonate with women of all ages.
- Notable Initiatives: Hosting events, online book clubs, and creating devotional materials to encourage spiritual growth
- **They feature teaser and promote movies on their page**



Hosanna Wong

- Platform: Instagram (@hosanna.wong), TikTok(@hosannawongofficial)
- Followers: 237k on Instagram, 59.6k on TikTok
- Focus: Christian faith, spoken word, and storytelling.
- Why: Hosanna's content is deeply engaging, with a focus on authenticity and spiritual empowerment.



Cost for Influencer

Instagram

Influencer Tier	Follower Count	Estimated Cost*
Nano Influencer	500 - 10k	\$50 - \$100/post
Micro Influencer	10k - 50k	\$150 - 500/post
Mid-Tier Influencer	50k - 100k	\$500 - \$5,000/post
Macro-influencers	100k - 500k	\$5,000 - \$10,000/post
Mega-influencers	500,000+	\$10,000+/post

*Cost will probably vary depending on engagement rates and exclusivity of the content

TikTok

Influencer Tier	Follower Count	Estimated Cost*
Nano Influencer	1k - 10k	\$5 - \$25/post
Micro Influencer	10k - 100k	\$25 - \$125/post
Mid-Tier Influencer	100k - 500k	\$125 - \$1,200/post
Macro-influencers	500k - 1 mio	\$1,200 - \$2,500/post
Mega-influencers	1 mio +	\$2,500+/post

*Cost will probably vary depending on engagement rates and exclusivity of the content

- Offer affiliate deals: Pay a percentage for every ticket or streaming subscription sold through their referral
- Offer barter deals: Provide free access to screenings or co-promotional opportunities instead of cash

Faith-Based Streaming:

Faith-based platforms prioritize content that aligns with Christian teachings and fosters spiritual growth. These platforms often feature a mix of original productions, classic Christian films, and family-friendly content, enabling filmmakers to reach highly targeted, engaged audiences.

Mission for God is Good:

Our goal is to identify the most impactful platforms for distributing *God is Good*, ensuring it connects with its core-target audience. This involves evaluating platforms based on:

1. **Reach:** Audience size and demographic fit.
2. **Revenue Models:** Understanding splits and how platforms monetize content.
3. **Mission Alignment:** Partnering with platforms that amplify content designed for discipleship and supports inspirational storytelling.

By strategically selecting a platform, *God is Good* can achieve both ministry impact and financial sustainability, inspiring and uplifting viewers globally while generating the maximum revenue possible.

Video On Demand(VOD) Platforms:

1. Christian Cinema (Transactional VOD)
2. Amazon Video (Subscription VOD, TVOD)
3. PureFlix (SVOD)
4. RightNow Media (SVOD)
5. Dove Channel (SVOD)
6. YouTube/ YouTube Premium (SVOD, TVOD, Advertising VOD)
7. TUBI (AVOD)



Pure Flix (SVOD):

PURE
FLIX

About Pure Flix:

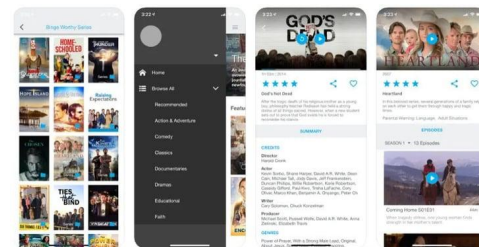
- Founded its streaming service in 2015
- Offers a wide selection of Christian and family-friendly content
- Christian values, free from explicit language, violence, or other content unsuitable for families
- Subscription-Based Model
- Global Reach
- Acquisition by Sony in 2020
- Quality Filx, a subsidiary of Pinnacle Peak Pictures, works with international films

Revenue Split:

- Determined by licensing and distribution deal
- Parent Company - Pinnacle Peak Pictures

Popular Films on Pure Flix:

- *Vindication* (2020)
- *God's Not Dead* (2014)



Why Pure Flix?

- One of the leading streaming platforms for Christian and family-friendly content
- 1 million concurrent viewers
- Large North American Subscriber base
- Worldwide viewers
- Inviting Design to platform
- Film Aligns Perfectly with Platform's Values
- International and Domestic audience



Getting Your Film onto Pure Flix:

- Go through a distributor or aggregator
- Reach out directly via their distribution or content acquisition team
 - William(Bill) J. Abbott: CEO of Great American Media - billabbott@gacmedia.com / 6462218126
- Contact Pinnacle Peak Pictures - <https://pinnaclepeakpictures.com/contact/>
- Contact Pure Flix - 1-855-797-9690

Christian Cinema (TVOD):



About Christian Cinema:

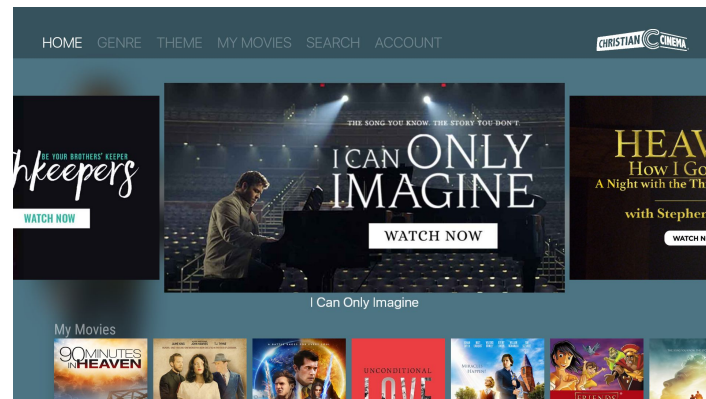
- Partnered with Amazon Prime Video
- Focuses on family-friendly and faith-centered content
- First Faith Based platform to fully integrate into streaming devices
- 1,300 films in their catalog
- One of the largest and well known faith-based VOD platforms

Revenue Split:

- Filmmakers get a percentage of revenue from film purchases
- Revenue split is determined by the licencing deal

Popular Films on Christian Cinema:

- *Pinocchio* (1976)
- *The Blind* (2023)



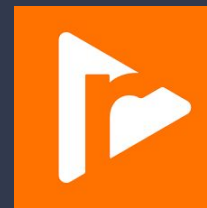
Why Christian Cinema?

- Fully integrated into Apple TV, Roku, and Amazon Fire TV
- Accessible by the App Store, Google Play, and your preferred internet search engine
- Partnered with Amazon Prime
- Sleek and inviting design
- Gives accessibility to the majority of the Christian audience
- one of the largest and well known faith-based VOD platforms

Getting your film onto Christian Cinema:

- Ensure Faith-Based Content Alignment
- Contact Christian Cinema's Licensing Team - support@christiancinema.com / +1 (424) 242-1379
- Use an Aggregator
- Church and Community Licensing - Christian Cinema allows films to be used for church events through non-exclusive licenses
- Direct Outreach for Digital or Physical Sales

RightNow Media (SVOD):

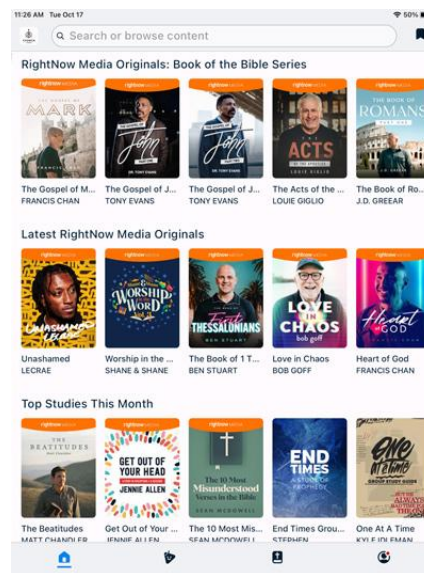


About RightNow Media:

- One of the most popular VOD platforms for the Faith-Based audience
- Broad selection of educational and inspirational content
 - Including leadership videos and family-friendly programming
- Popular streaming platform for churches and Bible study groups

Revenue Split:

- Percentage of subscription revenue based off viewership depending on licencing deal



Why RightNow Media?

- Over 25,000 churches spanning across at least 100 countries utilize RightNow Media
- In line with the themes and general aesthetic of *God Is Good*
- Available on the Apple Store, Google Play Store, Amazon Appstore, and your preferred internet browser
- Gets the film directly in front of large groups of people who are looking for Faith Based content

Getting Your Film Onto RightNow Media:

- Align Your Content with Their Mission
- Partner with a Distributor or Aggregator
- Associate with an organization that uses RightNow Media

Cable Stations:

1. TBN (Trinity Broadcasting Network)
2. INSP (Inspiration Network)
3. HIST (History Channel)



Distribution for Faith-Based Audience

Targeting the Faith-Based audience for God is Good, we need a selection of distributors to choose from that specialize in bringing films to that audience. The best three options for God is Good are, Provident Films, AFFIRM Films, and Gravitas Ventures.





Overview:

Provident Films is a leader in the faith-based film industry, focusing on uplifting and inspirational stories. They are a division of Sony Music Entertainment. They often collaborate with churches and community organizations. A great option for God is Good considering in bold on their website lies the statement, “Entertainment that inspires you to believe in God’s purpose for your life”

Notable Films:

Courageous (2011)

Facing the Giants (2006)

Indivisible

Why Choose Provident Films?

They work closely with churches and Christian groups to build a sense of community and excitement for the film. Word of mouth will be strong marketing with the faith based community.

They are deeply rooted in the faith-based film community, providing targeted marketing and audience engagement.

They partner with a lot of Faith-Based streaming services as well as SVOD platforms to insure that God is Good will find this section of its audience.



Overview:

Affirm Films has extensive experience in working with churches to promote films. They are backed by Sony Pictures. They are a trusted distributor for whole entertainment and faith-based releases. A great option for God is Good.

Notable Films:

War Room (2015)

All Saints (2017)

Why Choose AFFIRM Films?

Their movies are often released theatrically, with a follow-up through home media and streaming platforms. Affirm's connections to theaters and digital marketplaces ensure that your project can reach a wider audience.

A magic marketer and often partner with other companies like Columbia Pictures for the films “Heaven Is For Real” and “Miracles From Heaven,”.

They partner with a lot of Faith-Based streaming services as well as SVOD platforms to insure that God is Good will find this section of its audience.



Overview:

While Gravitas Ventures may not have worked with as many films displaying the same outright themes of God is Good. I believe that they can bring a niche audience to the film. They have worked with films displaying some religious themes such as, “Inhabitants”. They may not be the best choice for the specific themes of movie, but they could bring a new angle towards bringing an audience to God is Good.

Why Choose Gravitas Ventures?

They work with independent artists. Gravitas is adept at handling films with smaller budgets, focusing on niche genres and ensuring the film is accessible to the right audience, including faith-based communities..

Aggregators



Filmhub

A pro of film hub is that you're not limited to just the major streaming services and can work with more niche services specializing in faith-based content. There is no money required upfront. 20% is required on the backend. This is the leading option for God is Good. No upfront and then can guide us to the right audience and services.

Quiver Digital

Quiver provides distribution to major platforms like Amazon, iTunes, and Google Play, all of which have dedicated Christian content sections and large audiences of faith-driven viewers. Amazon Prime Video hosts a significant amount of faith-based films, making them crucial to the success of a faith-based film like God is Good. They don't take a percentage off the backend, so it's a one time payment. For God is Good, it would be \$1395 for the first platform and \$225 for each after. If you are sure that revenue will be generated this is a great option because no money is required on the backend

Indie Rights

Indie Rights has worked with films like I Can Only Imagine and The Shack, both of which have found large Christian audiences. They have a broad reach and the filmmaker retains full control over their film A great transparent option.

Proposed Distribution Memo Link

[CLICK HERE](#)