

## *It's time to hear Rosa Young's full story.*

And what better way to share about her extraordinary life and passion for the Gospel and Lutheran education than hosting a film showing of *The First Rosa* in your church, school or community?

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As you prepare for your showing, here are a few tips to get you started:

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### **SECURE A LOCATION, AND SET A DATE FOR THE SHOWING**

It could be in your church's fellowship hall, a member's home or even in your local library's community room.

### **INVITE EVERYONE YOU KNOW**

You can easily create an e-vite or postcard to invite those inside and outside of your congregation or school. Post about it on social media, your church/school's website and even include it in your community's newspaper calendar of events. Plan to invite your audience 3–4 weeks before the showing.

### **DOWNLOAD PROMOTIONAL MATERIALS**

Visit [lcms.org/thefirstrosa](http://lcms.org/thefirstrosa). There you can find a film trailer, movie poster, bulletin inserts, bookmarks, info sheets and more.

### **PREPARE AND TEST YOUR AUDIO/VISUAL COMPONENTS**

Depending on the expected crowd size, you'll need to decide if a TV with stereo audio is best (small group) or if a projector and laptop are more appropriate (larger group.) Either way, ensure all audio-visual equipment is tested in advance to make sure everything works.

### **PLAN THE DETAILS OF YOUR EVENT**

Will you offer food or drinks? Popcorn, soda and water may lend itself well to the "film premiere" feel while still keeping costs low. Perhaps a small reception after the event will allow folks to discuss the film.

## Sample invitation/newsletter blurb

### **You're Invited: Showing of The First Rosa**

Born to an ordinary life in an ordinary town in rural Alabama, Rosa J. Young was anything but ordinary.

With a passion for helping others, educating children and sharing the Gospel, Rosa accomplished extraordinary things for her community and the kingdom of God. She was instrumental in founding and promoting 30 Lutheran elementary schools and 35 Lutheran congregations in Alabama's "Black Belt." Her legacy is unparalleled as an educator, confessor and church planter for Christ and His Church.

It's time to hear her full story.

The Lutheran Church—Missouri Synod has produced and is ready to release *The First Rosa*, a film that will enlighten the Church to Rosa's remarkable history, initiate and invoke the vocation of new professional church workers, and inspire the establishment of new Rosa J. Young Academies.

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You are cordially invited to attend a special showing of *The First Rosa* on **(DATE)** at **(TIME)**.

#### **(ADDRESS OF SHOWING)**

Tickets are complimentary, but seating is limited  
Please reply by **(DATE)**

Plan to stay after the showing for a special reception in honor of the release of *The First Rosa*.

**For more information, check out [lcms.org/thefirstrosa](https://www.lcms.org/thefirstrosa)**