

CREATIVE BRIEF - STRONG CHALLENGE WEEK 2

Week 2: Pray Strong 10/15-16

Important Practices: Prayer, Meditation

Role/Metaphor: Friend

Symbol: Word bubbles

Know: Prayer is designed for us to connect with God on a real, intimate, everyday basis.

Do: Set aside time to pray.

Countdown loop (Video support from Stronger/Won't Back Down opener)

We want every service to start with energy and with the feeling that we're on this race right now. We love the imagery of the runner, so that will loop along with a remix of Kanye West's "Stronger."

Strong explanation video

This is the same video as week 1. Every week we want to remind people what we're pursuing in this journey: the Strong life - and remind them what that kind of life looks like. For new folks, this also acts as the front of the puzzle folks so they're not lost during the rest of the service.

Host

The host will talk about their personal journey experience from the cards and/or their group. They will also highlight: Web notifications, how to get materials if you missed last week, onsite groups, and talk about all the folks across the region who are on the journey together: "Last week 50,000 people started this journey"

Performance Song: Walk (Foo Fighters) with telephone booth video support

As our transition into "Pray" we'll play the Foo Fighter's song, "Walk." The video support will feature a variety of people talking on a red phone. The words they're saying will be the words of the song. The song is someone saying, "I'm ready to start talking to you, but I'm not sure where to begin." We want to say, "One of the keys to living a Strong life is prayer, but prayer can feel strange and weird..." The song basically gives a voice to those common feelings. The video itself will play through the first 3:12 seconds of the song. At that point, the video will fade to black and a light will come up on a singer in a red phone booth onstage who will finish the song.

Prayer Intro (Brian)

Brian will give an introduction to prayer. Our goal is not to explain how to pray, but why to pray. In other words, we want to sell people on the benefits of prayer.

Athlete Feature: Dave Sheldon

Our story this week will be Dave Sheldon's experience with prayer. Dave is a prayer stud and will talk about how he started praying and the strength that talking with God gives his life today.

Message (Brian)

Brian will give the rest of his message on prayer.

Participation song: Listen for the Lord (original package)

Toward the end of the message, the band will play the song, "Listen." The video support will be this: <http://www.crossroads.net/my/media/playVideo.php?idMedia=1254>

And will include the introduction. We want people to hear more stories of regular people talking with God and hearing from Him. The video will include all the talking and singing parts. On our stage, the band will just play the music and the singing will all come from the video.

Participation song: I want to know you

After "Listen" we'll invite people to tell God that they want to know Him and would love to hear from Him this week.

Instructions for individuals and groups

At the very end of the service we'll give instruction for the next week.