

FINISH THE BEGINNING

THE CHOSEN RESURRECTION FILM
FUNDRAISING PLAYBOOK

PRESENTED BY
COME^{And}SEE

WELCOME

Hey—thanks for saying yes to this.

Six seasons have carried us to the cross and a borrowed tomb, and now we're funding the film that will leave that tomb empty in the wake of resurrection—the film that will finish the first chapter of other stories we want to tell. And this six-season journey?

From a short film called “The Shepherd” to a feature-length film about the Crucifixion, it has always been funded by folks like you who simply offer their loaves and fish to see how God might multiply it all for His purposes.

This playbook has everything you need to help you invite even more people to bring their loaves and fish, so that together we can all tell the story of the Resurrection to the world. You'll find instructions for setting up your Fundraiser, what to say, and when to say it. But we want you to make it yours. Because this work is personal. Jesus has written your story uniquely, and we just want to help you tell it. Let's finish the beginning together.

WHAT YOU'RE ACTUALLY FUNDING

Every gift on your Fundraiser Page helps fund the production, translation, and distribution of *The Chosen's* Resurrection Film—the movie that completes *The Chosen's* first chapter and opens what comes next. This is a global theatrical release: the largest release in Chosen history, in more languages and more countries than anything before it.

Six seasons of storytelling have carried us to this moment—the empty tomb that splits history in two and sends a group of ordinary, terrified people out to tell everyone Jesus is alive. Your gift helps finish that story on screen, and helps someone, somewhere, meet Him for the first time.

When you talk about your Fundraiser, that's the heart of it: come and see it through.

LET'S GET ROLLING.

STEP 1: SET UP YOUR FUNDRAISER.

Your Fundraiser lives in the Donor Portal. That's your home for everything: your page, your goal, your progress, your team. So, let's furnish your home.

Set a goal.

Give yourself and your supporters something to aim for. Any amount works, but a real, achievable number tends to inspire real, achievable giving. You can change your goal anytime from the Donor Portal, so don't overthink it.

Tell your story.

Your friends already know you. But the friend-of-a-friend who lands on your page doesn't. A few sentences explaining "why this matters to me" goes a long way. But your description can only run up to 280 characters, so keep it short and make it count.

Not sure where to start? Answer one of these:

- What has *The Chosen* meant to you?
- What would it mean to you to see the Resurrection told on the big screen?
- Why do you want to help finish this chapter—and open what comes next?

Add a photo.

We know the power of a visual. It's a huge reason why *The Chosen* resonates so deeply with viewers. Use a photo that feels like you and helps tell your Chosen story.

(Minimum size 1248×702px, so it looks sharp wherever it shows up.)

Or link a video message instead — you can even use [Dallas's original video](#) making the Season 7 ask.



STEP 2: BUILD MOMENTUM.

Make the first gift.

Give to your own Fundraiser first. It sounds small. It isn't. It shows everyone else you're committed.

Find your first 12 people.

Set a timer for 60 seconds and write down the first 12 people who come to mind. Then, send them your link. Don't overthink the list. The people you think of first are usually the right ones.

Say what the money is for.

When it comes to fundraising, trust is vital. And trust grows with clarity. Tell people exactly what their gift makes possible: *The Chosen* Resurrection film, produced and translated so people around the world can meet Jesus, finishing the first chapter of *The Chosen* and opening what comes next.

STEP 3: SHARE IT.

Not a natural writer? We've got you. Here are four examples of moments to reach out to your community, with copy you can lift straight from this page. Swap in your name, your link, your numbers, and go.

Kickoff — right after your page goes live

Email subject: I need your help finishing something.

Body: Hey [First Name] — quick question. **Do you know** how *The Chosen* started? You know, the hit TV show? With a struggling short film that was funded by thousands of everyday, ordinary folks who gave what they could to make sure it got made. Six seasons later, and we're finishing that first chapter with *The Chosen* Resurrection Film. I'm raising money for Come and See to help fund it. If you're not familiar, Come and See is the

Social:

I'm helping Come and See fund The Resurrection Film to kick off Season 7 of *The Chosen*. Come and See is the Christian nonprofit responsible for funding the production, translation, and distribution of *The Chosen* so people can hear the story of Jesus freely in their own heart language. Will you come and see it through with us? [link]



Christian nonprofit responsible for funding the production, translation, and distribution of *The Chosen* so people can hear the story of Jesus freely in their own heart language.

My goal is [\$Goal], and every dollar helps bring this movie to the world — in more languages and more countries than ever before. Here's my page: [link].

Take a look, and if it moves you, come and see it through with us.

Can't give right now? No pressure — forwarding this to a friend helps more than you'd think. Thanks for being someone I can ask for stuff like this.

[Your name]

Text:

[Name], I'm raising money to help fund *The Chosen* Resurrection Film for Come and See. They're the Christian nonprofit responsible for funding the production, translation, and distribution of *The Chosen* so people can hear the story of Jesus freely in their own heart language. Would love your support. [link]



Momentum update — anytime you hit a milestone

Email subject: Good news — we're getting closer to finishing the beginning.

Body: [First Name], quick update: I'm [\$XX] toward my goal of [\$Goal] to help fund *The Chosen* Resurrection film. It's exciting to watch this add up, knowing it's going straight toward finishing this chapter of the story and bringing Jesus to people who've never had the chance to meet Him in their own language.

Want to help me keep the momentum going? Visit my page and make a gift: [link].

Grateful for you,

[Your name]

Social:

Update: I'm [\$XX] toward my goal to help fund *The Chosen* Resurrection film. Help me keep it moving. [link]



Text:

Hi [First Name], I'm [\$XX] toward my goal to help fund *The Chosen* Resurrection film! Would love your help closing the gap. [link]



Nearing your goal — a nudge when you're close

Email subject: So close. Help me finish this chapter.

Body: [First Name], I'm just [\$XX] away from my goal of [\$Goal] to help fund the Resurrection film. If you haven't given yet, now's a great time — and if you already have, sharing my link with a friend or two helps just as much. Here's my page: [link].

Let's finish this together.

[Your name]

Goal reached — celebrate it out loud

Email subject: Drumroll... We did it!

Body: [First Name] — because of you, I hit my goal of [\$Goal] to help fund *The Chosen* Resurrection film! I couldn't have done this without you, and I mean that. This goes straight toward finishing the film and translating it so more people, in more places, can meet Jesus in their own language.

You helped make that happen. Thank you for your generosity and faith.

[Your name]

Social:

Only [\$XX] left to reach my goal for the Resurrection film. Help me close the gap. [link]



Text:

[Name], I'm so close — just [\$XX] away from my goal to help fund the Resurrection film. Would love your help. [link]



Social:

We did it! I hit my goal to help fund *The Chosen* Resurrection film, thanks to all of you. Look what we did together! [link]



Text:

[Name], thank you! We hit my fundraising goal together. Now people all over the world will hear the story of Jesus in their own language, some for the very first time! Look what we did. [link]



STEP 4: BUILD A TEAM.

Fundraising is more fun—and more effective—with company. From your Donor Portal, open the Team Performance section and grab your invitation link. Anyone you send it to can start their own connected Fundraiser that rolls up into your shared goal.

You play the role of Administrator, which means you can manage the team's settings. Everyone you invite can track their own progress and see how the whole team is doing together.

STEP 5: TRACK (AND ADJUST) AS YOU GO.

Your Donor Portal shows you everything in one place:

- Total amount raised
- Number of donations and page views
- A map of where your support is coming from

Goals change, and that's fine. At any time, you can update your title, photo, description, goal amount, or end date via the Edit Fundraiser button. No need to start over.

STEP 6: SAY THANK YOU.

Once your Fundraiser winds down, take a few minutes to thank the people who showed up for you. A personal note goes further than you'd think.

Thank You Letter

Dear [First Name],

I wanted to say it again, plainly: thank you. Because of you, I raised [\$XX] to help fund *The Chosen* Resurrection Film — the movie that finishes *The Chosen's* first chapter and opens what comes next.

It meant a lot having you join me. I'm praying now for the ways this gets multiplied — for the person somewhere who's about to encounter Jesus for the very first time because you said yes.

Thank you. I couldn't have done this without you.

With gratitude,

[Your name]



THANK YOU

FOR COMING TO SEE IT THROUGH.

Because of you, someone will meet Jesus in their own language — and His story keeps moving. Thank you for finishing the beginning with us.

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