



FEEDING

5,000

**VIDEO
WORKSHOP**



OVERVIEW



SCRIPTURE

John 4:1-42



CONNECTION

Jesus offered living water to the Samaritan woman at the well. In offering this living water, Jesus offered her a new life that would last for eternity. Heifer offers living gifts that can sustain a family. The passing on of offspring lifts whole communities out of hunger and poverty and into self-reliance.



MAIN IDEAS

- Jesus offered living water to the Samaritan woman at the well
- Heifer has women-focused projects and helps families access clean water
- Programs that empower churches to organize a fundraiser include:
 - » [Living Gift Market](#)
 - » [Fill the Ark](#)
- Animals are carefully selected to fit the local culture and environment



HIGHLIGHTS

- The Samaritan woman tells her story of transformation, using jugs to convey the idea of living water
- Introduce either the Fill the Ark or the Living Gift Market program
- Research the animals and resources that Heifer offers to communities
- Make video ads for the various animals to run as a fundraiser advertisement and/or during the fundraising event
- Watch the videos and brainstorm ideas for how to get everyone involved in the fundraiser



SUPPLIES

- Video camera, smartphones
- Media for viewing videos created
- Props to represent animals Heifer provides; ask the congregation for stuffed animals, costumes and masks; posters and markers may be helpful
- Atlases and globes
- A biblical costume for the Samaritan woman at the well



ADVANCE PREPARATION

- Invite a person to be the storyteller of the Samaritan woman at the well and send a script to the storyteller early so she has time to rehearse
- The purpose of this workshop is to involve the Sunday School in congregational fundraising for Heifer. Each class participates in making promotional videos for the various animals and programs placed in a community. Therefore, the church should decide in advance whether the videos are going to be used to:
 - » Dispense the individual arks to families for the Fill the Ark program, where banks and a monthly calendar are sent home, or
 - » Launch a Living Gift Market, where the congregation sets up a market that “sells” the menagerie of animals Heifer offers
- Set up an area with all of the research about the animals, the props for the video, poster board/markers, the atlas and globes
- Set up the video equipment and consider bringing in a person to record the video while the organizer directs the action
- Regarding the videos, there are two options:
 1. Record one video and pre-determine one animal or product the entire group can focus on for the video. (This option is ideal for younger children.)
 2. Film several videos in one session where individuals and small groups may choose which animal or commodity they want to advertise. (This is ideal for older children and adults who can research and lend their own creativity to their video.)

NOTE:

It is not the purpose of this workshop to actually set up the fundraising program. Please reference the leader’s guide for information about setting up each fundraiser. This workshop is for making promotional videos for the various livestock.

LESSON

ENACT THE SCRIPT OF THE SAMARITAN WOMAN AT THE WELL

Nearly 836 million people live in extreme poverty, and most of them are women and children. When women are empowered, the whole family is stronger. Men and women share decision-making, animal ownership, labor and benefits. Gender equity is one of Heifer's 12 Cornerstones, focusing on helping women care for themselves, their families, the Earth and each other. This builds stronger families and communities.

DISCUSSIONS

- Discuss with the class how they perceive gender equity in their everyday lives.
- Can they perceive issues that might be a roadblock for women?
- Can they see the relationship between denying girls the right to an education and keeping them in a state of poverty?

OPTIONS FOR THE VIDEO

- Think of riddles for the animal, e.g. sheep
 - » I'm wooly
 - » I need a shepherd
 - » I can stray
 - » What am I?
- Do research and find out what the animal has to offer
- Tell or enact a story about a person who received that Heifer animal
- Include cost and value

Download [Animal Crackers](#) for information about each animal.

YOUNGER CHILDREN

In advance, choose one animal to highlight. Bring in as many things as possible related to that animal. For example, if sheep are the chosen animal for the video promotion, bring in stuffed animal sheep, raw wool, processed wool, sheep cheese, sheep jackets, shepherd's crooks. These serve as props for the video.

OLDER CHILDREN AND ADULTS

These age groups can work alone or in small groups. Make use of the atlas and globes. Identify the relationship between the product and the indigenous culture. Learn about the assets of each animal or program and how they fit into the geography and culture of an area.

Visit [Heifer.org](#) for information about animals and stories about project participants.

Once the brainstorming is complete, figure out:

- Who is going to do have what role?
- Where is everyone going to stand?
- Who is going to say what?
- Who and when is anyone moving?

Rehearse and record.

By the end of the rotation, there should be more than a handful of video segments about various animals. The composite video can be shown:

- As a promo for the launch of the Fill the Ark or Living Gift Market program
- Outside the entry of a Living Gift Market
- On the day that the arks are collected

Always show the class the video they made.

FUNDRAISING OPPORTUNITIES

Introduce the concept of the Fill the Ark or the Living Gift Market program that your church is initiating, how it works and how individual contributions can transform lives.

Brainstorm a possible group challenge to collect money for Heifer. For instance, an individual contribution may include collecting nickels for the number of shoes in a household. Talk about how some families cannot afford to buy shoes for their children. A contribution to Heifer leads to self-reliance where basic needs, like shoes, can be met.

CLOSING PRAYER

Dear Lord, we thank you for having such an active hand in our lives. We thank you for the opportunity to pass on our abundance so that others may live in dignity. Amen.

SCRIPT FOR SAMARITAN WOMAN AT THE WELL

I am the Samaritan woman at the well. An unmarried woman has no value here. I go to the well alone at the height of day when the sun is the hottest just to avoid the gossiping women in town. I have been married five times and am living with a man who puts a roof over my head. One day I went to the well. A Jewish man asked me to give him some water. When I gave him the cup, he offered me living water. (Pour the jugs). If I had living water, would that mean that I wouldn't have to go to the well every day? I could see he was a prophet. This man told me that God was searching for me. If God was searching for me, I knew that the Messiah was coming. The man told me, "I am the Messiah." I had to pass this news onto the other villagers. The Messiah was at our well! The Anointed One. The Christ. The Son of God! I ran into the village and cried out, "Come and see!" The villagers came out to meet this man, and we all invited Jesus and his disciples to stay with us. Jesus gave me new life. It was like that living water he talked about. Living Water.