



## Gathr Event Checklist

We have created this Event Checklist to help you prepare for your Gathr screening. Note that action items in **bold** are available on our website at [www.beforeyouknowitfilm.com/gathr-tool-kit](http://www.beforeyouknowitfilm.com/gathr-tool-kit).

Timeline	Action Items	Completed ✓
<p><b>Set up &amp; launch your screening on Gathr</b></p> <p>4-6 weeks before screening</p>	<p>Go to the BEFORE YOU KNOW IT page on Gathr (<a href="http://gathr.us/films/before-you-know-it">http://gathr.us/films/before-you-know-it</a>) to request a screening.</p> <p><i>Hint: You have a higher probability of getting your preferred screening date, time &amp; venue if it isn't a Friday or Saturday night.</i></p>	
	<p>Input your preferred date, time and theater location for your screening. Remember, it can take between 24 hours to 2 weeks for Gathr to schedule with the theater venue. We recommend selecting a screening date at least 30 days out from the date of your request.</p>	
	<p>Gathr will confirm your screening and send you the link to your personalized screening page.</p>	
<p><b>Get the word out!</b></p> <p><b>Stage 1: Initial Push</b></p> <p>3-4 weeks before screening</p>	<p>Reach out to your social network! Alert your friends, family &amp; social networks through email, Facebook &amp; Twitter and ask them to reserve their ticket today! Check out our <b>Social Media Tool Kit &amp; Personal Email Template</b> for tips, ideas &amp; templates.</p>	
	<p>Create a Facebook Event. Share with your social network and encourage them to share the event with their network.</p>	
	<p>Personalize your request. Email and social media is great, but don't forget to connect with folks on a personal level.</p> <p><i>Hint: Sometimes people don't want to be the first to buy a ticket. Kick start momentum by asking your close friends, family and supporters to reserve their tickets on the first day.</i></p>	
	<p>Reach out to potential partners in the community. Find local organizations &amp; non-profits whose interests align with the film and ask them to help spread the word (ex. lgbt organizations, social &amp; student groups, city PRIDE organizers, social work and nursing students, churches, senior/elder centers). Ask them to share the screening in their newsletters, events calendars, social media and/or emails to constituents. We created an <b>Organization Email Template</b> to help make this process easier.</p>	
	<p>Tell local press &amp; blogs about this one night only special event. Think of local angles to the story- an inspirational lgbt elder in your community, the grassroots organizing to bring the film to your town. Feel free to customize our <b>Press Release Template</b>.</p>	

<p><b>Get the word out!</b> <b>Stage 2: Updates</b></p> <p>2-3 weeks before the screening</p>	Follow up with your friends, family & social network. Repeat your call to action- encourage people to reserve their tickets today. Let them know how many tickets still need to be reserved for your screening to be confirmed.	
	Engage interest. Share exciting info about the film. You can re-post updates from our BEFORE YOU KNOW IT social media accounts. Share the trailer ( <a href="http://www.beforeyouknowitfilm.com/trailer">www.beforeyouknowitfilm.com/trailer</a> ). Talk about how the film ties in with the interests of your community. Be sure to check out the <b>Press Kit</b> for photos, banners, graphics, etc. to use in your social media.	
	Mobilize Supporters. Encourage others to actively promote the screening as well.	
<p><b>Get the word out!</b> <b>Stage 3: The Final Push</b></p> <p>1-2 weeks before the screening</p>	Final Push! Make sure you let your friends, family, social network, supporters and community partners know that the screening will not happen if you do not meet the minimum threshold- "Only x days left to help bring BEFORE YOU KNOW IT to our community!"	
	Contact the theater manager. Note, some theater managers will not know about the screening until a few days before the screening. Let the manager know if you would like to make any introductory remarks. Be courteous. You may want to bring another Gathr film to your community.	
<p><b>Prepare for the Big Day!</b></p> <p>Within 7 days of the screening</p>	Prepare your introductory/closing remarks for the screening. We have created <b>Sample Introductory Remarks</b> but we encourage you to personalize.  <i>Hint: You will likely have 15 minutes max before/after your screening in the theater, so we would suggest short remarks to introduce the event, and then if you want, planning something nearby before or after the screening.</i>	
	Confirm the screening details with any special guests, community partners and/or sponsors. Invite them to give brief introductory remarks.	
	Print out any surveys, <b>Email Sign Up Sheet</b> , <b>#BeforeYouKnowIt Social Media Campaign</b> documents or other materials, if applicable.	
	Recruit friends & family to help on the day of your screening.	
<p><b>It's Show Time!</b></p> <p>Day of the screening</p>	Captains receive list of attendees via email from Gathr.	
	Remember to bring any printed materials. Collect emails & hand out surveys as applicable. After the show, email scanned copies of completed materials to <a href="mailto:info@beforeyouknowitfilm.com">info@beforeyouknowitfilm.com</a> so we can personally thank the attendees.	
	Arrive early. You may be asked to help with tickets.	
	Ten minutes before screening deliver brief introductory remarks. Introduce representative from partner organizations to make brief statement, if applicable.	
	Take photos to share on social media and to send to the BEFORE YOU KNOW IT team! We love to see photos from successful screenings.	
	Sit back & enjoy the show! Congratulations on all of your hard work!	

