



## SCREENING ENGAGEMENT TOOLS

You've requested a screening on Gathr and started a Facebook page. Now what? Make the most of hosting a screening of BEFORE YOU KNOW IT by checking out our recommendations below for getting a big crowd out to see the film and making it as fun and engaging as possible.

### Community Organization Outreach

You know that “two heads are better than one” and the same goes for organizational efforts. Partner with local organizations to spread the word about your screening. Simple online searches for your local LGBT non-profits, senior centers and care facilities, documentary and film societies as well as LGBT-friendly churches will get you connected with a wide range of potential ticket buyers for a BEFORE YOU KNOW IT screening. Sending these organizations information about the screening and why they would be interested in viewing the film is key (*see our email template for contacting local organizations*). Also, don't forget to share with them the Facebook event page you created for the screening. The more information shared, the better!



### Two-for-One Event

Why limit your event to just a screening of BEFORE YOU KNOW IT when you're partnering with local organizations like the Gay Men's Choir, City Film Society, and City College Gender Studies Department? Make the most of the event by coupling a



exposure and getting their name out there.

screening of BEFORE YOU KNOW IT with a concert performance, a fundraiser or an academic panel. This is another reason why reaching out to your local organizations and groups to get them interested in seeing BEFORE YOU KNOW IT can come in handy. Not only will you be a great host, successfully selling enough tickets to bring BEFORE YOU KNOW IT to your city, but you'll also be providing another local organization with an opportunity for community

### **Organize A Reception**

A great example of a “two for one event” is the hosting a film reception. What better way to foster good conversation following a film than getting together over food & drink? Receptions can be as casual as reserving a few tables at a restaurant or coffee shop down the street from the theater to using a space at a local community center or college (again community partners are helpful!) to renting a party space with catered food and drink. Be creative and remember, it's important to promote this event along with the screening.

### **Senior Shuttle Service**

Oftentimes our seniors lack reliable transportation. Connect your community groups like a college Gay Straight Alliance, an LGBT-friendly church, or a film society with a local senior center to help shuttle seniors to the screening and allow for our older audiences to enjoy BEFORE YOU KNOW IT. *Note: Please make sure you adhere to any insurance or safety guidelines when organizing transportation.*

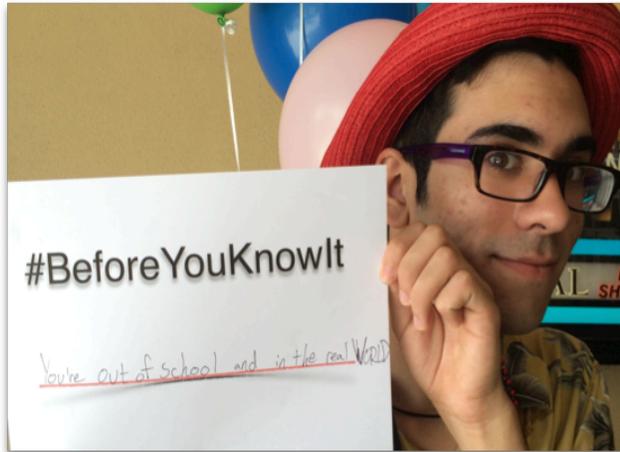
### **Memorial Tree Activity**

Another way to get your audience participating at a screening is to create a Memorial Tree at a BEFORE YOU KNOW IT screening. In BEFORE YOU KNOW IT our Galveston friends at Robert's Lafitte celebrate the passing of Aunt Helen by hanging memorial ornaments on their memorial tree. This is a special way for audience members to honor important friends and family from their lives. Memorial trees can be handmade or purchased.



## #BeforeYouKnowIt Audience Participation Activity

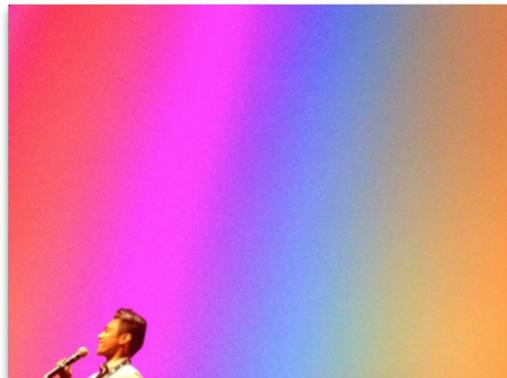
Hashtags have become our online way of finding out what's trending in the world. By using the #BeforeYouKnowIt hashtag on Instagram, Twitter and Facebook, you're showing the world they should see BEFORE YOU KNOW IT. A fun activity to do with



the #BeforeYouKnowIt hashtag is to print out copies of the hashtag placard, hand out to audience members (don't forget the markers!) and have them fill in the blank, then post the photos to Instagram, Twitter and Facebook with the hashtag #BeforeYouKnowIt. Examples of what to include are: **#BeforeYouKnowIt** I'll be headed to college!, **#BeforeYouKnowIt** the summer sun will be here! and **#BeforeYouKnowIt** Marriage equality will be nationwide!

## Filmmaker Q&A

A proven way to truly engage an audience is by holding a filmmaker Q&A following the screening of BEFORE YOU KNOW IT. Viewers want to hear about the making of the film, get to know the filmmakers and subjects and ask their lingering questions, but another important advantage to having the filmmaker present is selling a higher number of tickets. Having the filmmaker and/or subjects in-attendance requires you or your organization covering transportation and accommodation costs and is subject to availability. As an alternative, consider using Skype to hold a live online Q&A. Please note, not all theaters have the required technology to host Skype. Additionally, your time before and after the screening is often limited. Planning alternative venues for panel discussions, Q&A's and other events is advisable.



## Be creative!

This is your screening! What events or activities will best serve your community? What would you enjoy? Think outside of the box. And don't forget to let us know what you're planning. We would love to share it with our social network. Keep us updated or ask us questions at [info@beforeyouknowitfilm.com](mailto:info@beforeyouknowitfilm.com)