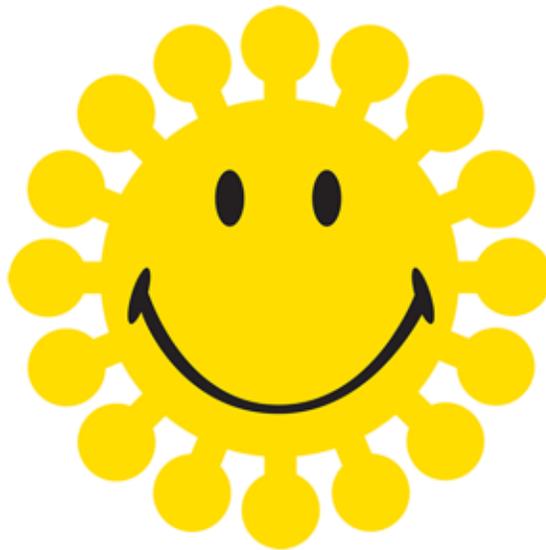


GATHR SCREENING TOOLKIT

KINDNESS IS



CONTAGIOUS

**INSIDER TIPS FOR
MAKING YOUR
GATHR SCREENING SPECIAL**



GATHR® SCREENING TOOLKIT

Thank-you for agreeing to be host a screening of *Kindness Is Contagious* Welcome to your step-by-step guide to crowd-sourcing event.

This unique family documentary is a fantastic chance to inspire children today with stories of children across the world in 15 different countries. We encourage you to use this opportunity to put on educational events for your school.

YOUR SCREENING

After you submit a request on Gathr, you'll become the **"Movie Captain"** and receive your own personal screening webpage where all of your friends can easily reserve tickets to the film.

REMEMBER: The screening is only guaranteed to happen after it "tips," meaning enough tickets are reserved. Your Gathr® screening page displays the number of tickets your particular screening needs to tip.

KINDNESS IS CONTAGIOUS FACEBOOK GROUP

You should have been invited to join the **Kindness Is Contagious Movie Captain Facebook group**. Make sure to check your email and accept!

Join the Facebook group to find tools to help you promote your screening!

This is also a place for all MCs to communicate and share advice for tipping screenings. Here you can share and repost any pictures, screening events or stories and ideas about how you made your screening a fantastic educational event!

HOW TO USE OUR TOOLS TO PROMOTE YOUR SCREENING!

Collaboration is key! You can engage key community members to help you fill the theater. Send an email blast to your organization's mailing list using **Sample Gathr Email Blasts** and encourage partner organizations to do the same! Be sure to fill in the red areas with information specific to your local screening. Feel free to send on to other schools!

Insert the **Newsletter Insert** into your organization's newsletter. Be sure to insert the local information of your screening to replace the red areas!

Use the **Email to Friends & Family** to let everyone know about your screening!

Use the **Sample Social Media** to post on your Facebook and Twitter to remind your community of the screening. Remember that this is a film we can all relate to.

Create a **Facebook event** for your screening and invite all your friends! On the left side of your FB page, click on "Events." Click on "Create an Event." Now you can start sharing on the Kindness Is Contagious group and on Facebook!

TIPS LEADING UP TO THE SCREENING.

The #1 important tip for your event to be a success: the more people the better!

Use the downloadable templates including a sample press release, promotional tips, sample emails and social media posts to build momentum and attendance – visit <http://XXXXXXXX> for the tips and templates. Don't stop promoting until just hours before your screening. Most people decide to attend a movie at the last minute, so don't get discouraged if your tickets sold or reservation numbers don't spike until just days before the event.

#2. Collaboration is key! Filling a big theater isn't easy; it takes a lot of partners, allies, and sponsors. Make sure you involve all community stakeholders early and often.

#3. Make it an event, not just a screening! We strongly encourage you to capture this opportunity to convene your community in an important dialogue about kindness. Will you do a welcome and introduction? If yes, please see tips for structuring your welcome remarks. Are you having a discussion or Q&A after the film with kindness community members or experts? If yes, please see our Post-film Discussion Guide for topics and frequently asked questions.

SCREENING DAY IDEAS:

- At your screening you can invite your audience to fill in the blanks on a piece of paper: **THE NICEST THING ANYONE EVER DID FOR ME WAS....** Remember to take photos and post to Twitter & Facebook. Check out the Kindness Is Contagious Facebook Group at www.facebook.com/XXXXXXXXXX for examples! Encourage others to share and retweet [@XXXXXXXX](https://twitter.com/XXXXXXXX) using the **#KindnessIsContagious** hashtag.

- Bring a sign-in sheet (name, email, contact info) and help gather names of people to help with events and fundraisers!

- Once your screening tips, the theater is set to go, but if you would like you can assign volunteers to greet attendees and coordinate sign-in sheets. Think of them as personal ambassadors for your screening.

For questions about screenings, email Gathr Films® at support@gathr.us.