

SAMPLE OUTREACH DOCUMENTS

KINDNESS IS



CONTAGIOUS

**EMAILS,
PRESS RELEASE
AND SCREENING INFO**



SAMPLE EMAILS FROM CAPTAINS:

1. For friends and family

Hi [insert name],

I just signed up to bring an awesome new film called Kindness Is Contagious to [insert name of local cinema]. It's a new way of viewing a movie called Theatrical on Demand. The way this works is that I got to pick the theater, the date and now, get to invite my A-list people to attend.

The film's screening will not be open to the general public.

Kindness Is Contagious, directed by filmmaker David Gaz, is a feature documentary film about being nice and the benefits of being nice.

Kindness Is Contagious features best-selling authors and scientists from major universities like Harvard, Yale Berkeley and many more. The filmmakers asks one question:

What is the nicest thing that anyone has done for you?

Street performers, soup kitchen volunteers, police officers, models, CEOs, baseball players, roller girls, concert pianists, artists, and many more tell you their heartfelt stories of kindness and generosity.

Learn how a little generosity can help you live a happier, healthier, wealthier, longer and more fulfilling life.

I could go on forever about the film, but you can see for yourself in this trailer: <http://kindness-is-contagious.com>.

Our screening is planned for [insert date] at [insert time] at [insert theater and address]. Can you make it? If so, please go to this site [insert your Gathr URL] ASAP to reserve a ticket. [Insert theater] needs to know several days in advance of the screening if a minimum number of tickets have been reserved, so be sure to go the site soon. And tell anyone you know who might be interested. The more the merrier! You will only be charged for the ticket if we're successful in getting the minimum (or more!) of reservations!

Thanks and I hope to see you at the movies!

[insert name]

P.S. Can't go? Please consider donating a ticket to someone else in your community who wants to see this film.

2. Shorter version

Hi [insert name]—

Hey, mark your calendar for [date] at [time] because I would love for you to join a huge group of us who are passionate about making a difference in the world to come and see the [insert your city] screening of Kindness Is Contagious.

Check out this awesome trailer: <http://kindness-is-contagious.com>.

If you can come, reserve your ticket for this special private screening (arranged by yours truly!) at [insert theater name and address] here [insert the Gathr URL for your screening]. If we can get [insert number of tickets to "tip" the movie] we can bring the movie to [insert your city].

You in? If so, spread the word to your friends. And if you can't come, you can always purchase a ticket and consider donating it to someone else in your community who wants to see this film.

See you there!

[your name]

SAMPLE LOCAL PR

Contact: [your name, telephone number and email address]

FOR IMMEDIATE RELEASE

Kindness Is Contagious is a feel-good documentary, narrated by Catherine Ryan Hyde, the best selling author of the novel (and film) Pay It Forward, which was recently featured on the Huffington Post.

[CITY AND DATE HERE] - A FEATURE FILM about being nice and the benefits of being nice will be shown at [insert your local theater] on [date and time]. The film is brought to [your city] by a new crowd-sourcing distribution service called Gathr. Gathr's "theatrical-on-demand" process allows movie-goers to bring the movies they want to watch to their nearby local theater with no facility rental cost and no risk.

Special event screening tickets are available now by clicking here [enter your local Gathr URL]. This link connects to the movie trailer: <http://kindness-is-contagious.com>.

The Kindness Is Contagious sneak preview is sponsored by [if your screening has a sponsor, if not, eliminate the sponsored portion] and features best-selling authors and scientists from major universities like Harvard, Yale Berkeley and many more.

James Folwer, author of "Connected: The Surprising Power of Our Social Networks and How They Shape Our Lives" outlines the powerful effect social networks have on kindness and how kindness is what binds people together making the whole greater than the sum of it's constituent parts.

Dacher Keltner, founder of the Greater Good Science Center at UC Berkeley explains the evolutionary basis of kindness. The theory goes that the viral nature of kindness has evolved as a means to bring us together as cooperative, mutually beneficial groups. These are your family, your church, the company you work for, your town, city and country and ultimately, the world. This is our fundamental strength as a species and the reason why we are the most successful organisms on the planet.

I think the unique approach that we have taken with this film, which we call a documentary, is that we do not focus on problems but solutions. The issues we address, span the gamut from equality, economic justice, education, human rights and environment, but really focus on solutions and people who are making a difference. Ultimately though, Kindness Is Contagious is about how a little generosity can help us live happier, healthier, wealthier, longer and more fulfilling lives.

Kindness Is Contagious is directed by David Gaz; produced by Sara Glaser; executive produced by Al Cattabiani; narrated by Catherine Ryan Hyde; with an original score by Brandan Schott.

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SCREENING INFO

THE BASICS: Kindness Is Contagious is a feel-good documentary, narrated by Catherine Ryan Hyde, the best selling author of the novel (and film) Pay It Forward. It's a film all about being nice and the benefits of being nice.

Kindness Is Contagious profiles cutting-edge scientists and best-selling authors from Berkeley to Harvard and everywhere in between as well as real life people from all walks of life whose lives illustrate their incredible discovery:

NICE GUYS FINISH FIRST!

Police officers, models, CEOs, baseball players, roller girls, concert pianists, artists, and many more tell you their heartfelt stories of kindness and generosity.

Learn how a little generosity can help YOU live a happier, healthier, wealthier, longer and more fulfilling life.

Here in [your city], we can be part of the conversation.

When: [Day of the Week, Date and Time]

Where: [Theater name and address]

Movie trailer: <http://kindness-is-contagious.com>

Our Ask: We need your help to confirm the Kindness Is Contagious screening here in [your city]. Please go to <http://gathr.us/films/kindness> and click on [your city's] screening to reserve your ticket. Remember, until we secure a certain number of attendees, we can't guarantee the film will show.

P.S. Can't go? Please consider donating a ticket to someone else in your community who wants to see this film.