



PROACTION FILM AND VENTANA FILMS PRESENT

# RETURN TO HOMS



# SCREENING TOOLKIT

# INSIDER TIPS FOR MAKING YOUR SCREENING SPECIAL

Whether you're hosting a Gathr Theatrical event or a Special Community Screening of RETURN TO HOMES, here are some of the best "lessons learned" organizers have sent in to us about how to host a great event!

## LEADING UP TO THE SCREENING

**The #1 important tip for your event to be a success: the more people you can have attend the event, the better!**

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.

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**1. 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.

**2. Make it an event, not just a screening!** We strongly encourage you to capture this opportunity to convene your community. 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? If yes, please see our Post-film Discussion Guide for topics and frequently asked questions.

**3. Visit the venue** and meet with the theater or building manager for a walk-through (for Gathr screenings you may need to wait until the week of your screening for this meeting) ahead of time. Share information about your screening and invite them to attend!

## Here are the things to be ready to talk to them about:

- Ask about the availability of tables to set up for registration and to display literature (if applicable) before and after your screening.
  - For pre and post film remarks request a microphone, podium and chairs.
  - For post-film discussions, request that the theater turn down the audio on the ending credits song and that the house lights be turned back on so that the audience gets prepared for the all-important discussion instead of getting up and leaving. You can allow the credits to play out in the background as you begin the discussion.
  - Ask them if you can start the film 10 minutes later than the programmed time. People are always late!
  - Make sure to ask about film signage and marque placement to steer your attendees to the right theater upon arrival.
  - Discuss day of ticketing logistics. For most Gathr screenings you need to let your audience know that they **must purchase their tickets (even up to the last minute) online**, as the box office typically does not handle ticketing. You can even think about bringing a laptop or tablet to sell tickets to attendees who walk up last minute. If you're doing a community screening and are selling tickets at the door, be prepared with change, receipts and if possible, a way to accept credit cards for ticket sales.
  - Recruit volunteers to assist with greeting people, signing up people and coordinating your event.
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## THE SCREENING DAY

1. **Produce an event Program** including information like the names of sponsors, speakers if you're going to have them, information on community recovery resources, and how to keep get in touch after the event and a link to [www.returntohoms.com](http://www.returntohoms.com).
  2. **Assign volunteers to greet attendees**, and ask them to coordinate sign-in sheets on screening night and be ambassadors for your event.
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## NEXT STEPS

### Continue the dialogue and build the movement!

- **Host another screening!** Maybe in a different town or part of town, or for a different audience. The goal isn't to come to a conclusion, but to question those conclusions. There are still millions more who need to see this film!
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