



An Introduction to Organizing Your Screening

Congratulations, now that you have your Tugg Event Page, it's time to get the word out! If you do not yet have a Tugg Event Page, visit the [Getting Started - Setting Up Your Tugg Screening](#) section of this Screening Kit for more information.

Below is a set of best practices for spreading the word to your friends, family and community.

Encourage Action

The success of your screening of *The Cherokee Word for Water* depends on your audience taking action, so rally the community. Make sure you communicate that the event will only happen if enough tickets are reserved before the deadline - this is essential since most folks are used to buying movie tickets the day of the event.

Provide Necessary Info

Always provide the event information and the link to your Event Page so people can easily reserve a ticket.

Example:

"We have set up our own screening of *The Cherokee Word for Water* at **[Theater Name]** through Tugg and we need your support! We need to sell **[Tickets Needed]** tickets before the deadline on **[Deadline Date]** in order to make this screening happen! Tell your friends! Get your tickets here: **[Tugg Event URL]**"

Outreach Strategy

Tapping Into Your Personal Networks

You'll want to start by spreading the word to your family and friends.

Begin by sending a personalized e-mail using the [Outreach E-mail Template - Friends and Family](#) in your Resource Kit. Make sure to customize your correspondence - a heartfelt, personalized e-mail can go a long way!

Once you've connected with your immediate networks, contact additional groups or organizations that you're affiliated with - your book club, your local running group, your parenting group, etc. Think of this as a great way to bring together various communities to enjoy a great film and meet one another.



Social Media

Next, you'll want to post to your social networks about the event. Check out the [Social Media Outreach](#) section of your Screening Resource Kit for example posts to help get you started.

Remember, the average social media post is only seen by about 15% of your network, so continue to post every few days to make sure that all of your friends and followers hear about the event.

We also encourage you to create a Facebook event to invite folks to (remember, just because someone signs up on a Facebook event doesn't necessarily mean that they have committed to a ticket. They can only commit to a ticket through the tugg site.)- here's a guide to walk you through how to set up your event: [Creating Your Facebook Event Guide](#).

Finding the Influencers

Now it's time to think big - what groups, organizations, and individuals in your community would be interested in helping promote your screening of *The Cherokee Word for Water*? Reach out to them and see if they'll help spread the word.

In your outreach make clear how the organization can benefit:

- *A chance to speak at your screening during the intro
- *A chance to moderate your discussion after the film
- *A plug for their brand on your Tugg Event Page
- *A few free tickets they can offer their members as a giveaway

Note: Be careful not to offer these perks to too many organizations. Once a few groups are interested in speaking at your event, for example, you'll want to think about new and creative perks to offer others for their time in spreading the word.

For ideas on how to best reach out to these groups and organizations be sure to visit the [Outreach Email Template - Community Organizations](#) page of your Screening Resource Kit.

Local Press, Blogs

A one-time, crowdfunded screening of *The Cherokee Word for Water* is a great story for a local paper or blog. People in your area would love to hear about this community-driven event.

Contact the editors of local blogs and newspapers using our [Sample Press Release](#) in your Screening Resource Kit and be sure to include any special information about your screening.



Following Up

Now that you've shared the event with your family, friends and community, it's very important to follow up and keep your event fresh in everyone's mind.

Here are a few suggestions for how to follow up with folks about your event:

Social Media: Keep your community in the loop with updates about your screening and news about the film. Share how many tickets you've sold in the last week, stills from the film, or what others have thought about the film. You can access the stills and quotes in the [Film Information - Director's Statement, Quotes and More](#) and [Film Images and Posters](#) folders of the Resource Kit.

Organizer Messaging: The Organizer Messaging tool is a great way to connect with the folks who have already purchased tickets to your event. For an overview of how to send Organizer Messages and sample language to use, you can visit the [Tugg Tools](#) section of the Screening Resource Kit.

Personalized Follow Ups: You have probably come across folks who are excited about your screening but might not have purchased tickets yet. Check back in with these folks and encourage them to get their tickets soon!

My Event Is Confirmed! Now What?

Once your event is confirmed, tickets will remain on sale until four hours prior to the event. If it sells out, don't worry, Tugg may be able to upgrade your event to a larger auditorium. Bigger theaters aren't always available, but you might get lucky!