



Getting Started: Setting Up Your Screening

We're thrilled to help you host a screening of *The Cherokee Word for Water* through our partner, [Tugg.com](https://tugg.com). This guide will walk you through the process of setting up your event. After you've read the information below, you'll be all ready to fill out the [Event Request Form](#) and get started!

Creating Your Event

Selecting Your Event Details

When submitting your request, you'll start by providing the folks at Tugg with the ideal details for your event - screening location, date, and time. Here are some tips to guide you along the way:

Screening location - Tugg operates with a large number of national, regional and independent theaters nationwide. You can choose the theater that works best for you, but we recommend including one of the bigger theaters as well since they are often more available than smaller theaters.

Date - We suggest choosing a date at least 4-5 weeks away so that you have enough time to get the word out to your community. It's also better to choose a Monday through Thursday as venues are more available on weekdays and thresholds tend to be lower.

Time - Showtimes on weekdays are generally 3:30PM, 5:30PM, 7:30PM, and 9:30PM, so it's best to choose one of these time slots to ensure your screening request is approved.

Your First Venue Choice ? (required)	First Date Choice ? (required)	First Time Choice ? (required)
<input type="text" value="My local theater"/>	<input type="text" value="MM/DD/YYYY"/>	<input type="text" value="7:30pm"/>
Second Venue Choice	Second Date Choice	Second Time Choice
<input type="text" value="My local theater"/>	<input type="text" value="MM/DD/YYYY"/>	<input type="text" value="7:30pm"/>
Third Venue Choice	Third Date Choice	Third Time Choice
<input type="text" value="My local theater"/>	<input type="text" value="MM/DD/YYYY"/>	<input type="text" value="7:30pm"/>



Making Your Event Special

You can have time before &/or after the screening for a reception, discussions, or Q&As. Some theaters offer the possibility of a Skype conference call in by actors involved in the film. The Event Details section of your form includes two boxes where you can provide info that will be included on your Event Page:

Special Features Description - Think about what special features you'll want and list them here - your Tugg point person will confirm the details with you and request the appropriate amount of extra time before and/or after the film itself. *Note: If you think you'll want to include special features but are not sure about the specifics, indicate that in these boxes and Tugg will block out the extra time for you.*

Event Description - This is a brief outline of how you see your event - your pitch to your friends about why they should attend – this is where you can say Wilma Mankiller wanted this film to inspire people everywhere, Indian and non-Indian, to trust their own thinking to solve community problems together. This is why people need to see the movie together.

Event Details		
Promoter Name ? <input type="text"/>	Special Features Description ? <input type="text"/>	Additional Comments ? <input type="text"/>
Expected Attendance ? <input type="text"/>	Event Description ? <input type="text"/>	Promotion Strategy ? <input type="text"/>
Referred By <input type="text"/>		



More Ways to Customize: Fundraising & Sponsorship

Your Event as a Fundraiser

If you'd like your screening to double as a Fundraiser for the Wilma Mankiller Foundation, check the box in the "Fundraising" section of your Tugg Event Request Form and people attending the movie screening can add a contributions to their ticket purchase. Your Tugg point person will reach out and discuss the specifics of your fundraiser. These contributions go directly to you, the Organizer, who is then responsible for getting the funds to the organization.

Contributions Description - Please provide a description for your fundraiser.

Contributions Levels & Perks - You can have up to 5 levels of contributions, and you can associate a reward (Perk) and/or description with each level. Attendees will be able to select the amount they would like to contribute in addition to their ticket purchase. We recommend including a perk with the donation - no matter how big or small, a token of your appreciation can mean a lot to someone donating. *Note: The minimum contribution level cannot be less than \$10.*

Example of Contributions for Your Event:

- \$25 – a CW4W bandana
- \$50 – an 11'x 14' poster
- \$100 – a poster signed by Charlie Soap
- \$250 – a signed poster and CW4W hat
- \$500 – a signed poster, hat and CW4W Bolo

Finding a Sponsor for Your Event

It is 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. Because of the unique subject matter of *The Cherokee Word For Water*, consider reaching out to local schools, universities, libraries, community centers, museums, Indian festivals, Indian Cultural Centers and other non-profit organizations.



If you're interested in hosting a sponsored event, please add a note to the "Additional Comments" section of your Event Request Form. *Note: In order to utilize Tugg's Sponsorship Tool, you'll need to secure the sponsor prior to publishing your event page.*

Submitting Your Event Request and Receiving Your Event Page

Once you've selected all of your event details, it's time to submit your request. Tugg will then contact the theater and get your event approved. Please note that this can take anywhere between 1-7 days.

Once that's done you'll receive a Tugg Event Page through which your friends and community can purchase tickets to your event. This is the page that you'll want to share far and wide!

Your event page has it's own webpage below the film poster that looks like this:

<http://www.tugg.com/go/emdgtl>. Be sure to use your webpage when sharing your event because it lets you see who responds to your emails. For more information about Organizer Analytics, visit the [Tugg Tools](#) section of this Screening Resource Kit.

Spread the Word

Now that you have your page, it's time to spread the word! To get started, check out [An Introduction to Organizing Your Screening Guide](#) and Section Two of your Screening Resource Kit titled ["2 - Spreading the Word."](#)