



SCREENING TOOLKIT

**INSIDER TIPS FOR MAKING
YOUR SCREENING SPECIAL**

THE ANONYMOUS
PEOPLE

**MANY
FACES 1VOICE**

THE ANONYMOUS PEOPLE SCREENING TIPS

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

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://tinyurl.com/TAP-tools> 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.

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Be prepared with the Advocacy With Anonymity pamphlet and information on the film's disclaimer for people who may be concerned that this film is breaking traditions of 12-step groups.

- 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 in an important dialogue about recovery. 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 recovery community members or experts? 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 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 credit song 84 minutes in 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.

THE ANONYMOUS PEOPLE SCREENING TOOLKIT:

<http://tinyurl.com/TAP-tools>

HERE YOU CAN FIND:

- How Gathr Works
- Tips To Promote Your Screening
- Sample Email & Social Outreach
- Press Kit
- Sample Press Release
- Organizing Your Screening
- ManyFaces1Voice Sign-In Sheets
- Film Opening & Closing Remarks
- Q&A With Greg Williams
- Film Poster
- Call-To Action Post-Cards
- Advocacy With Anonymity Handout
- A.A. World Services Bulletin

- 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.



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 manyfaces1voice.org.
2. **Multiple copies of a ManyFaces1Voice sign-in sheet** (name, email, and zip code). This will help us build a national network for the organized recovery movement. Also, don't forget several extra pens!
3. **Assign volunteers to greet attendees**, and ask them to coordinate sign-in sheets on screening night and be ambassadors for your event.
4. **Optional handouts for people as they enter** (maybe even stuff inside the program):
 - **Advocacy With Anonymity brochure.** This can be downloaded and printed from our tools link – or you can order already printed and folded copies directly from Faces & Voices of Recovery. While people are waiting for the film to begin, they can read about the issue, making the film even more informative.
 - **The recent memo issued by The General Service Office of Alcoholics Anonymous** on anonymity and the approach taken by participants in this documentary.
5. **Optional handouts** for people as they exit or listen to the post film discussion:
 - **The ManyFaces1Voice Call-To-Action Post-Cards.** You can download these and print them locally from the tools link, or we will be happy to ship them directly to you prior to the screening. Please send your quantity needs and mailing address to info.theanonymouspeople@gmail.com.

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NEXT STEPS

Continue the dialogue and build the movement. Here are a couple of ideas:

- **Organize a Community Listening Forum or follow-up meeting.** It's a great idea to schedule this event before your screening, so that you can publicize it then. Have it a few weeks later to continue the dialogue and organizing. *The Anonymous People* energizes people to get involved. They want to know what they can do next? If you have a concrete date in place for next steps, you can build on the momentum created by the screening.
- **Host another screening!** Maybe in a different town or part of town, or for a different audience. Given the size and scope of the addiction problem and the power of recovery, there are still millions more who need to see this film!