

6 SUGGESTIONS FOR PROMOTING A LOCAL SCREENING FOR THE ANONYMOUS PEOPLE

Thanks for agreeing to promote a local screening of The Anonymous People (TAP). If you're a new Captain preparing to host a screening, Congratulations! If you're a captain's helper or simply someone interested in getting our recovery advocacy film into your community, you rock!

For the Captains among you, you've received a link from Gathr confirming the theater and time of your individual screening. **REMEMBER:** The movie is only guaranteed to run after it "tips," meaning a certain number of tickets have been reserved (usually 50 but sometimes more, depending on the negotiation between the theater and Gathr).

WHAT HAPPENS NEXT?

It's time to creatively market the screening to your friends, co-workers, and anyone you know through your church or synagogue, any friends you have in the recovery community or even through a local civic organization.

HERE ARE 6 SUGGESTIONS TO GET YOU STARTED:

- 1.** Create a simple, one-page info. sheet to email or hand to your contact list—the people you most want to reserve a ticket and see The Anonymous People. A sample sheet is available in our TAP toolkit. Be sure to insert your local information to replace the red areas.
- 2.** Once you get the link from Gathr, there's a section called "Promote This Screening." Click there to download movie flyers specific to your location and post them EVERYWHERE. You'll even notice a QR code on the flyer so your people can scan from their smartphones to reserve tickets. How cool is that?
- 3.** Send an email blast to your family and friends. You're excited to let people in your life know about this awesome film so feel free to customize the sample emails so they "sound" like you. You'll find sample emails in our TAP tool kit. Be sure to fill in the red areas with information specific to your local screening.
- 4.** You'll see this screen where you can enter you name and email address, then select a theater location and time for YOUR personal screening!

5. You can also create a Facebook event. Here's how:

- On the left side of your FB page, click on Events
- Click on Create an Event
- Where it says Name, add The Anonymous People Screening
- Where it says Details, add something like: **[Feel free to change the wording; this is only an example. Also be sure to change the wording in red.]**

I just signed up to bring this awesome film about addiction recovery advocacy to a local movie theater here in **[insert city]**. The movie, produced by filmmaker Greg Williams, is a feature documentary film about more than 23 million Americans living in long-term recovery from alcohol and other drug addiction. For people in recovery and those affected by the disease of addiction, this movie is incredibly powerful.

There are prominent people in the film talking publicly about their recovery—people like actress Kristen Johnston (The Exes and Third Rock From the Sun), former NBA star Chris Herren, Miss USA 2006 Tara Conner, former congressman Patrick Kennedy and many others.

The goal of the movie is to create an advocacy platform so sturdy that people can step out of the shadows and talk about their recovery lives—without stigma and shame—just like the diseases of breast cancer and HIV/AIDS emerged from behind closed doors as a grassroots social justice movement.

Click here to see the movie trailer: <http://vimeo.com/64948005>.

Tickets need to be reserved by **[add date]**. Click here to reserve yours or if you can't attend, please consider purchasing a ticket and donating it to someone in recovery. **[add your Gathr URL]**

- Add the location of the screening, your Gathr URL link again where your friends can reserve tickets and the date and time.
- Click Create and you're set! Your Facebook friends are now invited to your local screening!

6. Create a local press release using the sample template found in the TAP toolkit. **[be sure to replace words in red with your local info!]**. Email (usually, although some still prefer faxing) the release to the managing editors or the metro desk of your local newspapers (daily, weekly and alternative) as well as the health reporters for local television stations and the community affairs directors for local radio stations. You should be able to easily grab email addresses from media websites.

