



An Introduction to Promoting 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 Setting up Your Tugg Screening document](#))

Below is a set of best practices for spreading the word to your community.

Basic Principles

Encourage Action

The success of your screening depends on the direct action of your audience, so rally your members. 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 at the box office on 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:

“Our church has set up our very own screening of *A Return to Grace, Luther’s Life and Legacy* at [Theater Name] and we need your support. We need [# of Tickets Needed] people to reserve tickets before the deadline on [Deadline Date and Time] in order to make this screening happen! Get your tickets here: [Tugg Event URL]”

Outreach Strategy

Tapping Into Your Network

You’ll want to start by spreading the word to your congregation/group.

We have provided a [customizable bulletin insert/flyer](#) that can help explain the event to members. Of course, calling attention to the insert during church Sunday announcements makes a big difference in how members respond.

We have also provided a [poster](#) that you can customize to provide a visual reminder of the event.

It’s also helpful to send a personalized e-mail using the [E-mail Template](#) document.

Once you’ve connected with the larger congregation, it would also be helpful to connect



with the smaller groups within your church: The bulletin insert is a great “leave-behind” to remind people of how they can get tickets. And don’t forget to reinforce how easy it is to invite friends and neighbors to the screening. Think of this as a great way to tell your community about your Lutheran beliefs.

If your church has small groups or weekly Bible studies, you can show the video trailer to give people a taste of the film. <https://vimeo.com/169133926>

Social Media

You will also want to post to your social networks about the event. Check out the [Social Media Outreach Guide](#) for example posts to help get you started.

Remember, the average social media post is only seen by a small percentage of your membership, so continue to post every few days to maximize the opportunity for your followers hear about the event.

We also encourage you to create a Facebook “event” to invite folks to – it’s easy to do... here’s a guide to walk you through how to set up your Facebook event: [Creating Your Facebook Event Guide](#).

Finding Others

Now it’s time to think about other churches, groups, organizations, and individuals in your community would be interested in helping partner in your screening. Reach out to them and see if they have people who might like to attend.

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



Following Up

Now that you've shared the event with your members 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 followers 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 from the film's website or by reaching out to the filmmakers directly.

Promoter Messaging: The Promoter 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 Promoter Messages and sample language to use, you can review the [Advanced Tools document](#).

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!