



## Getting Started: Setting Up Your Screening

*Note: you can watch a four-minute video that summarizes the setup process here: <https://vimeo.com/194744342>*

We're thrilled to help you host a screening through [Tugg.com](https://tugg.com). This guide will walk you through the process of setting up your event, providing you with the details you'll need to successfully promote your Tugg screening. After you've read the information below, you'll be ready to fill out the [Event Request Form](#), providing the Tugg team with the details they'll need to process your request and book your screening.

### 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: venue, date, and time. Here are some tips to guide you along the way:

**Venue:** Tugg operates with a large number of national, regional, and independent theaters nationwide. During the request process you'll be prompted to enter a zip code, at which point the form will show you Tugg partnered theaters in your area.

**Date:** We suggest choosing a date at least 5-7 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.

#### Select a Theater, Date, and Time for the Event

Select from our expansive network of theaters


First Choice \*



-- Select One --


Second Choice


-- Select One --

Based on today's date, your ideal event date is after June 9th

Event date \*  Event time \*

 Tip: We recommend planning your event 5-7 weeks in advance!

 Continue



## Making Your Event Special

You can customize the program for the evening by requesting additional time for special features to go along with the film screening. For example, someone from your group (e.g your pastor) could welcome moviegoers to the event. Or there could be a follow-up after the film for Q&As, etc. This way, you can transform your screening into a true event, much more engaging than a typical movie showing. However, you are not required to add these elements; it's purely optional. If you prefer, you can just screen the film.

The Event Details section of the Event Request form includes two boxes where you can provide info that will be included on your Event Page:

**Event Description:** This is a synopsis of your event - your pitch to the world for why folks should attend - be sure to stress the spirit of the film and why people need to see the movie together. For example:

EXAMPLE: One night only: Join us for a screening of the rousing adventure story that was Martin Luther's life. This entertaining new film brings to life the dramatic moments that shaped Luther and examines the universal questions he wrestled with, like "Who am I?" and "What is my purpose?" After the film, Rev. John Doe answers your questions about Luther and his ideas.

**Special Features Description:** If you want before or after elements (like an introduction by the pastor, or a Q&A afterwards) 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 \*

EXAMPLE: One night only: Join us for a screening of the rousing adventure story that was Martin Luther's life. This entertaining new film brings to life the dramatic moments that shaped Luther, and examines the universal questions he wrestled with, like "Who am I?" and "What is my purpose?" After the film, Rev. John Doe answers your questions about Luther and his ideas.

### Additional Comments

Is there anything else we need to know to help make your event a success?

Introduction before the screening:  : minutes

Q&A or discussion after the screening:  : minutes

Need a microphone (subject to availability)

Need table and chairs (subject to availability)



## **Your Event as a Fundraiser**

As the event's promoter, five percent of the ticket cost automatically comes back to your church/organization. You can designate those funds for any purpose you choose. **No additional action is required to receive the fivepercent.**

## **More Fundraising & Sponsorship Options**

Adding an additional fundraising element – or sponsorship – to your screening is not required, however it may be a helpful option for some churches.

### **Option 1: Finding a Sponsor for Your Event**

One of ways to fill up the seats for your event is by partnering with a local organization, business, or individual who is interested in sponsoring your event. (Your local Thrivent representative, for example). Screening sponsors can opt to support the event by purchasing tickets and giving them out to community members.

Additionally, Tugg allows sponsors to subsidize either the full ticket price or part of the cost. If you would like to consider using this feature, check the Sponsorship box in the 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.*

### **Option 1: Additional giving**

The Tugg platform allows you to set up an additional fundraising option for ticket buyers... a special box they can check to donate *additional* funds for a particular cause; perhaps a local food pantry or a special mission trip. If you'd like your screening to double as a fundraiser, check the box in the "Fundraising" section of your Tugg Event Request Form, and a Tugg team member will be sure to follow up with you about next steps after you submit your request.

## **Completion and Processing of Your Event Request**

Once you've worked through the form, you're ready to submit your request to Tugg! Tugg will then review the request details, contacting the theater for approval based on your provided details. Please note that this can take anywhere between 4-5 business days. If there are details that require amendment prior to submission to the theater, a Tugg representative will be in touch to work with you to adjust your request.

Once the theater has confirmed availability and approved the event, you'll receive your Tugg Event Page through which folks can reserve their tickets and find out more details on the event. **This is the page that you'll want to share far and wide!**

You'll note that on your event page there is a unique URL below the film poster that looks like this:



<http://www.tugg.com/go/emdgtl>. Be sure to use your unique URL when sharing your event, as it will allow you to utilize Tugg's Promoter Analytics Tool and see the success of your various forms of outreach. For more information about Promoter Analytics, visit the Tugg Advanced Tools section of this Screening Resource Kit. *Please note: You will need to be logged into your Tugg account when sharing to make sure your efforts are properly tracked.*

## **Spread the Word**

Once you have your Event page on Tugg, it's time to spread the word! To get started, check out [An Introduction to Promoting Your Screening Guide](#) and the help document titled "[Promoting your Event](#)."