



A Return to Grace:

Luther's Life and Legacy

Introduction to Promoter Resources

If you're looking to host your own screening of *A Return to Grace: Luther's Life and Legacy*. Then you've come to the right place!

We've partnered with Tugg.com, a web platform that helps individuals, groups and organizations set up personalized movie screenings in theaters across the country.

STEP 1) You pick you pick the time, place and date—and Tugg will reserve the theater and give you a personalized Event Page for your screening.

STEP 2) Encourage your members and friends to attend the special event.

STEP 3) When enough people have reserved advance tickets (the "threshold") the event is confirmed.

STEP 4) You can track your progress on the web, so you will know exactly how many people are coming.

STEP 5) Enjoy your night at the movie theater with Martin Luther!

The key is to persuade enough people to reserve their tickets in advance. That's because the event will only take place if ticket reservations reach the threshold by the deadline (the threshold is typically is 50-75 seats). If you don't meet the threshold, then no one will be charged for the reservation and the screening will be called off.

We've created this resource kit to guide you through the process of hosting your screening. Begin with Step One, and follow the step-by-step instructions to maximize your promotional efforts and get the most out of your event! If you have any questions, don't hesitate to reach out to the Tugg team at support@tugginc.com.

Stage One: Submit Your Event Request

1. To get started, you'll need to fill out an Event Request Form, which you can do by pressing the blue "Host a Screening" button on the film's title page:
<https://www.tugg.com/titles/a-return-to-grace>
2. Use the [Getting Started: Setting Up Your Screening](#) for an in depth look at how to best set up your event, take a look at this guide before filling out your request.



Stage Two: Theater Approval

Congratulations on submitting your Event Request! While your Promoter Point Person confirms your event details with the venue, start listing everyone you plan to invite to your event!

Stage Three: Promoting Your Event

Once you've received your event has been confirmed and your unique Event Page is live, it's time to spread the word and ensure that enough tickets are reserved before the deadline!

1. [An Introduction to Promoting Your Screening](#) – Start by reading this guide, which will walk you through how to best reach out to your members, neighbors, and organizations via email, social media, and traditional outreach.

2. To help you along the way, we've created a few templates for your use:

- Customizable Bulletin Insert
- Customizable Newsletter/Bulletin text/announcements
- Outreach Template – Friends and Family
- Outreach Template – Community Organizations
- Social Media Outreach Guide
- Creating Your Facebook Event Guide
- Customizable Poster

3. [Tugg Advanced Tools](#) – The folks at Tugg have created an advanced tool to help you connect with people who have purchased tickets and maximize your outreach efforts – read this to learn how to message your attendees with the Promoter Messaging feature and track the success of your outreach. For example, as your event's campaign moves forward, you can update attendees and potential attendees with new information about your event and the film (when applicable).

Stage Four: Screening Day

1. The big day! Make sure you've reviewed everything in the [Preparing For Your Event Guide](#) and follow the steps to ensure a flawless screening.

2. Personalize our [Sample Introduction](#) to welcome your attendees to your screening, and let them know about your ministry.



After the Event

Now that your event is complete, be sure to follow up with your attendees by sending them a message with the Promoter Messaging tool.

1. Use the [Follow Up Message Template](#) to thank your attendees and encourage them to tell their friends about your event and the film!
2. Post a recap of your event on the film's Facebook and Twitter pages - be sure to tag Film's Social Handles/Tags and [@TuggInc!](#)