

UNPLANNED

Event Planning Guide

1. SECURE A VENUE

The first order of business for hosting a screening of this powerful breakthrough film, *UNPLANNED*, is to secure a date or dates with your parish or a local hall or school auditorium with adequate seating and projection capabilities. You may need to bring in your own projection equipment which should include a good DVD or Blu-ray player depending on which package you choose.

2. PURCHASE A MOVIE LICENSE AND DVD PACKAGE

Your *UNPLANNED* site license gives you permission to show the movie unlimited times at your venue for 1 year from your first screening and includes a discounted package of regular DVDs or Blu-rays + DVD + Digital that you may sell or give away as desired.

The site license is valid for the purchasing organization only to be shown in their location and cannot be shared with another organization or shown in another location. The ONLY exception to this is if the purchasing host wishes to show the movie in one theater (which they must arrange) and at their parish.

3. SITE LICENSE AND DVD or BLU-RAY PACKAGES

Those purchasing an *UNPLANNED* screening license and DVD or Blu-ray package will have the opportunity to choose which package of this film they would like to receive at a significant discount to have for resale at their parish after the screening.

Please see the SITE LICENSE PACKAGE Order Form at
<https://unplannedscreenings.com>
or you can contact Diane Hanson (see below).

4. FUNDRAISING OPPORTUNITIES

In addition to this film being an incredible evangelization tool that has the potential to change hearts, minds and lives and to save souls, there are several ways that you can turn your event into an opportunity to raise funds for your parish, ministry or organization if you wish. You will have the ability to sell the DVDs at your event to help cover the cost of your site license package as well as raise additional funds

- Sell Tickets. You can create your own tickets or use generic ones. There are also online ticketing sites that typically cost a dollar or two extra per ticket, but are very convenient. You can set your own prices for admission.
- Take up a freewill collection. You can also take a freewill offering either before or after the event. Let your patrons know that supporting this event makes it possible for your organization to continue sponsoring similar events. An event like this one is a perfect opportunity to gather together people of faith, to socialize and evangelize.
- Sell DVDs or Blu-rays. Once your audience sees **UNPLANNED**, many will want to own a copy for themselves, or purchase copies for friends and family. This powerful movie is a great evangelization tool.
- Sell Books. There is an optional Book Package available with equal copies of Abby Johnson's two bestselling books at a significant discount for you to sell for fundraising, if you wish, as well as to offer materials for further evangelization and education.

Having these DVDs or Blu-rays (and books) available to purchase on location is a great benefit for the attendees. Be sure to announce, before and after the showing, that they will be available for purchase. Be sure to have enough products on hand to sell at your event. If you run out of DVDs, Blu-rays or books, take prepaid orders. We've made it easy for you to purchase additional quantities of all of these products at a hosts-only bulk discount rate during the entire time the movie is being shown.

Please see the **REORDER Form** at <https://unplannedscreenings.com>
or you can contact Diane Hanson (see below).

- Offer the opportunity to sponsor the event. You might wish to use the DVDs as a thank-you gift to anyone offering \$30 or more to sponsor the event

4. SEND INVITATIONS

The best way to get people to your event is to invite them and ask them to spread the word. Here are some suggested ways to invite:

- Send out or hand out postcard invitations to parishioners after Masses.
- Place an announcement in your parish bulletin.
- Call surrounding parishes and ask them to place an announcement in their bulletins.
- Create an electronic invitation using Evite or another online invitation system and send it to your email lists.
- Ask influential or other well-connected Catholic leaders and Pregnancy Help Centers in your area to send out an email to their list of family, friends, parish and diocesan staff, individuals involved with Bible studies or apologetics groups, business associations, prayer groups, surrounding parishes, etc..
- Create a FACEBOOK event page and invite your “friends” to the event and ask your “friends” to invite their “friends”.
- Post an event listing in your diocesan newspaper (these are typically free of charge).

5. WEBSITE

If your organization, parish or diocese maintains a website, information about the *UNPLANNED* Movie Event should have a prominent place on the site. Contact the Webmaster and ask that they include details on the site. Go to <https://unplannedscreenings.com/resources> for images and banners to add to your site.

6. BULLETIN INSERTS

The site license packages include downloadable, customizable flyers that can be used as bulletin inserts by adding event information to the flyer. Customize your event for your parish bulletin by advertising the details of your event on the full color or black and white insert. These can be customized with the information pertinent to your event, and

then distributed at other local parishes. Contact the bulletin editors at the neighboring churches and ask them to place your insert into the bulletin a few weeks before the event date. If the parishes don't allow for full inserts, ask them to include a small paragraph blurb about the event in their bulletin. Typically, parishes need information about two weeks ahead of when you would like it in the bulletin.

You can also create your own Bulletin insert or Bulletin ad.

7. PULPIT ANNOUNCEMENTS

Create short information blurbs that can be read with the regular Sunday announcements.

8. POSTERS

Advertise your *UNPLANNED* screening event by placing posters in your parish and surrounding parishes. Downloadable posters are available at <https://unplannedscreenings.com/resources>.

9. ADVERTISE and PROMOTE

There are several ways that you can advertise your *UNPLANNED* event:

- Be sure to fill out your event information to be posted on our official *UNPLANNED* Now Playing parish screening website:
<https://unplannedscreenings.com/submit/>
- Send the details to your local community paper. Often event announcements are free.
- Place an ad in the local city newspaper. These types of ads tend to cost money, but will also draw more people.
- Place an ad in your local diocesan paper. Most diocesan papers put event announcements in their papers for free or low cost.
- Contact your local Catholic radio or television station and request an interview about the *UNPLANNED* movie and your local event. Invite listeners to attend the screening, giving details about the event you are hosting.
- Contact the editor of your local diocesan paper and ask him or her if you'd be able to submit a story or review about *UNPLANNED*, so that it appears in an edition a couple of weeks prior to the event. Obtain the word count requirements for the piece. If you have already seen the movie yourself, you could write a

first-person account of how the film impacted you and why you feel it is such an important film to watch. Include information on your event at the bottom of the piece. You can obtain information about the film from the <https://unplannedscreenings.com> website.

- Your local Catholic radio might run promos about your event for low or no-cost. Call them to inquire.
- Again, if available, contact your local Catholic television station and ask about advertising the event. You can ask them to play the *UNPLANNED* trailer, and include details on the event following the trailer. The trailer can be downloaded from <https://unplannedscreenings.com>.

Below are some optional items for enhancing your *UNPLANNED* event.

1. INVITE A PRIEST

Invite a local priest to attend the event and offer a prayer before the screening. He may also be willing to give a brief talk about the subject matter. If it is possible for him to stay after the screening, he may be willing to answer questions.

2. LOCAL EXPERTS

Invite in someone to speak who is knowledgeable about the subject matter.

3. GIVEAWAYS

You may want to have raffles or giveaways at the event – another possible use of the DVDs.

Thank you for being an advocate for this powerful and life-changing and life-saving film, *UNPLANNED*.

WE ARE HERE FOR YOU TO MAKE YOUR EVENT A SUCCESS!

Call Diane direct at 734-455-1973 or toll free at 866-431-1531 ext 5 or email her at dhanson@ignatius.com.