

*** THE DIVINE PLAN ***

EVENT PLANNING GUIDE

1. SECURE A VENUE

The first order of business for hosting a screening of this fascinating new film, ***THE DIVINE PLAN***, 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 player or computer.

2. PURCHASE A MOVIE LICENSE AND DVD PACKAGE

THE DIVINE PLAN 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.**

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 PACKAGES

Those purchasing ***THE DIVINE PLAN*** screening license and DVD package will have the opportunity to choose which package of this film they would like to receive with DVDs at a **significant discount** to have for resale at their parish after the screening.

Please see the *SITE LICENSE PACKAGE Order Form* at thedivineplanscreenings.com or you can contact Diane Hanson (see below).

4. FUNDRAISING OPPORTUNITIES

In addition to the great movie night(s) you can provide for your fellow parishioners with this film, an incredible and fascinating true story about the relationship and events surrounding President Regan and Pope John Paul II that few people are familiar with, 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.** Once your audience sees ***THE DIVINE PLAN***, many will want to own a copy for themselves, or purchase copies for friends and family.
- **Sell Books.** There is an optional Book Package available with copies of ***THE DIVINE PLAN hard cover book by Paul Kengor and Robert Orlando*** at a significant discount for you to sell for fundraising, if you wish.

Having these DVDs (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 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 Forms at thedivineplanscreenings.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.

5. SEND AND/OR EMAIL 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. Email invitations to friends.
- 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 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).

6. **WEBSITE**

If your organization, parish or diocese maintains a website, information about ***THE DIVINE PLAN*** Movie Event should have a prominent place on the site. Contact the Webmaster and ask that they include details on the site.

Go to thedivineplanscreenings.com/resources for images and banners to add to your site.

7. **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 or [use the template on the website](#).

8. **PULPIT ANNOUNCEMENTS**

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

9. POSTERS

Advertise your ***THE DIVINE PLAN*** screening event by placing posters in your parish and surrounding parishes.

Downloadable posters are available at thedivineplanscreenings.com/resources.

10. ADVERTISE and PROMOTE

There are several ways that you can advertise your ***THE DIVINE PLAN*** event:

- Be sure to fill out your event information to be posted on our official ***THE DIVINE PLAN Now Playing*** parish screening website: thedivineplanscreenings.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 ***THE DIVINE PLAN*** 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 ***THE DIVINE PLAN***, 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 thedivineplanscreenings.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 ***THE DIVINE PLAN*** trailer, and include details on the event following the trailer. The trailer can be downloaded from thedivineplanscreenings.com/resources.

Below are some optional items for enhancing your *THE DIVINE PLAN* event.

a. 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.

b. LOCAL EXPERTS

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

c. 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 fascinating true story,
*THE DIVINE PLAN.***

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

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