

THE goddess PROJECT MOVIE CAPTAIN TOOLKIT

Thank you for signing up to host a screening of The Goddess Project!
We have partnered with Gathr Films to allow individuals like you the opportunity to host a screening of the film at a local theater in your community!

ABOUT THE FILM

SYNOPSIS

Determined to empower the feminine voice, two aspiring filmmakers packed their lives into a school bus and hit the road for what became the most transformative adventure of their lives.

Through powerful conversations with over 100 women from different walks of life, The Goddess Project gives an intimate look into the collective experience that women in the United States face today.

THE JOURNEY

In the summer of 2012, after selling all of their belongings and raising funds on Kickstarter, aspiring filmmakers Holli Rae and Sara Landas set off on a remarkable journey across America, traveling over ten thousand miles spanning thirty-one states in a beautifully-decorated, vegetable-oil powered school bus. Rae and Landas were strapped for cash, but armed with a camera and a goal—to meet and interview some of North America's little known, but extremely empowered women for what they dubbed—The Goddess Project.



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YOUR SCREENING

This is your chance to share the film with your local community, create a dialogue and help raise awareness. Your support will help spread the word about the film and its message reach new audiences.

REMEMBER: The screening is only guaranteed to happen after it 'Tips', meaning enough tickets are reserved. Your Gathr screening page will display the number of tickets your particular screening needs to tip.

MAKING YOUR SCREENING A SUCCESS

The #1 tip for your screening to be successful: The more people the better!

#2 Collaboration is key! You can fill the big theater with your friends or find partners, allies, and sponsors to help you by inviting their communities as well. Engage partners early and often to help get as many people at the screening as possible. Anyone can purchase a ticket, so think big in terms of who you reach out to! This is a fantastic cause and crowdsourcing is all about generating buzz and attention.

#3 It is IMPORTANT to start engaging your audience EARLY! If you can get 10 people to reserve tickets in the first ten days you have a 95% likelihood of tipping.

#4 Turn your screening into an event! We encourage you to capture this opportunity to engage your community in an important dialogue that addresses the related issues. If you decide to make your screening an event, you can consider doing a welcome and introduction. You can also consider having a discussion or Q&A after the film with community members or experts.

MOVIE CAPTAIN FACEBOOK GROUP

You should have been invited to join the THE GODDESS PROJECT Movie Captain Facebook Group. Make sure to check your email and accept!

The Facebook group is a place for all Movie Captains to communicate and share advice for tipping screenings. It's where you will be able to share and repost any pictures of your screening, stories and ideas about how you made your screening a fantastic event!

<https://www.facebook.com/groups/207445436351973/>

SCREENING TOOLS

The tools provided in this kit will aid in the success of a sold out screening. Below you will find the necessary materials to help promote your event!

- Sample Social Media Posts
- Sample Gathr Email to Friends & Family
- Sample Gathr Email to Organizations
- Adding Gathr Links to Websites Newsletter Insert
- Event Posters & Postcards

HOW TO USE TOOLS TO PROMOTE THE SCREENING

Again, engaging your community early on is essential for tipping your screening. Here are a few tried and true methods for building people in your city to reserve tickets to your screening. Have an idea not listed here? Go for it! You can be as creative as you'd like to spread the word about your screening of THE GODDESS PROJECT.

1. Make an announcement to your community! Use the provided postcards and flyers to spread the word about your screening.
2. Send an email blast to your family and friends. Be sure to fill in the [blank areas] with information specific to your local screening. If you know of a non-profit or community organization who would resonate with THE GODDESS PROJECT, you can ask them send an email to their mailing list. You can also include a write-up in your newsletter. Think of local schools, women's centers, organizations, and community groups. Use the Sample Gathr Email to Organizations template for individual promoters and organizations to use for all these outreach options.
3. Use the email to Friends and Family to let everyone know about your screening!
4. Use the Sample Social Media text to post on your Facebook and Twitter to remind your community of the screening.
5. Create a Facebook event for your screening and invite all of your friends! Here is the Facebook support guide for creating an event:

<https://www.facebook.com/help/210413455658361>



OUTREACH

SAMPLE SOCIAL MEDIA POSTS

You can use the below posts to promote your screening (don't forget to fill in the placeholders with your screening's details). Use the unique Gathr screening page URL that you will be provided within your posts.

FACEBOOK

The idea of creating this #Goddess is actually to create a future for women. What kind of women we want to be, what kind of women we want to see. Help me explore and introduce this variety to the world by attending my screening of The Goddess Project **[ADD PERSONAL GATHR URL]**

If you just touch one person for just a little tiny moment, you don't know how profound that might have been for that person. Help me bring this wonderful film #TheGoddessProject the audience it deserves! If we don't get [tipping number] people to reserve tickets the screening won't happen. **[ADD PERSONAL GATHR URL]**

We have to do better. I want to challenge the way women view themselves and their place in the world. I'm hosting a screening of The Goddess Project – Tickets need to be reserved by **[TIP DATE]**. I'm looking forward to watching this film with all of you!

I see the film The Goddess Project as a blueprint for inspiring women to overcome their fears and pursue the lives of their dreams. I NEED to reach my ticket goal to make it happen, so reserve your tickets and spread the good word to anyone you can. **[ADD PERSONAL GATHR URL]**

TWITTER

Gather your girlfriends, colleagues & loved ones and come watch the incredible film The Goddess Project! Get Tix here **[PERSONAL GATHR LINK]**

I am so excited to share the inspiring stories of the ladies in this film. Come watch The Goddess Project with me! **[ADD PERSONAL GATHR URL]**

Encourage women and girls to honor and love themselves more. Help me bring this film the audience it needs #TheGoddessProject **[ADD PERSONAL GATHR URL]**

If there's one thing we've learned throughout this journey, it's that every story is significant. #TheGoddessProject **[ADD PERSONAL GATHR URL]**

EMAIL TO FRIENDS, FAMILY & COLLEAGUES

Email to Friends, Family & Colleagues:

Hey **[First Name]**,

I've just requested to bring a screening of the film The Goddess Project to my local movie theater. Screenings of this film are happening all over the country – empowering the feminine voice and creating a brighter future for women everywhere.

The film's trailer can be viewed here! **www.thegoddessproject.com**

I am so proud to be hosting this screening. It's time for women and girls to be able to see themselves in the media that they consume. The Goddess Project is a powerful place to start.

I REALLY want people to see this film, which is why I'm reaching out to you for support. The screening will only take place if we get **[tipping number]** people to reserve tickets – You will only be charged for the ticket if we're successful in getting the minimum (or more) reservations!

Please help me spread the good word about this event, I am beyond thrilled to share this wonderful film with the community I care so much about!

The screening is planned for **[date]** at **[time]** at **[theater and address]**. If you plan on attending, please reserve your ticket at **[Gathr screening URL]**.

See you there!

EMAIL TO LOCAL ORGANIZATION

Hi (**CONTACT**),

I am contacting you on behalf of The Goddess Project, which gives an intimate look into the collective experience that women in the United States face today. I am reaching out to organizations such as yours to support screening events of this powerful film in movie theaters across the US.

"The idea of creating this Goddess is actually to create a future for women. What kind of women we want to be, what kind of women we want to see."

Will you join me in spreading the word about my screening? This event will only happen if enough tickets are reserved to meet the minimum "tipping" point.

CLICK HERE TO SUPPORT THE SCREENING OF THE GODDESS PROJECT IN <LOCATION>

You can create a community event with this screening of THE GODDESS PROJECT by doing the following:

- Use the screening to highlight your organization's own efforts
- Create a speaking engagement, Q&A or roundtable for attendees.
- Recruit and grow organizational membership.

Gathr's support team (**support@gathr.us or 855.428.4787**) is available if you'd like more information about how this all works, and how to rally local members to attend a screening.

We look forward to working together to bring The Goddess Project to your city.

Best,

<Your Name>

Movie Captain



ADDITIONAL TIPS

HITTING YOUR TICKET THRESHOLD

Congrats MC! Your screening has been given the “green light” to officially happen, but don’t stop there:

Make it a sell out! Keep spreading the good word about your event so each seat is filled. Gathr will notify the theater as soon as your screening tips, so you don’t have to.

NIGHT OF YOUR SCREENING

Don’t stop promoting until just hours before your screening. Most people decide to attend a movie at the last minute, so don’t get discouraged if your tickets sold or reservation numbers don’t spike until just days before the event.

Once your screening tips, the theater is set to go, but if you would like you can assign volunteers to greet attendees and coordinate sign-in sheets. Think of them as personal ambassadors for your screening.

Remember to take photos and post to Twitter & Facebook!



GATHR FAQs

More about Theatrical on Demand:

WHAT IS GATHR®?

Gathr® allows you to bring The Goddess Project to a venue near you. It's called Theatrical On Demand®. The goal is to unite as many people with The Goddess Project as possible in a theater setting that allows viewers to tune out distractions and immerse themselves in this story.

HOW DO GATHR® SCREENINGS HAPPEN?

Requested Gathr® screenings can only happen if a minimum number of people reserve tickets before a screening request expires. Every screening page shows you the number of current reservations, the number of additional reservations needed to tip the screening, as well as how much time remains before that screening request expires. When enough people reserve tickets to a screening before time expires, the screening takes place. If the minimum number of reservations is not met, the screening does not take place and nobody is charged.

HOW DO I RESERVE OR PURCHASE A TICKET TO A MOVIE?

Enter your location/zip code on the map widget at the “organize a screening” page: <http://gathr.us/films/the-goddess-project>

If there’s a screening, it shows up as a dot on the map. Click the dot!

WHAT’S THE DIFFERENCE?

If the minimum number of tickets have not yet been reserved, the dot is dark green and you will be prompted to reserve a ticket by pre-authorizing your credit card

WHEN WILL MY CREDIT CARD BE CHARGED?

Your credit card will only be charged once the screening has met the minimum number of reservations. If the screening has reached its minimum number of attendees, the dot appears bright green and your ticket purchase will be processed immediately. **If the minimum number of attendees is not met in the time frame given, the screening does not take place and nobody is charged.**

THE MOVIE I WANT TO SEE DOES NOT HAVE A SCREENING IN MY AREA. HOW DO I REQUEST TO ORGANIZE A SCREENING?

The first step is to submit a screening request.

Visit gathr.us/films and find the movie you are interested in. Hover your mouse over the movie’s image and click "GATHR® A NEW SCREENING." You’ll be prompted to fill our simple screening request form. Once you’ve finished, we will get in contact with you with additional information as we work to schedule your screening.

CAN I ORGANIZE THIS SCREENING AS A FUNDRAISER?

Gathr has been instrumental in grassroots theatrical releases for movies across America. Plenty of those screenings are hosted by nonprofit groups, so if you're thinking of doing the same, your movie screening should be right at home. You can use this screening as an opportunity to raise awareness, solicit donations, and galvanize your community into action.

WHAT CAN I DO TO MAKE MY SCREENING HAPPEN?

Start with your friends and family, and anyone you think would be interested in seeing the film. Share across Facebook and Twitter, and use our screening toolkit to easily get the word out. Be creative - the more ways you spread the

WHAT ARE THE RESPONSIBILITIES OF A MOVIE CAPTAIN?

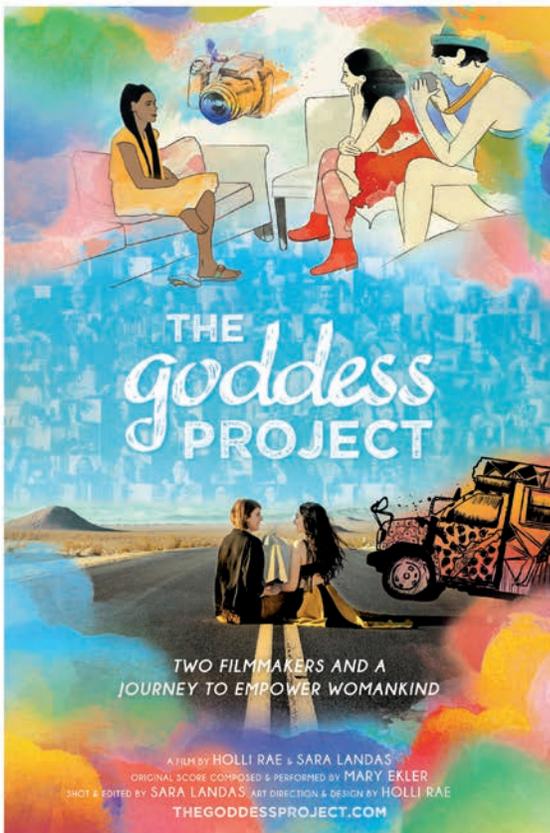
As a Captain, we're counting on you to tell your community about the scheduled screening, and direct them to your screening page to reserve tickets. Remember: a screening can only happen if enough tickets are reserved in advance, so we need you to help spread the word about why your requested film should be screened in your city!

HAVE ADDITIONAL QUESTIONS ABOUT YOUR SCREENING?

EMAIL: Support@gathr.us or call us at 855- 428- 4787

PRINTABLE FLYERS & SOCIAL MEDIA IMAGES

(click images to enlarge)



YOU'RE INVITED TO A
FILM SCREENING

OF THE WOMEN'S EMPOWERMENT DOCUMENTARY
THE GODDESS PROJECT

FILM SYNOPSIS:

DETERMINED TO EMPOWER THE FEMININE VOICE, TWO ASPIRING FILMMAKERS PACKED THEIR LIVES INTO A SCHOOL BUS AND HIT THE ROAD FOR WHAT BECAME THE MOST TRANSFORMATIVE ADVENTURE OF THEIR LIVES.

THROUGH POWERFUL CONVERSATIONS WITH OVER 100 WOMEN FROM DIFFERENT WALKS OF LIFE, THE GODDESS PROJECT GIVES AN INTIMATE LOOK INTO THE COLLECTIVE EXPERIENCE THAT WOMEN IN THE UNITED STATES FACE TODAY.

WHEN:

WHERE:



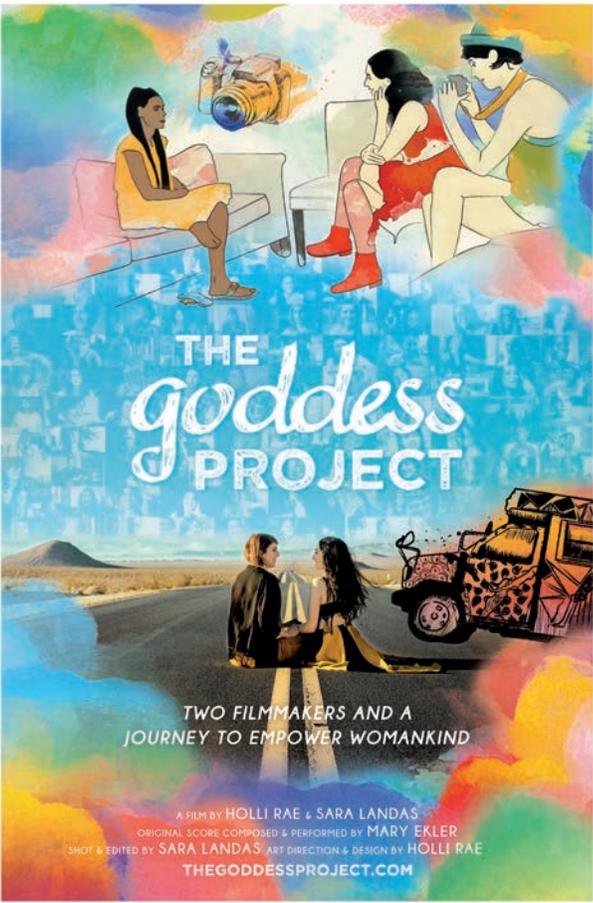
TICKETS AVAILABLE ONLINE ONLY AT:



**THEGODDESSPROJECT.COM &
GATHR.US/FILMS/THE-GODDESS-PROJECT**

11X17 {FILL IN THE BLANK} POSTER WITH FILM INFO

11X17 FILM POSTER WITH {FILL IN} EVENT DETAILS



**THE
goddess
PROJECT**

TWO FILMMAKERS AND A
JOURNEY TO EMPOWER WOMANKIND

A FILM BY HOLLI RAE & SARA LANDAS
ORIGINAL SCORE COMPOSED & PERFORMED BY MARY EKLER
SHOT & EDITED BY SARA LANDAS, ART DIRECTION & DESIGN BY HOLLI RAE
THEGODDESSPROJECT.COM

SPECIAL ONE NIGHT EVENT! - TICKETS ONLY AVAILABLE ONLINE!
DATE:
TIME:
LOCATION:
PURCHASE TICKETS HERE: WWW.THEGODDESSPROJECT.COM/SEETHEFILM

**MORE INFO AVAILABLE
ON SOCIAL MEDIA:**

FACEBOOK

www.facebook.com/thegoddessproject

INSTAGRAM

www.instagram.com/thegoddessproject

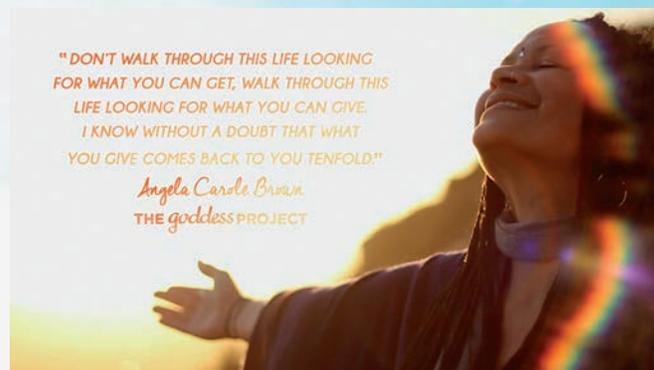
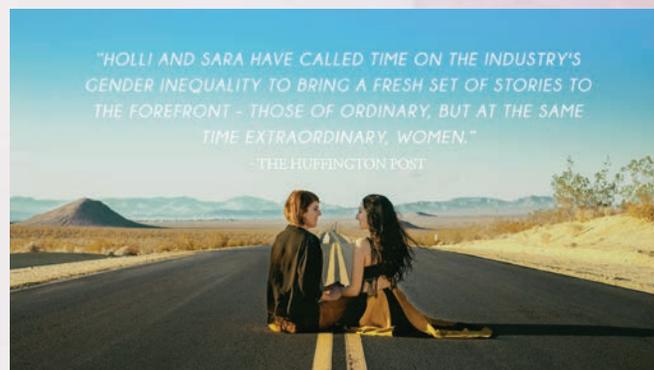
TWITTER

www.twitter.com/thegoddessfilm

E-MAIL

empower@thegoddessproject.com

FILM STILL QUOTES



**{MORE IMAGES AVAILABLE
ON SOCIAL MEDIA}**

WWW.THEGODDESSPROJECT.COM