



## ***Dying To Know*** ***Movie Captain Toolkit***

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Thank you for signing up to host a screening of *Dying To Know*. We have partnered with *Gathr Films* to allow individuals like you the opportunity to host a screening in your community!

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## I. YOUR SCREENING

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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.

## II. MAKING YOUR SCREENING A SUCCESS

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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! 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.

## III. DYING TO KNOW MOVIE CAPTAIN FACEBOOK GROUP

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You should have been invited to join the DYING TO KNOW 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!

## IV. SCREENING TOOLS

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

## V. HOW TO USE OUR TOOLS TO PROMOTE YOUR SCREENING

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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 DYING TO KNOW.

- Make an announcement to your community!
- 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're a non-profit or community organization, you can send one of these emails to your mailing list. You can also include a write-up in your newsletter. Use the Sample Gathr Email to Organizations template for individual promoters and organizations to use for all these outreach options.
- Use the email to Friends and Family to let everyone know about your screening!
- Use the Sample Social Media text to post on your Facebook and Twitter to remind your community of the screening.
- 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>

## VI. OUTREACH: SAMPLE SOCIAL MEDIA POSTS

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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

"Dying to Know" is an intimate portrait celebrating two very complex, controversial characters in an epic friendship that shaped a generation. Come watch this powerful documentary with me! [ADD PERSONAL GATHR URL]

Two conventional Harvard professors began probing the edges of consciousness in the 60s. Timothy Leary ended up in jail while Richard Alpert became Ram Dass, spiritual teacher. I'd really like to see this fascinating documentary. If we don't get [tipping number] people to reserve tickets the screening won't happen. [ADD PERSONAL GATHR URL]

Dying To Know is much larger than a simple conversation between two old friends. It embraces the arcs of their entire lives helping us understand how two Harvard professors became counter - culture icons. Your tickets need to be reserved by [TIP DATE]. I'm looking forward to watching this film with all of you!

Help me uncover the wisdom of Ram Dass and Timothy Leary as they continue to guide us on the next revolution - a right to access our own consciousness and our own death. 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]

### TWEETS

What's the truth about the most dangerous man in America? Get Tix & find out here [PERSONAL GATHR LINK] #dyingtoknowfilm

Help me examine the taboos of death and dying with #dyingtoknowfilm [ADD PERSONAL GATHR URL]

Dive into the evolving social consciousness of an entire age with Ram Dass and Tim Leary #DTKfilm [ADD PERSONAL GATHR URL]

Two men, four parts, too many endings? Aren't you #dyingtoknow [ADD PERSONAL GATHR URL]

## SAMPLE EMAILS

### *Email to Friends, Family & Colleagues:*

Hey [First Name],

I've just requested to bring a screening of the film ***Dying To Know*** to my local movie theater. Screenings of this film are happening all over the country – encouraging people to ponder questions about life, drugs & the biggest mystery of all: death.

The film's trailer can be viewed [here!](#)

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 word about this event, I am beyond thrilled to share this powerful 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 *Dying To Know*, a film that explores the formative early years of the two celebrated Harvard psychology professors, their diverse backgrounds, family histories and notable scientific contributions. I am reaching out to organizations such as yours to support screening events of this powerful film in movie theaters across the US.

**“A great piece of work and an extraordinary story well told.”  
– Sting**

**“The film left me open. It’s a historic document  
chronicling two majestic lives.”  
– Jeff Bridges**

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 DYING TO KNOW IN <LOCATION>**

***You can create a community event with this screening of DYING TO KNOW 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 (nicoleo@gathr.us or (323)512-4100 ext. 735) 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 *Dying To Know* to your city.

Best,

Movie Captain

## VII. ADDITIONAL TIPS

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### 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!

## VIII. GATHR FAQs

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More about Theatrical on Demand:

### *What is Gathr®?*

Gathr® allows you to bring films like *Dying To Know* to a venue near you. It’s called Theatrical On Demand®. The goal is to unite as many people with *Dying To Know* 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. *(continued)*

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 [link to our hosting page]. 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](http://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 word about your movie event, the more likely it will happen!

### *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: [nicoleo@gathr.us](mailto:nicoleo@gathr.us) or call us at (323)512-4100 ext. 735**