

SO YOU WANT TO HOST AN *UNPLANNED* SHOWING IN YOUR COMMUNITY?

Wisconsin Right to Life (WRTL) has obtained a 5-year license to host unlimited *Unplanned* showings across Wisconsin.

Please contact Matt Peeters at mpeeters@wrtl.org to start planning a showing in your community!

GETTING STARTED:

- In order to use WRTL's license, a staff member or chapter member from WRTL must be present at each showing, and must be given some time to welcome attendees and talk about involvement with WRTL programs and local chapters. Please confirm that someone from WRTL will be able to be there for your showing before setting a date.
- These showings must be free to attend, but you are welcome to ask for free-will donations for WRTL or your group at the event.
- WRTL will provide the license to show the movie, set up an Eventbrite.com event to capture reservations, add your event to our Unplanned events calendar, and provide templates for posters, hand-outs, and Facebook events. All other costs and responsibilities (planning, venue costs, snacks, printing/ mailing, marketing, etc.) will be incurred by the host group.
- Once your showing is confirmed, WRTL will set up an Eventbrite.com event for reservations. This will help in your planning process if you have a seating capacity at your venue, or if you want to know how many people to plan for. Your WRTL representative will share these reservations with you on a regular basis before your showing, and will provide you with a final list after the showing so you can send thank you emails and requests for future involvement in your group.

BEST PRACTICES:

- We recommend setting up a Facebook event or sharing your Eventbrite event on social media and in emails to let people know that a free showing of *Unplanned* is happening in their area! Putting up physical posters in churches, libraries, and other local spots is also a good way to let your community know about your showing.
- Offering free snacks or snacks for purchase is a great way to get your guests excited about the showing!
- If you anticipate walk-in guests, we recommend having a smart phone or laptop available to register them through your Eventbrite.com event. This will give you the most accurate list of who attended your showing, and will help you send thank you's afterwards!

Questions?

Contact Matt Peeters at mpeeters@wrtl.org today to begin planning your free *Unplanned* showing!