

THE40FILM.COM

10 STEPS TO HELP INCREASE PARTICIPATION DURING YOUR LOCAL CAMPAIGN

CALL TO ACTION

HOST A '40' FILM PUBLIC SCREENING WWW.THE40FILM.COM/40DAYSFORLIFE

'40' IS A COMPELLING TOOL TO EDUCATE, INSPIRE AND
MOTIVATE PEOPLE TO GET INVOLVED IN 40 DAYS FOR LIFE.

1 TEAM

Select team to organize event and assemble people who can focus on one or more of the categories below. Consider securing an underwriter for the event.

2 AUDIENCE

This special, single-use license is designed to help 40 Days for Life leaders during their local campaigns. Invite all people you want to participate in 40 Days for Life to motivate and inspire them to enthusiastically participate!

3 EVENT DETAILS

Decide Where, When, What Time, Offer 'Free Event.' If asking for 'Free Will Offering,' this should be publicized.

4 40 LICENSE

You may purchase the special, single-use license developed ONLY for 40 Days For Life by calling 847-803-4003 or email us: info@the40film.com

5 PUBLICITY

Create Facebook Event for your local campaign's 40 film event. Print post cards, 11x17 posters, print ads and bulletin announcements. (Contact prolifepromotions@gmail.com to get event customized 'print ready'.pdfs or assistance with Social Media.) Link the various "40" trailers to group event, Facebook, etc. (See reverse for details.)

6 INVITE

Assign person(s) to email friends and contacts to attend a 40 film screening. Use social media such as Facebook and Twitter to invite people to 40 film event. At event, provide sign-in sheet to capture emails.

7 AUDIO VISUAL

Need a good projector and DVD Player (or computer with DVD) plus, audio speakers and projector screen (MUST be appropriate to room size.) Select and test all equipment needed well in advance of the event.

8 SPEAKERS

Decide on '40' event agenda, selection of emcee and guest speakers, content and timing for introductions and speakers. Assign someone to take photos, estimate audience count and post pictures on Social Media. Post pictures or "tag" 40 Facebook site.

9 HOSPITALITY

Plan for snacks, drinks, paper goods etc., table decor.

10 LITERATURE

Place '40' signage for the entrance, balloons, literature for a 'pro-life information table,' such as literature from: 40daysforlife.com, www.priestsforlife.org, Rachel's Vineyard, Pregnancy Resource Centers, etc.

40 DAYS FOR LIFE 40 LICENSE


PURCHASE SPECIAL LICENSE TO SHOW 40 DAYS FOR LIFE

CALL OR EMAIL: (847) 803-4003 OR EMAIL US: INFO@THE40FILM.COM



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Select and Purchase the Type of License		Plus \$6 Shipping & Handling
 *SPECIAL SINGLE-USE PUBLIC SCREENING LICENSE* TO SHOW '40' DURING YOUR 40 DAYS FOR LIFE LOCAL CAMPAIGN (\$300 VALUE)		\$100
License Purchase – Educational K-12 / Pubic Library / Church Education Programs (Includes PPR*)		\$200
License Purchase – Single Use Public Screening (No Charge for Event) May be used internally afterwards by a parish or church.		\$300
License Purchase – Educational University (Includes PPR*)		\$350
License Purchase – Theater or Fundraiser License (charge for event)		\$600
*Public Performance Rights (PPR) An institutional version permitting screenings for a non-paying audience in an institutional context.		

FUNDRAISING OPPORTUNITY

'40' INDIVIDUAL DVDS (FOR HOME USE) ARE ALSO AVAILABLE AT A SPECIAL 40 DAYS FOR LIFE DISCOUNTED PRICE OF \$7.30 PER DVD PLUS SHIPPING AND HANDLING, RETAIL \$19.99, TO BE USED AS A FUNDRAISER FOR YOUR LOCAL CAMPAIGN. (MINIMUM ORDER OF 25 DVDS) CALL 847-803-4003 FOR MORE DETAILS AND TO ORDER.

PUBLICITY

CONTACT PROLIFEPROMOTIONS@GMAIL.COM TO GET PROFESSIONALLY CUSTOMIZED "PRINT READY" POSTERS AND POSTCARDS PDFS FOR A FEE. A QR CODE ("QUICK RESPONSE" SQUARE BAR CODE) CAN BE ADDED TO POSTER OR POST CARD AND WILL LINK TO FACEBOOK EVENT OR TICKET ORDERING SITE. IN ADDITION, ASSISTANCE CAN BE PROVIDED WITH SOCIAL MEDIA. LINK THE VARIOUS "40"-TRAILERS TO FACEBOOK AND TWITTER.



Interactive PDF
DIY / Free



Sample Poster: 11x17
Customized / Fee



Sample Postcard: 4x6
Customized / Fee



WWW.FACEBOOK.COM/THE40FILM



WWW.TWITTER.COM/THE40FILM

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