

UNPLANNED Movie

Booking a Movie Event for Your Parish Community:

Document created by Our Lady of Loreto parish, based on their experience.



1. Background: Please consider this movie background when planning your parish movie event. "**UNPLANNED**" is the story of Abby Johnson who becomes the youngest clinic director in the history of Planned Parenthood and how a life-changing experience turned her into an anti-abortion activist. As one of the youngest Planned Parenthood clinic directors in the nation, Abby Johnson was involved in upwards of 22,000 abortions and counseled countless women on their reproductive choices. Her passion surrounding a woman's right to choose led her to become a spokesperson for Planned Parenthood, fighting to enact legislation for the cause she so deeply believed in—until the day she saw something that changed everything.
2. Watch the movie Trailer:>> [Watch Trailer Here](#)
3. Go online and research theaters available in your area, [UnPlanned Theater Locations](#)
4. **NOTE: UNPLANNED is Rated "R"**. According to a report in [The Hollywood Reporter](#), the controversial *Unplanned* received the rating due to a series of graphic abortion scenes. An "R" rating stipulates that theater owners not allow anyone under 17, unless they're accompanied by a parent or guardian. For more information, go to: [PureFlix Movie Rating Evaluation](#).
5. Form a parish movie event planning team. This should be 3 to 5 individuals who have passion and interest in pro-life activities within your parish community. Members should have skills to craft marketing materials, understand the process for securing parish bulletin space, be networked with various ministry groups such as the Knights of Columbus/Ladies Auxiliary, Respect Life Group, Adult Faith formation groups, etc. They should be key influence-players in your parish. We

recommend your team have an initial meeting to discuss the best theater location, date/time, and optimal theater size for your parish. Also discuss/develop your specific marketing plan for promoting the movie within your parish. Pick the best movie viewing “option” and theater size for your parish, utilizing the information outlined below:

6. You have 3 options when considering how to “promote” the viewing of the UNPLANNED movie in your parish: Option # 1, - Parish members’ individual attendance – simply advertise/promote your parish community seeing the movie on opening weekend, March 29-31. Option #2 – Group attendance at a designated date/time - Once movie times become available at your target theater location. Determine a convenient date/time and advertise group/parish community attendance to that movie show time. This will not be a private screening but will allow members of the parish to experience the movie together. Consider setting a common location to meet after the movie to be able share/discuss the film like a restaurant, ice cream shop or other convenient community location. Under this option, individuals purchase tickets directly from the movie theater—either on-line in advance (recommended) or “the day of” at the movie theater. Option # 3 – Private Group Screening. This the most complex but allows 100 % of the theater to be used by your parish group. Having a private showing allows your Parish Priest/Deacon or Respect Life parish leader to provide some opening comments on the movie, show the movie and then have your clergy member provide some reflections after the movie and open it up to comments/questions in a private setting. The movie is very impactful, and the private reflective experience with your community will have the potential to build a lasting impact on your community. The Catholic Charities Respect Life office is also developing a handout outlining various respect life activities that individuals can support, that can be passed out to participants with this private screening option. Contact the Respect Life office at life@ccdenvver.org, if you would like a digital copy.
7. If you have chosen to do a Private Screening (Option 3), you need to evaluate the theater size that is right for your parish. Theaters range in size from 50 to 100 and even 250. Check with your chosen theater for the exact configuration options. Most theaters reserve the largest theaters for

movies with 3-D, IMAX or Dolby surround for very popular first run movies and are not likely to be available for private screenings. A general rule of thumb is for a small/medium size parish, to consider a 50 seat theater, medium/large parish, a 100 seat theater, a large parish could easily sell multiple 100 seat theaters. Our Lady of Loreto, a large parish with 3,500 families in SE Aurora, was able to completely sell out two 100 theater seats in less than a week of promotion.

8. You have two options to book a private screening. You can go through the Unplanned Movie “book a red carpet event” process. See link here: [UnPlanned Red Carpet Event](#). This is an option, but we have found they are a bit overwhelmed (a good thing) and not able to act quickly enough to support a timely booking of an event. Or you can go to the movie theater-you-have-selected’s website directly, and at the bottom of the home page, you should see a link to private events, screenings, or group events. Fill out the form to make a request for the specific date, target time and theater size selection. The request should generate a returned call to discuss your request with a movie representative. If your selected theater is an AMC theater, you can discuss your theater arrangements with Courtney Craig at (913) 998-0753 or CCraig@amctheatres.com The movie representative will review the commercial details of your booking arrangement and send you a contract to reserve the theater. For some theater movie chains, the *UnPlanned* producers have reached agreement for private screenings of *UnPlanned* to receive a discounted movie ticket rate and facility fee. Through AMC, ensure you ask your representative for the *UnPlanned* movie discounted group rate which should be \$ 150 facility fee and tickets at \$ 8/ticket. For the private screening arrangement, you will be required to purchase **all** of the tickets in the theater size you have selected; for example a 100-person theater would require an upfront payment of \$ 150 + \$ 8/ticket X 100 = \$ 950. You will also be asked if you need any Audio Visual equipment which would come as an additional charge. At a minimum obtaining a microphone would be recommended (AMC is \$ 100 fee).
9. Once your Theater time/date has confirmed and you have signed a contract, the next step is to establish an on-line ability to “sell tickets” for your event. Since you have taken responsibility for all tickets in the

theater you need to use an “outside service” to book tickets such as Eventbrite or Black-tie, etc. At Our Lady of Loreto, we used the Eventbrite service. The link below is the ticket site that was established. [OLOL Eventbrite Ticket Site Example](#). The site allows participants to not only reserve/book tickets but also allows individuals to print their tickets for the event. These tickets can be exchanged at the theater entrance for access into your private theater location. The on-line ticketing services does charge a fee per ticket and a credit card processing fee, so consider these costs when establishing your “ticket price” on your site location. If you wish to discuss specifically how the Eventbrite ticket site was set up for OLOL you can contact Lisa Van Bramer @ (303) 521-7089, lisadvanb@ive.com or you can call the Catholic Charities Marketing contact Angela Deeney at (720) 799-9296 or adeeney@ccdenver.org for assistance.

- 10.** Finally an effective marketing plan is critical to ensure your your group theater booking is SOLD OUT. The uniqueness of each Parish will dictate the most effective marketing plan. There is artwork and preformatted materials available at this link: [UnPlanned Marketing Graphic Art Materials-Images](#) You can also order some preprinted marketing materials at this link: [UnPlanned - Preprinted Marketing Materials](#) (scroll down to bottom) Here is a list of ideas you can consider in developing your marketing plan:
- a. If your parish uses Flocknote, consider a parish wide Flocknote email blast. It is best to include information on movie date/time and location, the movie trailer and a “link” to the ticket purchase site if you are doing a Private Screening (Option #3)
 - b. Place a notice in the church bulletin. Many times, bulletins are finalize 5 to 7 days ahead of publication. Make sure you meet bulletin deadlines.
 - c. Place a graphic announcing the event on your Narthex electronic screen or TV. Get with your parish administer on how to place a sign at your parish.
 - d. Place an *UnPlanned* Poster in a prominent location in the church Narthex, lobby or parish center. [UnPlanned - Preprinted Marketing](#)

[Materials](#) (scroll down to bottom) – Order \$ 20 or \$ 40 kit and you will receive in 4 to 5 days.

- e. Develop an email marketing campaign to target groups – Develop an email message including an *UnPlanned* movie graphic, information on show time/date/location, a link to the movie trailer and a link to purchase a ticket. This can be sent to Knights of Columbus, Ladies Auxiliary, Adult Religious Education, Men’s Faith Formation, Endow or Respect Life parish groups.
 - f. Develop a core text message template that includes movie date/time/location information, the movie trailer and ticket purchase options. Send and forward this text to all members in your network that would likely have interest in attending “with you”.
 - g. Make presentations before or after ministry meetings, showing the movie clip and sharing specifics on the upcoming event details. Build buzz and excitement amongst the group. Challenge them to share the opportunity with their friends.
 - h. Make a personal invitation to others. You can utilize the promotion invitations provided by *UnPlanned* to ask your friends and acquaintances to attend. [UnPlanned - Preprinted Marketing Materials](#) (scroll down to bottom) – Order \$ 20 or \$ 40 kit and you will receive in 4 to 5 days.
- 11.** If you should have any questions or need further direction on how to promote the viewing of an *UnPlanned* movie event in your parish community, contact Megan Otten, Respect Life Coordinator at: (720) 799-9299 or motten@cddenver.org