

THE 13TH DAY EVENT PLANNING GUIDE

1. SECURE A VENUE

Any location will work for a *13th Day* event. A school auditorium or gymnasium, a parish hall, even a local theater* (some local theaters will give non-profit groups steep discounts for theater rental in off-peak times). One group set up a screening on the lawn of their parish, rented an inflatable movie screen and held the event outdoors.

*Hosting a *13th Day* event in a movie theater is **STRONGLY** recommended. This film shows brilliantly in high definition with full Dolby Surround Sound, making the experience a true film entertainment event. It is likely your event will also attract many more people if held in a theater.

To ensure a good experience for those who attend, make sure that there are plenty of seats and an adequate sound system for any venue you choose.

2. PURCHASE A MOVIE LICENSE

Unfortunately, many people do not realize that it is against the law to show films without what is called a site license. Parishes, dioceses and non-profit organizations are eligible for great rates for movie site licenses, which are good for a whole year. You can have multiple events over the course of the year, making this small investment well worth its initial expense.

You can purchase your *13th Day* movie event site license at www.the13thDaymovie.com.

Here you can order movie event license packages which come with additional DVDs for sale and a variety of promotional materials for your event.

3. FUNDRAISING OPPORTUNITIES

There are several ways that you can turn your event into an opportunity to make money for your parish, ministry or organization. You can make money at your event to cover the cost of your site license as well as any “goodies” you decide to provide to those who attend.

1. **Sell DVDs.** Once your audience sees *The 13th Day*, they will want to own a copy for their own personal library, or purchase copies for friends and family. This is a great evangelization tool and one of the

best films on Mary ever made. Your Movie Event package comes with a number of DVDs, but you should be sure to have enough DVDs on hand to sell at your event. We’ve made it easy for you to purchase additional quantities in bulk number at a discounted rate. Additionally, don’t be afraid of taking up a free will offering at your event. You can purchase additional DVDs in bulk by calling **866-431-1531 ext 5**.

2. **Suggest a “donation” to attend and provide a “gift”.** Ignatius Press also has *The 13th Day* t-shirts available which would make a nice “gift” for attendees who donate \$20 or more to attend the event. You can order these in bulk as well for a discounted rate. Order enough based on any pre-registration or estimated number of attendees. Should you sell out, you can always order more later.

3. **Take up a free will collection.** At your event, don’t be afraid to take up a free will offering either before or after the event. Let your patrons know that supporting this event makes it possible for your organization to continue sponsoring similar events. An event like this one is a perfect opportunity to engage the spirit of generosity among people of faith.

4. SEND INVITATIONS

The best way to get people to your event is to invite them and ask them to spread the word. Here are some suggested ways to invite:

- Send out postcard invitations to every couple in your parish (some are provided in your license packages);
- Create an electronic invitation using Evite or another online invitation system and send it to your email lists;
- Ask influential or other well-connected Catholic leaders in your area to send out an email to their list of family, friends, parish and diocesan staff, individuals involved with rosary and Marian groups, Bible study groups, surrounding parishes, etc.;
- Create a FACEBOOK event page and invite your “friends” to the event and ask your “friends” to invite their “friends”
- Call surrounding parishes and ask them to stick a bulletin announcement “inviting” people in neighboring parishes or marriage ministries to attend.
- Post an event listing in your diocesan newspaper (these are typically free of charge)

5. WEBSITE

If your organization, parish, or diocese maintains a website, information about your *The 13th Day* Movie Event should have a prominent place on the site. Contact the Webmaster and ask that they include details on the site. You can download banners, video and images here:

www.the13thdaymovie.com.

6. BULLETIN INSERTS

The movie event license packages include customizable bulletin inserts or flyers. These can be customized with the information pertinent to your event, and then distributed at local parishes. Contact the bulletin editors at the neighboring churches and ask them to place your insert into the bulletin a few weeks before the event date. If the parishes don't allow for full inserts, ask them to include a small paragraph blurb about the event.

You can also create your own Bulletin insert or Bulletin ad.

7. PULPIT ANNOUNCEMENTS

Create brief pulpit announcements that can be read with the regular Sunday announcement. You may want to include information about how Pope John Paul II said that the "Message of Fatima is more relevant in this time than perhaps it was in 1917."

8. POSTERS

Advertise for your *The 13th Day* event by placing posters in the parishes nearest the event location. There are posters available in the movie event packages. Another great place for posters is in the actual venue where your event will be held.

9. ADVERTISE

There are several ways that you can advertise your *The 13th Day* event:

- Send the details to your local community paper. Often event announcements are free;
- Place an event announcement in the local city newspaper. These types of ads tend to cost money, but the more people you have at your event, the more you can make on DVD sales to cover your costs and raise funds for future events. Placing an ad in the Faith and Values section of your local paper, the week before the event could draw a nice crowd;

- Place an ad in your local diocesan paper. Most diocesan papers put event announcements in their papers for free. You could also take out a regular paid ad if you felt adventurous.
- Contact your local Catholic radio show and request an interview about *The 13th Day* and your local event. Invite listeners to attend the screening event you are hosting.
- If you have local Catholic television in your diocese, request that they show clips from the film and announce the local event in your area.

10. PROMOTE

Catholic newspaper:

Contact the editor of your local diocesan paper and ask him or her if you'd be able to submit a story or review about *The 13th Day*, so that it appears in an edition a couple of weeks prior to the event. Obtain the word count requirements for the piece. If you have already seen the movie yourself, you could write a first-person account of how the film impacted you and how you feel it represents the Message of Fatima. Include information on your event at the bottom of the piece. You can obtain information about the film and the production company from the www.the13thDayMovie.com website. Additionally, if you need a story to reprint, please contact The Maximus Group at 678-990-9032 and we can provide one for you.

Catholic radio:

Your local Catholic radio might run promos about your event for low or no-cost. Call them to inquire.

Catholic television:

Again, if available, contact your local Catholic television station and ask about advertising the event. You can play *The 13th Day* trailer, and include details on the event following the trailer. Trailers can be downloaded at www.the13thDaymovie.com.

Thank you for becoming a Foot Soldier of Our Lady and helping to spread the very important message of Fatima.

