



GENERATION FOUND



'JUST SAY NO' WAS A SLOGAN. THIS IS A REVOLUTION.

*A Film by Greg Williams and Jeff Reilly,
Creators of the Groundbreaking Addiction Recovery Documentary
THE ANONYMOUS PEOPLE*

SCREENING TOOLKIT

Intro: Hosting A Screening

Thank you for agreeing to promote a local screening of GENERATION FOUND!

If you're a new Captain preparing to host a screening, congratulations! If you're a returning captain from our first film, THE ANONYMOUS PEOPLE, welcome back! We look forward to reconnecting with you on this exciting, new adventure. You may also be a captain's helper or simply someone interested in promoting a positive conversation around our young people and America's growing addiction crisis, and either way, you rock!

For the Captains among you, you've received a link from Gathr confirming the theater and time of your individual screening. PLEASE REMEMBER: The movie is only guaranteed to run after it "tips," meaning a certain number of tickets have been reserved (usually 50 but sometimes more, depending on the negotiation between the theater and Gathr).

What Happens Next?

It's time to creatively market the screening to your family, friends, co-workers, and anyone you know through your addiction recovery activities, communities, clubs, internet forums, etc.

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!

YOUR SUCCESSFUL PROMOTION IS OUR SINCERE DESIRE! If there is any way we can make this process easier for you, contact us directly at support@garhr.us. We're happy to help.

Thank you for your enthusiasm for our new film, GENERATION FOUND.

Sincerely,

Jeff Reilly and Greg Williams

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How Theatrical On Demand® Works & How to Host a Screening

What is Theatrical On Demand® As pioneers of Theatrical On Demand®, Gathr® uses documentaries to galvanize local communities around social impact and political action, while championing a renaissance of theatre-going. Through grassroots marketing and outreach, Gathr generates public and private screening event requests for our films and then accommodate and book those requests in local theaters and non-theatrical venues.

How do Theatrical On Demand® screenings happen? Gathr® screenings can only happen if a minimum number of people reserve tickets before a screening request expires. On every screening page you'll find an update that 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. 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 individuals reserve/purchase a ticket to a movie? Scroll over the movie you want to see and click VIEW SCREENING DETAILS, then click either RESERVE YOUR SEAT NOW or BUY YOUR TICKET.

What is the difference between reserving a ticket and purchasing a ticket? When a movie does not have a GreenLight, your option is to reserve a ticket by pre-authorizing your credit card. When a movie has a GreenLight, your ticket purchase will be processed immediately. An email will be sent to you containing a link to download and print your ticket.

What does Green Light mean? Green Light means the screening is definitely going to happen.

If an individual has purchased a ticket, when will their credit card be charged? Your credit card will only be charged once your screening has met the minimum number of reservations and has a GreenLight.

How do I request a screening of GENERATION FOUND in my area? It's easy. In the FILMS section, click on REQUEST A NEW SCREENING for your movie. Then, just let us know the time, date, and location you want, and we'll get started right away arranging your screening.

Who can request a Gathr® screening? Anyone can Gathr® a movie screening. Whether you're an individual, a social club, or a theater, you can request a screening. It's fun, simple, and only takes a few minutes.

What can I do to make my screening happen? Tell your friends, family, and anyone else you think would be interested in seeing the film. Great ways to do this are emailing the screening page and sharing on Facebook and Twitter. The more ways you spread the word about your movie event, the more likely it will happen.

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What is Gathr's refund policy? Individuals may cancel a reservation before a screening has been given the Green Light. To do so, please make a request with Gathr's Customer Support team by emailing support@gathr.us. Please note, due to Gathr's commitment to the venue, once a screening has been given the Green Light, they are unable to cancel or exchange your ticket.

All Gathr tickets purchased on the Gathr Site are non-refundable. All ticket purchases are subject to Gathr's service fees and charges, which are also non-refundable. Individuals will be responsible for paying all applicable taxes in connection with your purchase of any tickets, if such taxes are not included in the price. Gathr accepts payment exclusively through the Gathr website: <https://gathr.us/>

Individuals agree to provide Gathr with accurate, complete, and current information such as your full name, address and credit card and/or billing information. If one does not receive an order confirmation from Gathr upon purchase of tickets for a confirmed Gathr Screening, they must contact Gathr's Customer Support team to confirm the transaction was approved and/or or your ticket purchase is confirmed.

A ticket(s) reservation is considered a contract. Should a credit card expire between the time of the reservation and the time a card is attempted to be charged, Gathr may pursue collection of payment by requesting a new transaction. Individuals will be required to re-submit payment.

Tips for Screening Promotion

HERE ARE 7 SUGGESTIONS TO GET YOU STARTED:

1. Create a simple, one-page info sheet to email or hand to your contact list—the people you most want to reserve a ticket and see GENERATION FOUND. A sample sheet is available in the toolkit or by request. Be sure to insert your local information into this info sheet to make the issues more relevant for your community.
2. Once you get the link from Gathr, there's a section called "Promote This Screening." Click there to download movie flyers specific to your location and post them EVERYWHERE.
3. Send an email blast to your family, friends and recovery community members. You're excited to let people in your life know about this awesome film so feel free to customize the sample emails so they "sound" like you. You'll find sample emails in our tool kit. Be sure to fill in the red areas with information specific to your local screening.
4. Create a local press release using the sample template found in the GENERATION FOUND toolkit. Email the release to the managing editors of your local newspapers (daily, weekly and alternative) as well as the health reporters for local television stations and the community affairs directors for local radio stations. You should be able to easily grab email addresses from media websites.
5. The #1 important tip for your event to be a success: the more people the better! Don't stop promoting after your screening Tips. The box office will remain open 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.
6. Collaboration is key! Filling a big theater isn't easy; it takes a lot of partners, allies, and sponsors. Make sure you involve all community stakeholders early in the game. Keep them in the loop with frequent updates on everything that is your screening.
7. Make it an event, not just a screening! We strongly encourage you to capture this opportunity to convene your community in an important dialogue about young people and recovery. Will you do a welcome and introduction?

If yes, please see tips for structuring your welcome remarks the night of the screening. Are you having a discussion or Q&A after the film with local recovery community members or experts? If yes, please see our post-film discussion guide for topics and frequently asked questions.

Promoting Your Screening on Social Media

Social media will make it easier for you to alert your friends, family and social and business contacts about an upcoming local screening. Whether you're already a Captain of a screening or a person interested in finding the movie in your area using Facebook and Instagram, and Twitter samples below will help recruit your friends to reserve tickets and make the event a reality!

Please feel free to attach the content listed below with any of the film images posted on our online gallery:
<http://generationfoundfilm.com/#gallery>.

Social media will make it easier for you to alert your friends, family, social and business contacts about an upcoming local screening. Whether you're already a Captain of a screening or a person interested in finding the movie in your area, these Facebook, Instagram, and Twitter samples will help recruit your friends to reserve tickets and make the event a reality!

Sample Facebook And Instagram Posts

1. Help me bring #GenerationFoundFilm to [enter city name]! Reserve your tickets for a special screening at [theater name]: [Insert Screening URL] #youthrecoveryrevolution #TheRevolutionBegins #RecoveryMonth2016
2. From the creators of the groundbreaking addiction film, THE ANONYMOUS PEOPLE, comes GENERATION FOUND. Help me bring this powerful film to [enter city name] Reserve your tickets now: [Insert Screening URL] #YouthRecoveryRevolution #RecoveryMonth2016 #GenerationFoundFilm
3. "It was very apparent to us upon the realization that more than 90% of all substance use disorders start in adolescence there is an urgent need for a film like GENERATION FOUND," Gathr Films President, Jake Craven <http://generationfoundfilm.com/see-the-film> #YouthRecoveryRevolution #RecoveryMonth2016 #GenerationFoundFilm
4. It's time to discuss the "elephant in the community and that is that our kids are dying every day from substance abuse," Reserve your tickets to my special screening of Generation Found at [enter theater name]: [Insert Screening URL] #YouthRecoveryRevolution #GenerationFoundFilm #RecoveryMonth2016
5. The most anticipated addiction film of 2016 is finally here. Reserve your tickets today! [Insert Screening URL] #YouthRecoveryRevolution #GenerationFoundFilm. #RecoveryMonth2016
6. "Give them the courage to embrace who they are. They may be afraid of what comes next or confused about what direction to go. Remind them that they are surrounded by a recovery community that will

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help them walk through the fear.” #YouthRecoveryRevolution #GenerationFoundFilm
#RecoveryMonth2016 [Insert Screening URL]

7. Devastated by an epidemic of addiction, Houston faced the reality of burying and locking up its young people at an alarming rate. In one of the largest cities in America, visionary counselors, law school dropouts, aspiring rock musicians, retired football players, oil industry executives, and church leaders came together to build the world’s largest peer-driven youth and family recovery community.
#GenerationFoundFilm #YouthRecoveryRevolution #RecoveryMonth2016 [Insert Screening URL]
8. This story is not only a deeply personal story, but one with real world utility for communities struggling with youth addiction worldwide. Help me bring this film to our city! Reserve your tickets now: [Insert Screening URL] #GenerationFoundFilm #YouthRecoveryRevolution #RecoveryMonth2016
<http://generationfoundfilm.com>

Sample Twitter Posts

1. ‘Just Say No’ was a slogan. This is a revolution. #YouthRecoveryRevolution [Insert Screening URL]
2. Let the revolution begin #GenerationFoundFilm. [Insert Screening URL]
3. Bring #GenerationFoundFilm to our community. [Insert Screening URL]
4. Help me bring #GenerationFoundFilm to the [theater name]. [Insert Screening URL]
5. From the creators of the groundbreaking addiction film, THE ANONYMOUS PEOPLE, comes #GenerationFoundFilm: [Insert Screening URL]

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Sample Outreach Email from Captains (Long Version)

For friends and family:

Hi [insert name],

I just signed up to bring an awesome new film called GENERATION FOUND to [insert name of local cinema]. I am hosting a screening of the film on [insert date] at [insert time]. It's a way of viewing a movie called Theatrical on Demand where the screening only happens if I get [tipping threshold] people to reserve their tickets by [insert screening expiration date].

GENERATION FOUND, produced by filmmakers Greg Williams and Jeff Reilly, co-creators of the groundbreaking addiction film, THE ANONYMOUS PEOPLE, is a transformative community story about the people of Houston who are fighting to save young people from the leading cause of death of their generation: addiction.

Can you make it? If so, please go to this site [insert your Gathr URL] ASAP to reserve a ticket.

If I don't get enough people to reserve tickets in time the screening will be canceled and we won't be able to watch this film together as a community.

Even if you aren't able to attend, please tell anyone you know who might be interested in this film. Anyone who reserves a ticket will only be charged if we're successful in getting the minimum number of reservations, so there is ZERO risk in signing up.

You know I loved THE ANONYMOUS PEOPLE, and this film has got me so excited that I want to share this story with all of my friends and families (and your friends too!). I could go on forever about the film, but you can see for yourself in this trailer:

<http://generationfoundfilm.com>

Thanks and I hope to see you at the movies!

[insert name]

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Sample Outreach Email from Captains (Short Version)

For co-workers and community members:

Hi [insert name],

Mark your calendar for [date] at [time] because I would love for you to join a huge group of us who are passionate about the upcoming documentary about addiction and the incredible communities developing in the U.S. to provide vital support for young people in recovery, GENERATION FOUND by the creators of the groundbreaking film, THE ANONYMOUS PEOPLE.

Check out this exciting film trailer here: <http://generationfoundfilm.com>

If you can come, reserve your ticket for this special private screening (arranged by yours truly!) at [insert theater name and address] here [insert screening URL].

If we can get [insert number of tickets to "tip" the movie] we can bring the movie to [insert your city]. If I don't get enough people to reserve tickets, the screening will be canceled.

You in? If so, spread the word to your friends and make an event out of it!

See you there!
[your name]

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Creating a Facebook Event for Your Screening

One great way to support the promotion of your event is to create a Facebook event page for your screening. For assistance in putting your screening on the GENERATION FOUND Facebook page, contact support@gathr.us.

Here is how you can set-up your Facebook event to promote and organize your screening:

- 1) On the left side of your FB page, click on Events
- 2) Click on Create an Event
- 3) Upload a cover photo for the event provided [here](#).
- 4) Where it says Name, add GENERATION FOUND FILM SCREENING
- 5) Where it says Details, add the following text:

*You're invited to a screening of Generation Found on **[insert date]** at **[insert time]**, at **[insert venue and location]**. Tickets are **[insert cost]** and you must reserve your seat through the ticket link listed above.*

Film synopsis: From the creators of The Anonymous People comes GENERATION FOUND, a powerful story about one community coming together to ignite a youth addiction recovery revolution in their hometown. Devastated by an epidemic of addiction, Houston faced the reality of burying and locking up its young people at an alarming rate. And so in one of the biggest cities in America, visionary counselors, law school dropouts, aspiring rock musicians, retired football players, oil industry executives, and church leaders came together to build the world's largest peer-driven youth and family recovery community.

Independently filmed over the course of two years, GENERATION FOUND takes an unprecedented and intimate look at how a system of treatment centers, sober high schools, alternative peer groups, and collegiate recovery programs can exist in concert to intervene early and provide a real and tested long-term alternative to the "War on Drugs." It is not only a deeply personal story, but one with real-world utility for communities struggling with addiction worldwide.

Watch the trailer here: <http://generationfoundfilm.com>

Be sure to reserve your spot and invite your friends so we can make an event of it!

- 6) Add the location of the screening, your Gathr URL link again where your friends can reserve tickets and the date and time.
- 7) Click Create and you're event is set! Now click invite to ask all your friends on Facebook to join you at the screening. Please note that throughout the launch of our film, we will be highlighting captains and community partners on our various social media in order to support your screening and the recovery movement in your area. If you'd like for us to highlight you and your screening reach out on the Generation Found Gathr Facebook Group [here](#).

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Highlighting Captains and Community Partners

A huge part of our promotion strategy for GENERATION FOUND will include highlighting you, the success of your screening, the addiction issues in your area, including all the hard work you and your local recovery community are doing to facilitate change.

If you'd like for us to feature you on our various campaign platforms, please input your information into the online form or answer the questions below in an email and send them to: shannon@generationfoundfilm.com

Name:

- Screening date:
- Number of attendees:
- Local press links:
- Why did you choose to captain a screening?
- What does this film mean to you and/or your community/family members?
- What was the screening outcome?
- Provide a photo of yourself, your screening, or of your recovery community.

Remember, this information will be shared across social media, so you'll want to keep your answers brief and to the point. 125 words or less is ideal.

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