

#TeamRippleWorld

Movie Captain Tool Kit



"This film will save lives"

Dr John Draper (Director, National Suicide Prevention Lifeline)

"As I stood on the bridge contemplating when I should jump, I scrolled through my Facebook feed and saw the trailer for your film. The message you sent in the trailer was honestly heartwarming, and as soon as I finished watching I rang my parents and friends and told them I was sorry. From the bottom of my heart I thank you."

- Facebook message from an 18 year old in Australia.

"This is the 2nd note I'm writing today, my wife and daughters won't have to read the first one tomorrow because I have just seen your film trailer on Facebook entirely by chance."

- via email 2017

"I'm 16, and have been through 5 suicide attempts. I just wanted to thank you, so much, for reminding me that there can be a future for me. that recovery can happen."

- via email 2017



A film & a movement to eradicate suicide

Mission Critical

This film is part of a global mission to help reduce the number of suicides and suicide attempts around the world. Through sharing stories of survival and recovery we are creating significant awareness of this health crisis and social cause, while helping people find the support they need to stay alive. #BeHereTomorrow.

Why this mission matters

Every 40 seconds,
someone dies by suicide.

- Across the globe, nearly 1 million people die annually by suicide.
- In the United States there are one million suicide attempts in a given year and over 44,000 deaths by suicide.
- 22 US Military Veterans die everyday by Suicide.
- The estimated financial cost of suicide in the US is over 51 billion dollars annually.
- Research has shown that for every one death by suicide, over 115 people are directly affected and impacted.

Sources: American Foundation of Suicide Prevention and World Health Organization



Film Synopsis

At age 19, Kevin Hines attempted to take his life by jumping from the Golden Gate Bridge. Seventeen years later, he still struggles with many of the same symptoms that led him to attempt to take his life, but he is on a mission to use his story to help others stay alive. Kevin has also been one of the key catalysts in helping end a nearly 80-year long fight to construct suicide prevention net on the iconic San Francisco bridge.

Kevin takes a journey to better understand the ripple effects his suicide attempt had on his family, friends, and the first responders who helped save him. He's also working to shine light on inspirational individuals, families, and organizations who are using personal pain to help others find the hope they need to heal.

People around the globe are uniting and responding to calls for change with the goal of having a tremendous positive impact on reducing the number of suicides and suicide attempts around the world. #BeHereTomorrow.

Getting Started

We are very excited to work with you to have an amazing screening that will help enhance suicide prevention efforts in your area.

Important things to remember;



1- Your screening will only happen if it 'tips,' This means a certain amount of tickets need to be reserved prior to the deadline.

Your screening page will display the number of tickets needed to tip and the date that your screening must tip by. It is IMPORTANT to start engaging your audience EARLY!

TIP: If you can get 10 people to reserve tickets in the first ten days you have a 95% likelihood of tipping.

2. This film is part of a broader mission;

Our Mission is to reduce the number of suicides and suicide attempts around the world. Promote the film as a vehicle to address the broader suicide issue facing your community and world.

3. Collaboration is key!

Build a team of individuals and organizations in your area to be a part of the screening event. Examples include: Mental Health and Substance Abuse Providers, Suicide Prevention organizations, Advocacy Organizations – NAMI, Mental Health America, Peer Support groups, Crisis Lines, Schools, Universities, Hospitals, first responders, government agencies, local businesses, and of course your family, friends, and their networks. Engage partners early and often to help get as many people to attend as possible.

Now it's time for Action!

1. Join our Facebook Group;

Join the #TeamRippleWorld MOVIE CAPTAIN FACEBOOK GROUP and stay connected with Kevin and the rest of the team. This is a will be a great place to ask questions, share ideas and learn from one another.

2. Turn your screening into an event;

Here are some ideas;

Ask a local celebrity, government official or subject matter expert to do an introduction to the film.

Hold a Q&A after the film with community members and experts.

If funding permits, book Kevin or other members of the team to speak at your event

3. Create a Facebook event;

Create a Facebook event for your screening and invite all of your friends and encourage friends and partners to invite their friend. (There is a guide for creating your a Facebook Event included with the rest of the Promotional tools

4. Make your event a fundraiser for a local non profit

People can make a donation online when they purchase tickets

You can raise funds at your screening via raffles, pledge cards and merchandise sales

Note: fundraising activities can only take place within the theatre screening room

Screening Tools & Templates

Here are some of the tools that are available to help you promote your screening:

All of these templates / tools are included as documents in the DropBox folder for you to download.

- Sample Email to Friends & Family
- Sample Email to Organizations
- Sample Social Media Posts
- Event Flyer Template
- Social Media Graphics
- Press Release
- Poster

Here are some things we have found to be very effective;



Using our email template for friends and families as a guide, send an email blast to your family, friends and professional contacts.

Be sure to fill in the red areas with information specific to your local screening.



Using the Email template for Organizations, reach out to potential partners and support organizations that are focused on Mental Health and Substance Abuse, Suicide Prevention, Advocacy Organizations; Peer Support groups, Crisis Lines, Schools, Universities, Hospitals, first responders, government agencies, and local businesses.



Use the sample Social Media Posts and share Suicide The Ripple Effect post on Facebook, Twitter and Instagram accounts to get the word out and remind your community about the screening.

@TheEffectFilm



Remember to highlight WHY this film and topic are important to you and your community

You can also download a suicide facts sheet specific to your state via - <https://afsp.org/about-suicide/state-fact-sheets/>

Movie Captain Dashboard

Your MC Dashboard acts as the central launching pad for your screening and has all of the tools that Gathr makes available for you throughout the timeline of your event. Make sure to log in through GATHR.US/DASHBOARD and click on the green DASHBOARD option at the top of the page.

Here are some of the features you will find on the Dashboard:

- Fundraising information and how to add a donation option to your event
- Access your Attendee contact list to email them about the event
- Direct link to your toolkit (via Dropbox)
- Schedule a call with a Movie Captain expert

Tips & FAQs



The Night of your Screening

Don't stop promoting 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.



When will my credit card be charged?

Your credit card will only be charged once the screening has met the minimum number of reservations. If the screening has reached its minimum number of attendees, the dot appears bright green and your ticket purchase will be processed immediately. If the minimum number of attendees is not met in the time frame given, the screening does not take place and nobody is charged.



What can I do to make my screening happen?

Start with your friends and family, and anyone you think would be interested in seeing the film. Share across Facebook and Twitter, and use our screening toolkit to easily get the word out. Be creative - the more ways you spread the word about your movie event, the more likely it will happen!



What is Theatrical On Demand ®?

Theatrical On Demand® is a platform that allows individuals like you to bring films to a movie theater in his/her city. Screenings can only happen if a minimum number of people reserve tickets before a screening request expires.

Have additional questions about your screening? Email: Support@gathr.us



Once your screening tips;

Once your screening tips, the theater is set to go, but if you would like you can assign volunteers to greet attendees and coordinate sign-in sheets. Think of them as personal ambassadors for your screening.

Remember to take photos and post to Twitter & Facebook!



What are the responsibilities of the Movie Captain?

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!



Have additional questions about hosting or being a Captain?

Email: Support@gathr.us

OR

Go to your Movie Captain Dashboard and schedule a time to speak with a Representative at Gathr about your screening at Gathr.us/dashboard



How does someone reserve or purchase a ticket to a screening?

Enter your location/zip code on the map widget at the "Request A Screening" page on the Suicide: The Ripple Effect website [<http://suicidetherippleeffect.com/usascreenings>]. If there's a screening, it shows up as a dot on the map. Click the dot!

OR use the GATHR link to your specific screening