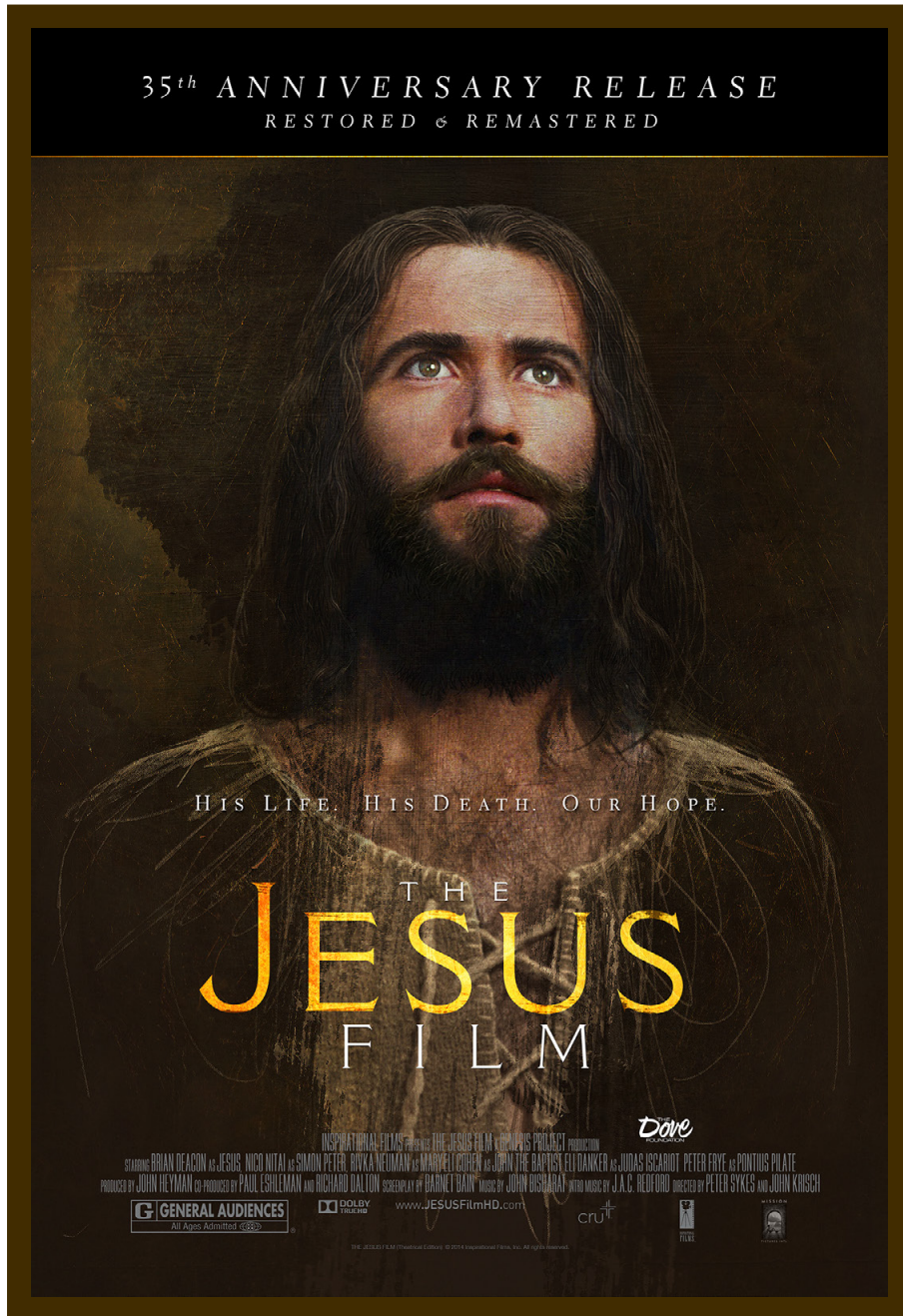


# TUGG EVENT CHECKLIST

35<sup>th</sup> ANNIVERSARY RELEASE  
RESTORED & REMASTERED



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# TIMELINE

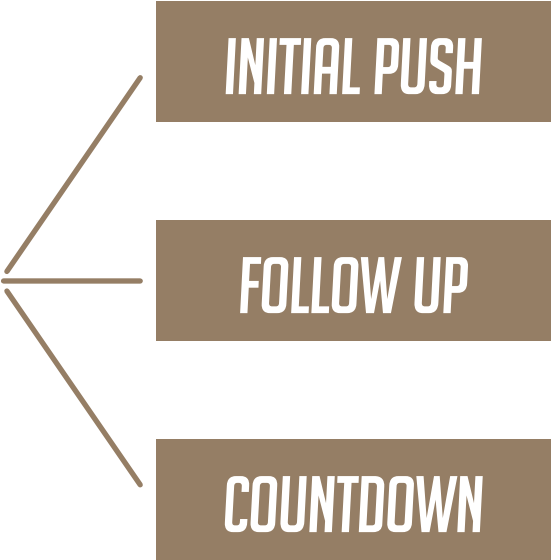
1

**GET STARTED**



2

**SPREAD THE WORD**



3

**IT'S SHOWTIME!**



4

**POST-EVENT**

1

# GET STARTED

5-6 WEEKS BEFORE EVENT



Contact JFP and let them know you are interested in starting an event.

● Call 1-800-432-1997  
or  
● Email [JesusFilmStore@JesusFilm.org](mailto:JesusFilmStore@JesusFilm.org)

\* Request an Information Packet



Read The JESUS Film Project Information Packet



Create a Tugg Account at [Tugg.com](http://Tugg.com).



Create a Tugg Event.

Start by going to [JesusFilmHD.com](http://JesusFilmHD.com) and click on "Host an Event."



Receive your Tugg Event Page and confirmation via email. (5-7 business days)



Decide on your budget. The actual event is no charge to you and you will get free promotional resources, but consider the following items to purchase for giveaways:

- Free tickets to the showing
- The JESUS Film on DVD or Blu-Ray
- A JESUS Film T-Shirt, Polo, Hoodie, or Tablet Bag

2

# SPREAD THE WORD

INITIAL PUSH

3-4 WEEKS BEFORE EVENT

- Recruit your Tugg Event Team members (5-7 people) and meet with them once a week to work through this checklist.
- Decide on your marketing strategy and target audience.
- Send emails out to your friends and family inviting them to the event.
- Choose your top 3 organizations and/or influencers to contact first about partnering with you on this event. Email them.
- Create a Facebook event and start inviting your friends.
- Start posting daily about your event and asking your Friends and Followers to do the same.
- Contact your local news stations, newspapers, and bloggers. Make sure to include the Press Release.
- Decide on what materials you will need for the event. E.g. Information table, posters, business cards, DVDs, Blu-Rays, etc.
- Order your Tugg Event resources.
  - Call 1-800-432-1997
  - or Email [JesusFilmStore@JesusFilm.org](mailto:JesusFilmStore@JesusFilm.org)
- Find a friend that is a photographer or knows a photographer that can donate their talent the night of the event. Make sure to provide/offer 2 free tickets to the photographer.
- Schedule any one-on-ones needed with contacts or organizations.
- Assign a good communicator on your team to schedule speaking engagements (e.g. church services, bible studies, conferences, events).

2

# SPREAD THE WORD

## FOLLOW UP

2 WEEKS BEFORE EVENT



Meet with your Tugg Event Team and work through this week's checklist



Follow up with anyone you haven't heard back from yet via email, text, social media. This includes news media and bloggers.



Schedule any one-on-ones needed with contacts or organizations



Mobilize your supporters by offering incentives to whoever can get the most signed up. Consider an extra free ticket, JFP logo T-Shirt, or restaraunt gift card.



Keep scheduling speaking engagements.



Put together the Schedule for the Tugg Event. Decide on the speakers for the night and contact them with their time frame.

2

# SPREAD THE WORD

COUNTDOWN

1 WEEK BEFORE EVENT



Meet with your Tugg Event Team and work through this week's checklist



This is crunch time! Make sure everyone knows that you are only DAYS away from your deadline. Start counting down the tickets needed on Facebook and Twitter.



Go over the schedule for the Tugg Event and make any necessary adjustments.



Contact your Tugg Representative and go over details:

- What time doors will open
- Microphone confirmation
- Theater calibration
- What time you can officially begin
- What time you will need to end
- Your table setup
- Where your posters can be placed
- When you will get your attendee list



Confirm photographer.

3

# IT'S SHOWTIME

## DAY OF EVENT

Send a last message on Facebook, Twitter, email, and text reminding everyone of time, location, and what time doors will open.

Pack everything you need for the theater. Refer to "Day of the Event" page.

Arrive an hour early with your Tugg Event Team.

Organize table and ticketing.

Make sure photographer is set and ready.

Pray as a team.

Start on time and try your best to end on time.

HAVE FUN!

4

# POST-EVENT

**1-5 DAYS AFTER EVENT (NO LATER)**



Email and thank everyone that attended your event.



Contact Anjelina (from The JESUS Film Project) and tell her how your event went. If people signed up to do their own event, pass that information on to Anjelina.

OR

Call 407-515-4432

Email [Arm@cru.org](mailto:Arm@cru.org)



If you want to do something special for those special promoters, please feel free to - thank you cards, gift cards, DVD, Blu-Ray, T-Shirt, Polo, or Tablet Bag



Get the photos taken at the event and post some on Facebook, Twitter, Instagram, and other social platforms.



Meet one last time with your Tugg Event Team and debrief your event. Highlight what worked and what didn't.