



EVENT IN A BOX

HOSTING A FILM TOUR EVENT TO ATTRACT & ENGAGE MEMBERS

Fly fishing films, tours and festivals can be an excellent way for your chapter to host a fun, inviting, and inclusive event for members and the public. What's more, film events have proven to attract and engage that "hard-to-reach" demographic of younger anglers and conservationists. Film screenings can also generate significant funds to support your chapter's conservation and education programs, help create a sense of community in your area and provide an opportunity to recruit new members. Film screenings have the potential to grow into significant events – many chapters are overwhelmed to realize they sell out in no time at all. Planning for success, versus planning against failure is the best way to take advantage of the opportunity. Be willing to take risks, try new things and be open minded. Whether your chapter wants to show a locally-made film, or host an independent screening of the Fly Fishing Film Tour (F3T) or the International Fly Fishing Film Festival (IF4), this guidance document will help ensure a successful event that elevates your chapter's profile in your local community.



Build A Strong Team

Film events with hundreds of attendees – an average first year show draws 100-200 people – don't just come together by accident. It takes a strong team of two to three leaders, backed by a committee of volunteers to drive the event forward.

Dot Your i's & Cross Your t's

The number of logistics and moving pieces in a film tour event can be daunting – and certainly requires an eye for detail. Starting at least six months out – if not earlier - is essential, and keeping close track of all tasks and responsibilities is a must.

Partner Up

Bringing another TU chapter or nonprofit organization in as a partner helps broaden your reach and increases the number of volunteers. Organizations such as watershed associations and local green groups are perfect partners and will bring skills and members which you might not have access to.

Communicate & Advertise

The event is planned, the venue and date chosen, and everything is lined up for a great night. Hammering out the message online, in print, by word-of-mouth and more is essential to drawing a crowd. Be sure you invite people far beyond your chapter's email and membership lists.

Build Community

This is an opportunity to make hundreds of people feel like part of a local community that shares their passion and beliefs. Make sure everyone who walks in the door feels welcome and part of the group.

Friendraise & Fundraise

Everyone in attendance has an interest in fishing and conservation. Your job is to raise the awareness of the important work your chapter does and give them an opportunity to take action – either by buying tickets, bidding on auction items, signing up to volunteer or spreading the message.



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Build A Strong Team

Your film tour team is going to be the group that makes it all work – ensuring you have enough people helping carry the load is the first step. But equally as important is being mindful of the types of people and skills you will need to help take on the various tasks and project needs.

1. **Form a sub-committee-** Hosting a film screening can be a lot of legwork upfront, so having a dedicated sub-committee of chapter members can help spread the workload and avoid burnout. The first task of the sub-committee is to develop a timeline to ensure all details and requirements are addressed. While some chapters have executed hosted film screenings on timelines as short as a few months, it's best to plan 6-12 months ahead of time, particularly when hosting a film screening for the first time, or working with a new venue. For a breakdown of when and how to schedule your planning meetings, see the Weekly Planner in the Appendix.
2. **Organize-** Coming into your event with a volunteer plan and plenty of assistance will help ensure a smooth evening.
 - a. **Create a schedule for the evening-** think through the timing of how you want the night to go. Have you identified who will be the evening's MC, any guest speakers you want to invite to help draw a crowd, how long you'll allow for intermission, etc. See this [sample agenda](#) for suggestions and ideas on what your schedule might look like.
 - b. **Create a volunteer plan-** See this [sample volunteer plan](#) for guidance on the types of duties you'll need to have volunteers assist with.
 - c. **Plan for tabling space for your chapter and/or partner groups-** Bring your own tables or ask your venue if they have tables that you can use for displays, swag sales, and new member signups. Asking partner organizations with missions that align with TU's values is a great way to expand your audience and build community. Similarly, inviting local businesses to table at your event can help build relationships or fundraise if you ask for a fee for their participation. A captive audience of fly fishers is a valuable marketing opportunity for some businesses, so don't hesitate to ask for a portion of sales or a flat fee from vendors that participate in your events.

THE FIVE ESSENTIAL TEAM MEMBERS

When building your planning committee, consider seeking out volunteers with the following skills sets:

- 1) **Head for Logistics**
A detail-oriented person you can task with the nitty-gritty (such as insurance certificates, contract review, etc...)
- 2) **Relationship Builder**
The person on your team who's a natural at relationships and can draw in partners, donors and other community support.
- 3) **Communicator**
Film tours require lots of promotion. Choose someone with media and online experience that is ready to work!
- 4) **Happy Soldier**
Every chapter has them – and every film tour needs them – the volunteer who can be counted on for any task, whether it's delivering tables to the venue, hanging posters, buying burgers, dogs and buns and more... Be sure you have a handful of soldiers to call on.
- 5) **Ringmaster**
Accountability and oversight of a film tour is key to ensure all of the pieces are moving together and in the right direction. A consensus-building leader who when it's time to make a final call can still command authority is the best fit for this important task.



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Dot Your “I”s & Cross Your “T”s

Attention to detail early on in the planning process is the best way to ensure smooth sailing on the night of your event. Some scrambling will be inevitable, but if you focus on these following steps, you’ll have most of the bases covered.

3. **Select a film-** When selecting a film to show, it’s a critical first step to determine if there are other showings planned in your area. If you’re thinking of hosting a tour (F3T or IF4 etc...), contact the provider for a list of planned national tour dates. Coordinating with other showings in your state can help build excitement for the “tour” coming to your town. There are a number of popular films you can choose to show, including:
 - [Confluence Films](#)
 - [Damnation](#)
 - [F3T – The Fly Fishing Film Tour](#)
 - [Hank Patterson’s Reel Montana Adventure](#) (Email for information)
 - [IF4- International Fly Fishing Film Festival](#)
 - [Wild Reverence](#)
 - For Wild Reverence showings, see also [TU’s Wild Steelhead Event Package](#)
4. **Find a venue-** When weighing venue options, the first consideration is a realistic estimation of the size of audience your event will draw. Look to other film showings in your area for an estimate of the audience your film could draw. Local taverns, restaurants, or fishing shops can be well suited for smaller events, while independent theaters make great locations for larger events like F3T or IF4. It’s better to start small and sell out than to have too many empty seats or pay too much for an oversized venue!
5. **Set a date-** Check for conflicts on as many community calendars, school and university schedules, and other venues as you can. Avoid major holidays or other dates where your target audience may be diluted by other events.
6. **Secure a Certificate of Liability Insurance-** TU national provides general liability coverage for

SEVEN MISTAKES TO AVOID

Watch out for these common mistakes made by other chapters:

- 1) **No Insurance:** [Click here to request a free insurance certificate from TU’s insurer](#)
- 2) **Check the A/V:** Require a live test of the audio visual and sound systems at the venue with your film tour discs at least 10 days prior to your event.
- 3) **Oversold Seats:** The fastest way to anger guests is to not have a seat for them. Know your seat totals and ticket sales and set a firm “walk-ins” policy.
- 4) **Undersold Seats:** An audience of 300 can feel like an empty room in a theater with 1,000 seats. Be realistic about your potential audience and keep in mind that it might be better to start small and build in year two if your first event sells out.
- 5) **Not Enough Time:** Be sure to budget for late starts, intermission, and speakers going over their allotted time.
- 6) **Missed Recruiting Opportunity:** A captive audience of fly-fishing enthusiasts is a great time to promote your chapter! Setup a laptop to www.tu.org/intro to recruit new members and make \$15 for your chapter for every new member you sign up.
- 7) **Poor Timing:** Think about your event date before confirming a venue. Are you avoiding major holidays? Competing events in your area? Other conflicts that could limit your attendance?



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all TU-sponsored events for both TU members and non-members alike. [Click here to request a certificate of liability insurance](#). Your request will be processed within seven business days, and a certificate will be emailed to you along with the appropriate contact at the venue hosting your event. This certificate is often required by venues to ensure TU's liability policy will cover all claims that could arise from your film event. For questions about liability and insurance, contact Kyle Smith, Membership Engagement Manager at ksmith@tu.org.

7. **Advertise-** Professional advertising materials can have a significant impact on event attendance!
 - a. Take advantage of the [TU Event Printshop](#) to order high quality, attractive and affordable posters, postcards, tickets, wristbands, and a host of other promotional materials. (Note: F3T already partners with TicketPrinting.com and you will receive a credit for ordering advertising materials if you sign up as an F3T independent promoter.)
 - b. An organized approach to hanging posters to ensure you cover the entire region around your event is crucial. Two months before the event, make a spreadsheet of poster locations (fly shops, libraries, grocery stores, community centers, post offices etc...) and ask board and chapter members to sign up to hang posters. Posters are best placed one month and again two weeks before your event.
 - c. Send press releases to your local daily and weekly papers, as well as any local fishing blogs, websites, or other media outlets that have community calendars. For a sample F3T press release, click [here](#).
 - d. Social media! One of the most cost-effective ways to advertise your showing is by creating an event on your chapter's Facebook page. These are free to create, but can be "boosted" at a minimal cost. For most chapters, a boost to guarantee the post with reach 3,000-5,000 people living in the region with similar interests will cost less than \$20 and is well-worth the expense!
8. **Sell Tickets-** Partnering with local businesses can be a great way to raise awareness of your film event and sell tickets. Fly shops, bars and restaurants, and local outdoor stores are often more than willing to help sell tickets. Templates for tickets can be found through TicketPrinting at www.tu.ticketprinting.com. These high-quality, card stock tickets are inexpensive and come pre-numbered to help keep things organized when selling tickets through partner businesses. When you've found a business willing to sell tickets for your event, simply give them a numbered quantity of tickets and a deadline for ticket sales to end (usually a somewhere between a week before and the day before the event.)



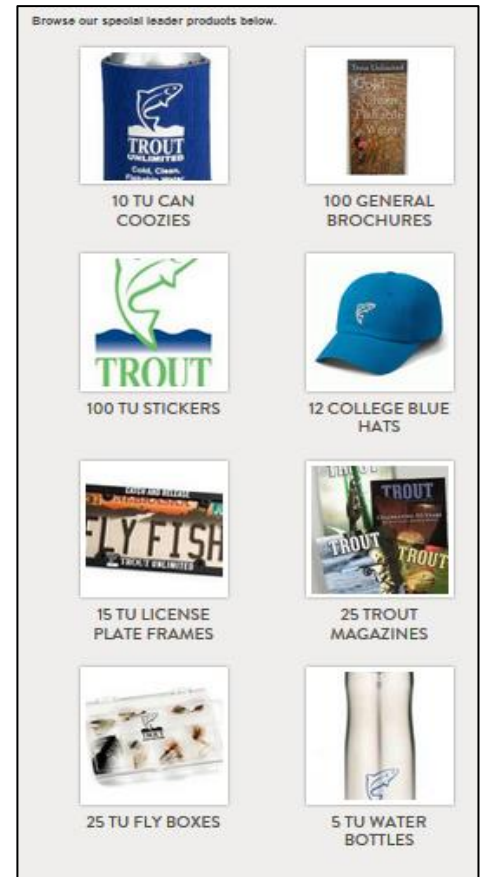


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9. **TU Business Membership-** Keep in mind that local businesses that donate more than \$1,000 of in-kind goods or services to your chapter throughout the year are eligible for a complimentary one-year [TU Business Membership](#). What's more, any TU Business can give out unlimited, free TU memberships, so partnering with a TU Business on your event allows you to give every attendee a TU membership if they aren't already a member! For more information, [contact Walt Gasson](#), Director of TU Businesses.

10. **Fundraise-** If you intend to raise funds as part of your movie event, securing raffle and auction items from local businesses is a great place to start. Selling raffle tickets for smaller items can generate significant funds if you continually remind attendees of the great items they have a chance to win by purchasing a ticket (or ten tickets!). Larger items like fishing trips or lodge vacations are often better suited for a live or silent auction.
 - a. Browse the [TU Fundraising Program](#) for a catalog of vendors that offer merchandise at steep discounts (up to 50% off or more) for use in your chapter's auction or raffle events.
 - b. Review [TU's Leadership Manual](#) for guidance on selling raffle tickets to ensure you're not in violation of any state or federal laws.
 - c. See this [example donation request letter](#) and consider hand delivering something similar to fly shops, outdoor stores, restaurants, breweries, and other potential partner businesses in your area.



MAXIMIZE FUNDRAISING AT YOUR EVENT

A film tour can bring in big bucks for your chapter. When planning your fundraising, keep these tips in mind:

- 1) **Guide Trips Sell!** Who doesn't love the chance to win a guided trip on a local river or exotic destination? Local guides, outfitters, and lodges will often donate trips to film tours, especially when they receive some advertising or PR benefits as part of their donation.
- 2) **Promote Yourself!** When purchasing items for raffles and auctions, consider adding your chapter or council logo to the piece. This provides sentiment for the winner, and free advertising for you!
- 3) **Go Local!** Whether you raffle off a box of flies for your local stream, or a painting from a local artist, hand-made items hit close to the heart. As with guides, most local businesses are hungry for the PR, and would be happy to donate to your fundraiser.
- 4) **Advertise Ahead of Time!** Consider including some of your larger auction or raffle items in the event brochure.
- 5) **Think Outside the Fly Box!** Be creative. Yes your event is centered on fishing, but it doesn't mean that all your prizes have to be! Consider your audience when designing your raffle. Have items that cover a wide range of price and age appropriateness, as well as non-anglers.



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- 11. Don't be afraid to brag about your chapter-** With lots of new faces being exposed to your chapter and to Trout Unlimited, a film event is a great time to showcase all your chapter's great work! You can setup a booth with photos, handouts and more, or create a digital slideshow that runs on the movie screen before the event and during intermission. Storytelling around your chapter's major activities and accomplishments will help people make the connection between fishing and conservation and will likely encourage them to become involved.
- 12. Recruit New Members-** Outward-facing events provide great opportunities to recruit new members to your chapter. You never know when your chapter's next president, or treasurer, or webmaster might walk through the door of one of your events, so welcoming all event attendees and providing opportunities for them to become TU members is critical!
 - a.** Head to the Leader's Store to purchase TU brochures, stickers, hats, copies of TROUT Magazine, and other materials to help get the word out about your chapter and the benefits of joining TU. (Go to www.tu.org, login and hover over the "My TU" button. "Leader Store" will appear as an option in the menu.)
 - b.** If your venue accommodates it, setup a laptop computer or tablet and open an internet browser to www.tu.org/intro so that new members can sign-up on the spot for a 50% off membership. \$15 of each new member your chapter recruits will come back to your chapter in the form of a rebate check at the end of each fiscal year.
- 13. Observe & Improve-** By taking notes on how things go during the evening, you'll be able to make improvements in subsequent years. Hosting a film showing can be stressful, but by continually improving on your practices, each year becomes smoother and easier to organize and deliver a successful event.



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APPENDIX 1- WEEKLY PLANNER FOR YOUR TU EVENT:

12 WEEKS BEFORE THE EVENT

Meeting One

Purpose: To establish the groundwork and ultimately, the success of your film event.

Things to do:

- Chairman assigns committee positions and sets dates for all future committee meetings. It's often helpful to establish sub-committees for Arrangements (venue details), Auction/Fundraising, Advertising, and others as needed.
- Select potential dates. Check for conflicts with other sportsmen's events, game and fish openers and public or religious holidays.
- Establish an attendance goal--in order to determine type of facility needed. Be realistic here, as it's better to have a small sellout crowd than a big room that feels empty with your audience. You can always increase the theater size in future years.
- Discuss potential locations and facilities for event.
- Establish an income goal and financial plan for event.
- Determine how the funds raised will be used--local conservation project. It is a good idea to publicize how your chapter plans to use the funds for conservation.

Follow-up:

- Fundraising sub-Committee along with the Chair determines what items to order from the TU Fundraising Program [<http://www.tu.org/member-services/welcome-to-my-tu/fundraisingprogram>].
- Chair places order for items from the TU Fundraising Program [<http://www.tu.org/memberservices/welcome-to-my-tu/fundraising-program>].

10 WEEKS BEFORE THE EVENT

Meeting Two

Purpose: Finalize location, ticket price, prize solicitation and ticket sales plan

Things to do:

- Arrangements sub-committee reports on location and facility research.
- Committee makes final decision on location, date, film.
- Committee sets ticket price and discusses information to be printed on tickets
- Plan type of raffles and door prizes.
- Plan local prize solicitation drive and identify potential sources for prize solicitation and cash donations.
- Discuss publicity options and opportunities. (bulk E-mail tool, website announcement, radio and TV public service announcements, newspaper, posters, or promotional flyers.)
- Treasurer reports on event account and requests all receipts be given to him/her as collected.

Follow-up:

- Committee confirms location, facility and costs, both verbally and in writing.
- Advertising sub-committee designs the ticket, direct-mail/e-mail letter. *Note that F3T designs customizable tickets, posters, and advertising materials for all screenings. IF4 provides posters, but you'll need to add information on your screening to the design after you receive them from IF4.
- Advertising sub-committee has tickets printed.
- Advertising sub-committee allocates tickets to committee members and key chapter volunteers.
- Auction & prize sub-committee begins prize solicitation.



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8 WEEKS BEFORE THE EVENT

Meeting Three

Purpose: Facility arrangements wrapped up, reports by committee teams on respective tasks, plan how to publicize your event to community groups.

Things to do:

- Arrangements Sub-Committee reports on final confirmation of completed film event arrangements.
- Advertising sub-committee reports on publicity-advertising.
- Fundraising subcommittee reports on solicitation progress.
- Advertising Sub-Committee reports on ticket printing, direct mail/bulk e-mail letter, and/or ticket distribution and sales.
- Discuss presentation to sportsmen's and area conservation groups you are soliciting for ticket sales and prizes.
- Treasurer's report.

Follow-up:

- Fundraising Sub-Committee continues solicitation drive and begins identifying raffle ticket sellers for event.
- Continue publicity campaign. TV and radio stations and newspapers have been contacted.
- Advertising Sub-Committee gets in "high-gear." Sell as many tickets as fast as possible, working to generate excitement and momentum for a successful event.

6 WEEKS BEFORE THE EVENT

Meeting Four

Purpose: With only one and half months to go, review of committee assignments is very important.

Committee now begins envisioning the day of the event. Advertising campaign ramps up in week six prior to the event and continues through the week leading up to showtime.

Things to do:

- Review assignments and responsibilities of each committee person. Success requires a total team effort. Make certain everyone is aware of the importance of their tasks.
- Advertising sub-committee reports on sales.
- Fundraising sub-committee reports on progress. Showing off a few prizes is a sure way to motivate the committee.
- Fundraising sub-committee leads discussion on raffle and auction procedures. Also discusses raffle ticket sales force and raffle ticket needs.
- Advertising sub-committee reports on publicity to date and response received.
- Treasurer's report. Discuss lining up capability for credit card purchases.

Follow-up:

- Fundraising sub-committee along with the Advertising sub-committee arranges to display prizes and auction items around the community (sportsmen's shop, bank lobby, etc.).
- Fundraising sub-committee continues solicitation drive.
- Treasurer makes arrangements for credit card purchases.
- Advertising sub-committee closely monitors ticket sales. Money and ticket stubs must be turned in or collected as they are sold to an accurate count.
- Continue to fulfill ticket orders received by mail and submit proceeds to treasurer.
- Treasurer keeps an accurate account of all costs and incoming revenues.



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5 WEEKS BEFORE THE EVENT

Meeting Five

Purpose: To review ticket sales and prize solicitation results and continue discussion of event day agenda.

Things to do:

- Advertising sub-committee reports on actual sales to date.
- Treasurer's report on proceeds from ticket sales and expenses.
- Fundraising sub-committee reviews the results of prize solicitations. Identify local businesses who have not yet contributed.
- Evaluate publicity campaign. Is it creating public awareness? Selling tickets? How can it be improved without incurring excessive cost?

Follow-up:

- Fundraising sub-committee establishes a prize list and reviews with chair. Continues solicitation of remaining businesses and begins collecting gifts promised by committee members and other supporters.
- Advertising sub-committee continues publicity campaign.
- Treasurer keeps an accurate account of all costs and income revenues.

4 WEEKS BEFORE THE EVENT

Meeting Six

Purpose: With only one month remaining, review ticket sales and prize solicitation and continue envisioning the event day.

Things to do:

- Advertising sub-committee report. Provide an accurate count of tickets sold to date-- with cash in hand.
- Treasurer's report.
- Fundraising sub-committee report. List gifts donated by members and local businesses.
- Review list of items ordered from The TU Fundraising Program.
- Arrangements sub-committee reports on film event schedule.
- Chair determines if any of the sub-committees are encountering problems, now is the time to address them. Remember, enthusiasm is contagious and a highly motivated committee is the key to success.

Follow-up:

- Fundraising sub-committee begins to wrap-up prize solicitation and collects prizes promised. Finish lining up raffle ticket sellers.
- Call members and supporters who have not yet purchased event tickets. (All committee members should help.)
- Advertising sub-committee continues publicity campaign and kicks into high gear.
- Treasurer keeps an accurate account of costs and incoming revenues.

3 WEEKS BEFORE THE EVENT

Meeting Seven

Purpose: Continuation of pre-event planning and review needs for event.

Things to do:

- Upon receipt of DVD/Blu-ray from film provider, check to make sure it's the correct disc and that the disc plays in the player that will be used the night of the event.
- Advertising sub-committee report. Provide an accurate count of tickets sold to date-- with cash in hand.
- Treasurers' report.
- Fundraising sub-committee report. Remind committee members to turn in any late prizes they may be holding or have promised.
- Review auction(s) and raffle(s) plans, as well as prize distribution. Make final decisions.

Follow-up:

- Advertising sub-committee begins wrap-up of all ticket sales. Call all remaining persons holding tickets' and have cash or tickets returned. Fulfill ticket orders received and submit proceeds to treasurer.
- Fundraising sub-committee should finish prize solicitation. Make final calls to potential supporters.



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- Fundraising sub-committee should develop final prize list with name of contributors and categorize according to the raffle or auction in which they will be used.
- Treasurer keeps an accurate account of all costs and incoming revenues.
- Advertising sub-committee continues publicity campaign.
- Items received and collected should be labeled:
 - SA- Silent Auction
 - A – Auction
 - R - Raffle
- Labeling items will help the set up run smoothly on the day of the event.

2 WEEKS BEFORE THE EVENT

Meeting Eight

Purpose: With 14 days left, pre-event planning is complete. Committee should now focus on actual event details.

Things to do:

- Advertising Sub-committee: Provide an accurate count of tickets sold to date—with cash in hand. If there are tickets yet unsold, discuss how to make a final effort to sell out.
- Fundraising Sub-committee: List prizes solicited to date and give completed prize list to Chair.
- Chair: Update on overall status of event. Cover all miscellaneous items and begin review of event checklist.
- Treasurer's report.
- Plan for next week's meeting (rehearsal) at the event facility

Follow-up:

- Advertising sub-committee should process any late ticket orders and hold tickets at the door for those persons. If members are selling tickets and you have not sold out, collect all unsold tickets.
- Treasurer keeps an accurate account of all costs and income revenues.

1 WEEK BEFORE THE EVENT- Rehearsal

Meeting Nine

Purpose: To review all final details--rehearsal meeting should be held at the event site if possible, to ensure sound and video equipment is working properly.

Things to do:

- Advertising sub-committee report: Provide update on any changes in final count.
- Treasurer's report.
- Arrangement sub-committee briefs committee on event layout and strategy. Pay close attention to ways to increase socializing and how to best direct crowd flow in and out of prize display area.
- Check public announcing system and lighting. Make sure they are adequate.
- Fundraising sub-committee: analyze accommodations to best feature your prizes (crowd flow, table placement, track lights, display props, easels, etc.).
- Chair: covers miscellaneous items. Discuss last minute needs, adjustments, and make final review of event checklist.
- Committee sets time to meet for event preparation on the day of the event (Minimum of one hour prior to cocktail hour, and preferably two hours).

Follow-up:

- Chair readies tools and supplies to be used in setting up at the event.
- Treasurer picks up change and money bags from bank, one day prior to event or on morning of event. Also prepares items required for credit card purchases.
- Auction and Prize sub-committee prepares prizes for travel to event site. Make sure you have purchased enough raffle tickets and have carpenter's aprons for ticket sellers. Contact ticket sellers and arrange their arrival time (minimum one hour prior to cocktail hour). Count out tickets into strips of 20 tickets for bucket raffle.



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EVENT DAY CHECKLIST

Note: Full event committee and support staff meet for a minimum of two hours prior to start of cocktail hour to set up prize displays, signs, etc. Raffle ticket sellers should arrive 60 minutes prior to start for instruction and preparation.

Things to do:

- Transport all prizes, tools, and materials to event location.
- Set out silent auction prizes, bid sheets with instructions.
- Using props if possible, set out bucket raffle prizes. Buckets are set close to prize and are labeled with cards designating which item they are for. Prizes should be numbered as listed in the program.
- Set up any special raffles and games using props and signs.
- Set up door prize/s.
- Identify each area (auction/silent auction/bucket raffle/special raffles) with signs.
- Set up treasurer's cash table with credit card equipment. It should be in a convenient location, easily accessible.
- Raffle ticket supervisor should also set up at the treasurer's cash table.
- Re-check audio-visual system and lighting.
- All "reserved" tickets (already paid for) are held at the registration table or theater box office.
- Extra tickets can be sold by host venue at the door, or setup a ticket sale table near the venue entrance and staff with at least two (three is preferable) volunteers, with cash box and tally sheet for tickets sold.
- Auction list and Silent Auction list is handed out at the registration table.
- Visiting TU leaders (state council chairs, other chapter presidents, etc.) and other VIP's should sign in at the ticket sale table, so that the chair (MC) may announce them during the brief pre-film welcoming.
- Review all work stations--make sure your committee members are identifiable.
- When ticket sellers arrive, make sure they are well-instructed.
- Has the facility set up bar(s) in appropriate locations?
- Make final review of arrangements and continue following your agenda. Timing is critical. Keep the evening moving at a brisk pace. Transitions must be smooth--show your guests that TU is a professional, well-organized outfit. Keep your announcements upbeat and brief. Do not bore people with speeches.