

# LIFE IN THE DOGHOUSE

## MOVIE CAPTAIN TOOL KIT

By Presenting This Film,  
You Help Support Rescue!



Danny & Ron's Rescue Retweeted  
**Ellen DeGeneres** @TheEllenShow · 27 Jul 2009  
 Please help <http://dannyyandronsrescue.com> ... The work they do is incredible  
 3 replies 14 retweets 61 likes

“ Danny and Ron’s Rescue is a safe haven for animals with a heart of gold. They care for each animal as a beloved member of the family while they look for homes for them that that will do the same. I love them!!! ”

—Gloria Gaynor

“Danny and Ron are the angels of ‘dogs’. You really can’t put into words the value of their work and the numerous lives they affect, both canine and human. It’s hard to believe the huge and welcoming hearts these two have.”

—Facebook Post,  
Denise Chaki

“I was lucky enough to see “Life in the Doghouse” tonight—what a moving and inspirational film! I’m donating and spreading the word!”

—Facebook Post,  
Janice Hauptfuhrer Murdoch





#LifeInTheDoghouseMovie

### Mission

This film is part of a worldwide mission to increase the number of animal adoptions, significantly reduce the number of animals put down, educate society on important animal welfare and control issues and raise much needed funds to support rescue and adoption. By presenting and sharing this critically acclaimed film, you will be helping dogs find loving homes and generating financial support to house and care for them.



### Why This Mission Matters\*?

-  About 2.4 million healthy, adoptable cats and dogs are put down in U.S. shelters each year.
-  Millions of people are forced to surrender their beloved companions to animal shelters because they are unable to afford proper care for them.
-  Puppy mills contribute to pet overpopulation and cause countless dogs lifetimes of suffering in squalid wire cages.
-  Animal cruelty can be either deliberate abuse or simply the failure to take care of an animal.

\* Source: The Humane Society of the United States

### Synopsis

**LIFE IN THE DOGHOUSE** tells the inspiring life stories of Danny Robertshaw and Ron Danta and the remarkable work they do at Danny & Ron's Rescue. Ten years and 10,000 dogs later, their unique approach to life and dog rescue will capture hearts and inspire millions to make the right choices when it comes to man's best friend.



### Getting Started

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. Promote the film as part of a broader mission.**

Our overall mission is to significantly increase the number of adoptions and educate all ages about the terrible effects of puppy mills and the importance to spay and neutering your pets. Here's how you help accomplish the mission:

-  **Inspire, Educate & Entertain:** Promote the film to your friends and contacts as an inspiring, entertaining and educational vehicle that addresses the issues facing your community and the world.
-  **Fundraise:** By simply presenting this film you will help to raise much needed funding for a local rescue or charity! We can help you designate a rescue or charity of your choice so, when your friends and contacts buy tickets, they will have an option to add a 100% tax deductible contribution during checkout. When your screening is over, we cut the check and deliver it directly to the charity. Let everyone know it's not just about seeing the film.



**3. Collaboration is key!**

Build a team of individuals and organizations in your area to be a part of the screening event. Examples include: The Humane Society of United States, ASPCA, Advocacy Organizations, Schools, Universities, local Rescues and Shelter, local media and, of course, your family, friends, and their networks.

**Engage partners early and often to help get as many people to attend as possible.**

**4. Tap into the movie studio's marketing and support!**

We've got dedicated resources to help. Throughout the summer and into the fall, the *Life in the Doghouse* film distribution team will be supporting the film and your screening event with significant PR and promotional support with:

-  Major national public relations campaign with appearances by Danny & Ron on local and national TV, talk, radio as well as print and online features and reviews.
-  • Access to a top notch social media marketing team to assist you with "tipping" and selling out your event(s) harnessing well known influencers from film, TV, online, equestrian and dog rescue circles. We'll help amplify your events and brag to everyone on how well you're doing!

## Steps To Take Once Your Screening Has Been Confirmed:

### 1. Join our Facebook Group

Join the # LifeintheDogHouseMovie Captain Group and stay connected with director Ron Davis and the rest of the Doghouse team. This is a great place to ask questions, share ideas, see what's working around the country and to learn from one another.

### 2. Turn your screening into an event

Here are some ideas:

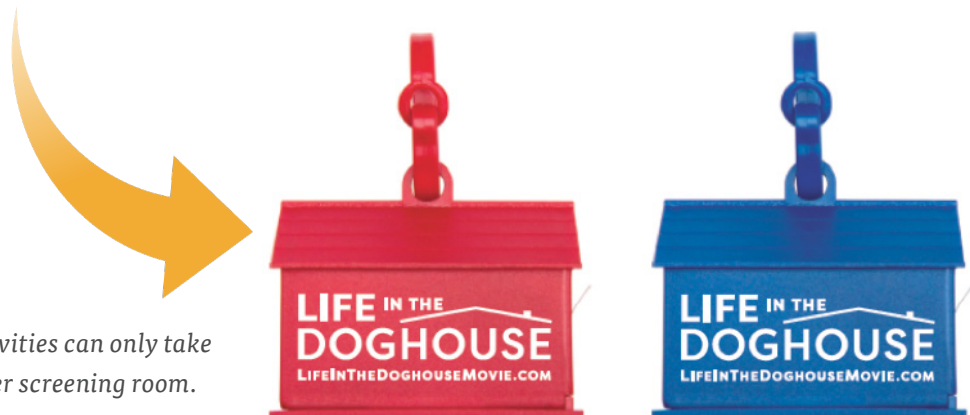
- 🐾 Ask a local celebrity, government official or subject matter expert to do an introduction to the film.
- 🐾 Hold a Q&A after the film with community members and experts on the panel. You can even request through Gathr that Danny & Ron appear and speak at your event. They are always on the road, so you might be surprised that they're near you already.
- 🐾 Partner with a local dog rescue or shelter and create a dog adoption event around your screening, park a truck outside the theater. We'll help you set it up with the theater, just ask!

### 3. Create a Facebook event

Create a Facebook Event for your screening and invite all your friends and encourage friends and partners to invite their friends. (There is a guide to creating a Facebook Event included in the Toolbox).

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

People can make a donation online when they purchase tickets - just designate a charity during set up. You can also raise funds at your screening via raffles, pledge cards and merchandise sales. **Request Life in the Doghouse Waste Bag holders.** Shown below, limited quantity.



*Note: Fundraising activities can only take place within the theater screening room.*

### Screening Tools And Templates

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

All of these templates are included in the Dropbox folder for you to download:

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



Here are some things you can do that we've found to be very effective:

- Using our Email to Friends and Family template 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 Sample Email to Organizations, reach out to potential partners and support organizations such as rescues, shelters, universities and local businesses including pet supply or local real estate agencies - they will be thrilled you reached out to them with such a unique opportunity!
- Frequently use the sample Social Media Posts in your toolbox and share *Life in The Doghouse* movie on Facebook, Twitter and Instagram accounts to get the word out and remind your community about the screening and be sure to include @lifeinthedoghousemovie tag in your posts. Tell everyone that, by simply buying a ticket, they are helping to raise much needed money for rescue.
- Rally the local press by using the Sample Public Service Announcement template and Press Release, get them involved to help promote your event.

### The Movie Captain Dashboard

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

Here are some features you will find on the Dashboard:

- Fundraising information and how to add a donation option to your event
- Access to 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

## Frequently Asked Questions

### What is Gathr®?

Gathr® allows you to bring Life In The Doghouse to a venue near you. It's called Theatrical On Demand®. The goal is to unite as many people with LITDH as possible in a theater setting that allows viewers to tune out distractions and immerse themselves in this story.

### How do Gathr® screenings happen?

Requested Gathr® screenings can only happen if a minimum number of people reserve tickets before a screening request expires. Every screening page 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 I reserve or purchase a ticket to a movie?

Enter your location/zip code on the map widget at the "organize a screening" page. If there's a screening, it shows up as a dot on the map. Click the dot!

### What's the difference?

If the minimum number of tickets have not yet been reserved, the dot is dark green and you will be prompted to reserve a ticket by pre-authorizing your credit card

### 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. The movie I want to see does not have a screening in my area.

### Can I organize this screening as a fundraiser?

Gathr has been instrumental in grassroots theatrical releases for movies across America. Plenty of those screenings are hosted by nonprofit groups, so if you're thinking of doing the same, your movie screening should be right at home. You can use this screening as an opportunity to raise awareness and galvanize your community into action. You can also use our Donation Tool to raise money for your non-profit!

While you are welcome to fundraise in conjunction with the screening, Gathr can only be involved with the ticketing aspect of the film, and will not take on any fundraising duties. Additionally, due to our commitments to the filmmaker and to the venue, we are unable to alter ticket prices.

Once you have set up your screening and added a donate button to the event, contact us directly and we will help set up language about your organization to help raise awareness.



### **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 are the responsibilities of a 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!

### **Will the director or Danny & Ron attend and do a Q&A after the screening?**

Yes, if their schedules permit and their travel costs are covered. Contact [press@filmrise.com](mailto:press@filmrise.com)

### **What if the local press wants to do a story, who should they contact?**

Contact [press@filmrise.com](mailto:press@filmrise.com)

### **For help setting up or for questions about your screening, contact us directly:**

[support@gathr.us](mailto:support@gathr.us)

855-647-0747

Hours: 8AM-7PM PST