



MOVIE NIGHT PLAYBOOK



Create a sense of community on your campground with a classic MOVIE NIGHT! It requires a decent quality projector and screen. Due to copyright laws, but sure your set up with Swank Motion Pictures so that you're covered for the season! You can cater the event to offer popcorn, s'mores or both for donations. Here's how to get the magic rolling:

- 1) Sign up and pay for licensing rights for the movies you want to show through a service such as Swank Motion Pictures, a WACO Trade Member.
- 2) Log on to <https://gilbertbrownfoundation.org/gbf-kickoff-packs/> to get all these awesome resources listed below!
- 3) Determine how your event will be staffed: Will you use your campground staff, or volunteers from your Seasonal community? If you're offering volunteers, a sign-up sheet is helpful! A person is more likely to commit if they've written their name down and you'll know what you need for help on your end to pull off the event!
- 4) Determine what you'll be offering with the movie – popcorn, s'mores kits, or both. You will want to also know your location details, and some reminders like, "Bring a lawn chair or blanket!"
- 5) Get Your Advertising Ready:
 - ✓ Using the **POSTERS** template provided on in the Kickoff Pack for Family Movie Night print out posters to hang up around your location that show the day and time. We've created a couple templates for you to choose from depending on what you've opted to serve. *No way to print posters for your event? Contact our preferred print vendor S&H Ad Specialties at (608) 525-2323!*
 - ✓ Download the **SOCIAL MEDIA GRAPHICS** and update with your location/time. Then upload to your Facebook page and/or website. Want to increase engagement on your Facebook page? Have guests vote between 2 or 3 movie options with a poll. Winner is shown on the big screen!
 - ✓ Want to send an email to your guests? Download the **EMAIL HEADER** and send out a message to all your campers letting them know about the fun they'll have while raising money for noteworthy cause!
 - ✓ MAKE IT A BIG DEAL! Adding some extra bells and whistles can really add to the fun and can promote your campground at the same time! Be sure to

check the **SPECIALTY ITEM SUGGESTIONS** before you leave the Kickoff Pack section of the website!

- 6) Prepare the snacks! Fresh popped popcorn, S'mores kits or both are options we've prepared for you. Don't let that limit your ideas however! Chips, candy bags, ice cream, and non-alcoholic drinks all work great for additional sales and you can choose the donation amount! Set up a snack table, booth, or trays and have a bag or jar to keep the money from sales – a little note on the jar stating some proceeds benefit GBF is always a nice touch!
- 7) Turn on the show, and let your guests enjoy!
- 8) If you are offering the s'mores, you can also have a firepit nearby so guests can roast marshmallows, etc. during the outdoor movie. They can always take them back to their site to enjoy later too – so your call!
- 9) RECORD & DONATE: Count the cash from the sales, mark it off on your [GBF Funds Tracker football thermometer](#) (found in the Generic Forms & Documents section of the GBF Kickoff Packs!) and mail your donation to the Gilbert Brown Foundation at: PO Box 228, Ettrick, WI 54627.



Get your team and your Seasonals involved in something like this weekly! Watch your guests, and volunteer faces light up as they not only have a blast, but support a great cause.

Have a suggestion on another GBF Kickoff Pack? [Send it to the office](#) so we can share the great ideas with other campgrounds!