

# Movie Night Guide

Bring people together for one of the easiest – and most fun – ways to fundraise!

Many cinemas have small theatres for private screenings, or you can book a couple of rows in a larger theatre and invite everyone you know. Throw in some snacks or a drink, and you've got a great night out! To raise funds, simply add \$15 to \$20 on top of what the cinema is charging you per person.

**Step 1: Contact your local cinema and ask them about prices, availability, timing of movies**

**Hint:** independent cinemas are focused on their local community and might offer a great reduced rate for not-for-profit fundraising

**Step 2: Plan your event including date, time, movie, inclusions (e.g. popcorn, drink), ticket price – check out [Fundraising Resources](#) for our Event Planning Checklist**

**Hint:** some cinemas decide only six weeks in advance what films will be playing when, so you may have five or six weeks for promotions; plan your communications in advance so you're ready to hit the ground running as soon as you choose your film, date and time

**Step 3: Promote and sell tickets far and wide – visit [Fundraising Resources](#) to download our Event Promotions Checklist**

**Hint:** the cinema might be able to sell tickets for you, or you can sell via [Humanitix](#) or [Trybooking](#) (these platforms allow you to sell tickets without having to pay a subscription fee, and they have reduced ticketing fees for not-for-profits\*)

**Step 4: Download the social media assets from our [Fundraising Resources](#) page**

**Hint:** you can use any of the graphics provided or use our logo and design your own marketing assets; if you design your own, please send them to our [Fundraising team](#) for approval

**Step 5: Organise a raffle, sell tickets before the event, and draw the prize winner on the night!**

**Hint:** even a simple hamper of cheese, wine and chocolate can raise an extra \$300 or more – and the cinema might even throw in some movie tickets for your raffle

**Step 6: Don't forget to say thanks to your donors and supporters**

**Hint:** send them a thank you email, thank them on social media, or send them a handwritten card

*\* Information correct at the time of publication*