FROM THE CREATORS OF FACING THE GIANTS

FIREPROOF

NEVER LEAVE YOUR PARTNER BEHIND

CHECKLIST FOR MAKING IT HAPPEN - MAXIMIZE

WHAT TO DO	Done
Get the word out about Opening Weekend to all of your social and business networks. Write emails, blog posts, newsletters. Forward the trailer. Write letters, make phone calls, print out fliers, canvas neighborhoods.	
Encourage people to sign up at FireprooftheMovie.com to stay updated. Share honestly about the film. Let them know it's an action-packed love story from the creators of Facing the Giants.	
Build awareness and interest in your local media outlets. Use resources that are available on FireprooftheMovie.com/TakeAction	
All kinds of Action Squad resources are found at FireproofMyMarriage.com. Your Provident Films rep can help you with specific areas of need, including: • Media interest • Press releases • Radio commercials • TV commercials • Sermon series • Books and articles • Other resources	
Use free Take Action downloads: banners, widgets, icons, videos, etc. Check website: FireprooftheMovie.com/TakeAction	
Use groups within your church, your organizations, your networks to serve in your Action Squad.	
About 10-14 days before opening Weekend, check with the theaters; Group Sales contact to confirm date and time to purchase tickets. Purchase Date and Time:	
A week in advance of Opening Weekend, continue getting the word out through reminders, i.e., emails, evites or phone calls	

© 2008 Provident Films LLC, a unit of SONY BMG MUSIC ENTERTAINMENT. All rights reserved.

FROM THE CREATORS OF FACING THE GIANTS

FIREPROOF

NEVER LEAVE YOUR PARTNER BEHIND

Confirm your Childcare Brigade is in place and numbers of children confirmed for activities or movie. Check Website: FireprooftheMovie.com/TakeAction/ActionSquad/ChildcareBrigade	
Depending on the permission you received by the Theater, rally your greeters for beginning and ending of ShowTime. If you received permission to address the ShowTime audience after the show, keep your comments brief and extend invitations to join your group for services, meetings and follow-up.	

© 2008 Provident Films LLC, a unit of SONY BMG MUSIC ENTERTAINMENT. All rights reserved.