



“LOSS of INNOCENCE” WATCH PARTY GUIDE

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Samaritan House invites you to host a watch party on the night of Sunday, June 25th. Watch parties can be small or large, thrown by an individual or co-host or even a company. Think creatively. You can use a projector to stream the telethon outside, set up televisions in multiple rooms, and most importantly help drive conversation about the show and Samaritan House’s need for support. Together, our goal is to get as many people throughout Hampton Roads as possible to watch the *Loss of Innocence* televised event live.

ABOUT THE PROGRAM

Loss of Innocence is our 5th annual televised event. The televised event that aired on WTKR last year reached over 27,000+ households and was the #1 ranked network show during that timeslot. This year, we are airing another hour-long, primetime program directly following *60 Minutes* at 8:00 PM on our local CBS affiliate WTKR on Sunday, June 2nd. We will be tackling some tough issues. We will have news segments interwoven with panel discussions featuring experts, survivors, mental health clinicians, law enforcement, the faith-based community, Samaritan House staff, etc. The topics will be how parents and guardians can help protect children and loved ones in our increasingly connected and sometimes dangerous online world of social media, gaming and dating.

It will have a very ‘in our backyard’ feel to it and also speak to the solutions and resources that are available with Samaritan House and in our community. The televised event will include appearances by Robin Gauthier, LaShonda Carson, attorney Katherine Currin, DedeWallace and members of the WTKR investigative news team.

HOW TO PARTICIPATE

Signage will be provided for display around your party offering the following ways to donate:

- **Scan QR Code or Text-to-Donate:** Display the Samaritan House text-to-donate information informing attendees they can text SAM to 26989 to donate the night of or after the show.
- **Visit our Website:** Encourage guests to visit our website to learn more and make a donation at www.samaritanhouseva.org.
- **Cash Donation Boxes:** Available upon request.

INVITATION

- Samaritan House will provide you with draft language to use for email invitations to your network.
- Samaritan House will provide sample social media text to include in a Facebook event or other post you may prefer to use to invite attendees to your watch party.
- Samaritan House will provide graphics to accompany your invitations.
- Create an invitation list and decide how you would like to invite your guests.
- Send out the invitation as soon as possible.

DURING THE PROGRAM

- Samaritan House will provide signage that will display the ways to give for each host to make visible at their parties.
- Set up and display materials from Samaritan House in one area.
- Offer prizes to guests who donate the most the night of or other fun ways to encourage giving.
- Hosts should encourage conversation around the different topics that will be discussed throughout the show and invite guests to reach out to Kate Celius at katec@samaritanhouseva.org for tours or to learn more ways to support Samaritan House.
- Go Live! Go live from your Facebook or Instagram and create some online excitement during the show. Encourage everyone to tune in locally on WTKR channel 3 or by streaming online at the WTKR Facebook Page.
- Announce and applaud every time a guest makes a donation!

MISCELLANEOUS:

- Invite guests to wear purple in honor of Domestic Violence Awareness.
- Please share to your business' social media pages that you are participating in the campaign and feel free to utilize the graphics provided.
- If you would like Samaritan House to thank your guests for attending your watch party, please provide Kate Celius with a list of attendee's contact information: katec@samaritanhouseva.org