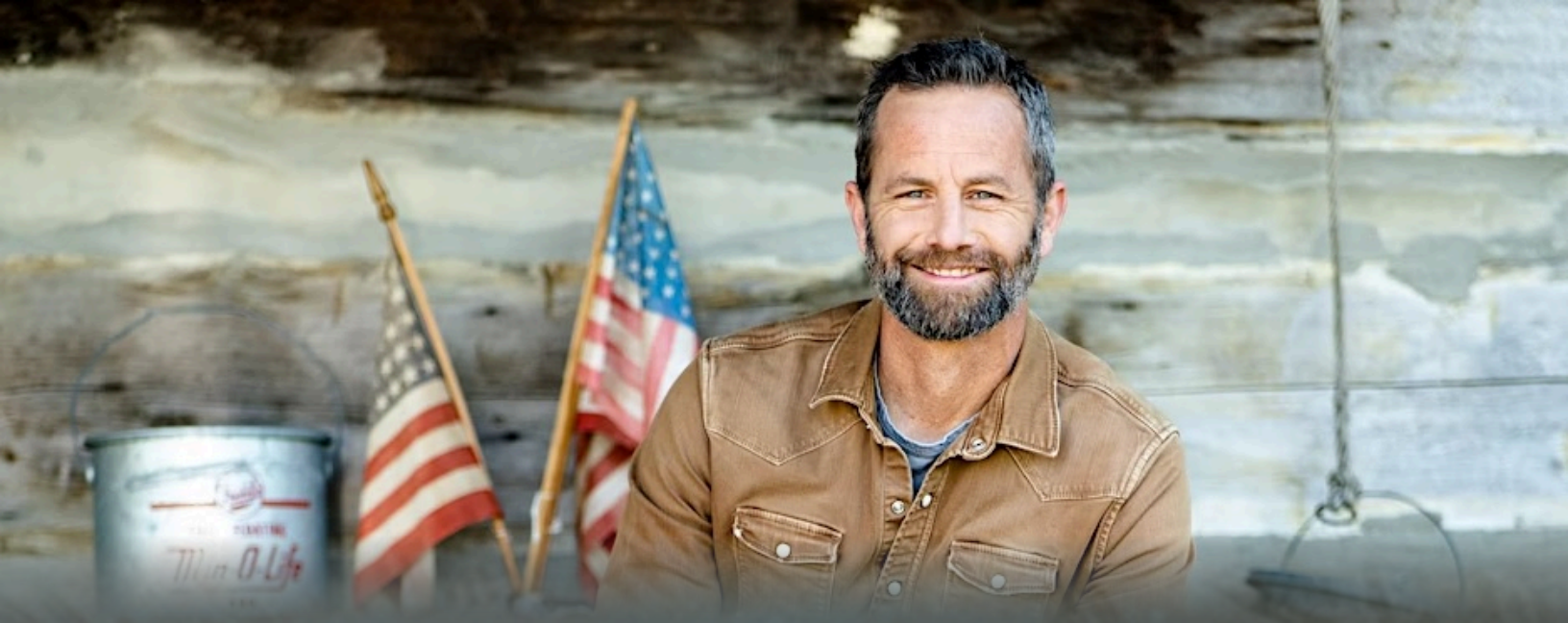


A FILM BY KIRK CAMERON · COMING 2027

MONUMENTAL 2

Town Ambassador Launch Kit

Everything you need to turn Monumental 2 into an event in your town, and bring the film to your local theater.

MONUMENTAL2.COM · DEMANDTHEMOVIE.COM

WELCOME, AMBASSADOR

You're the reason this film comes to your town.

Hollywood decides where most movies play. Monumental 2 is different. When enough people in one area say they want it, we take that demand to the local theater. You're the person who makes that happen where you live.

Where it started

In 2012, Kirk Cameron set out to find the real treasure of America. He retraced the Pilgrims' journey from England to Holland to Plymouth and found the blueprint for a free nation carved into the National Monument to the Forefathers.

Monumental premiered in theaters across the country in a one-night event on March 27, 2012. Fans used DemandTheMovie.com to bring it to their towns. Now we're doing it again.

What Monumental 2 is about

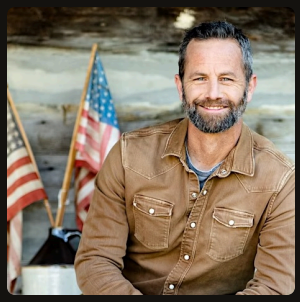
Monumental 2: The Secret to America's Success picks up where that journey left off. It travels from Plymouth to Boston and beyond, through the stories of men and women who believed God's promises more than they feared their enemies.

Then it comes home, to the parents, pastors and everyday Americans standing for truth right now. Not a political documentary. A call to courage.

500
signatures in your area brings the film to your local theater

1
pop-up screening night can add dozens of names in an evening

30
days is all this launch plan takes



"I'm a grandfather now, so I'm fighting for my grandkids' future. Will you fight with me for the next generation?"

KIRK CAMERON

YOUR ROLE

Your 30-day launch plan

"Your area" means every zip code that shares the first three digits with yours. That roughly matches the reach of your local theaters. Your goal: help your area reach 500 signatures at DemandTheMovie.com.

Week 1
GATHER

- [ ] Sign the demand yourself at DemandTheMovie.com and note your area (for example, 334xx).
- [ ] Recruit a core team of five: a friend, a church leader, a parent from your co-op, a social media sharer, a hospitality person.
- [ ] Pick a date and a free venue for your Pop-up Screening Night (church hall, community room, backyard, living room).

Week 2
CONNECT

- [ ] Talk with two or three pastors, a homeschool co-op leader and a school or youth leader. Ask each to announce your event and share the link.
- [ ] Introduce yourself to the manager of your nearest theater. Let them know a local group is building demand (script on page 6).
- [ ] Post your event in local community groups online.

Week 3
GATHER THE TOWN

- [ ] Host your Pop-up Screening Night (page 4).
- [ ] Make the sign-up moment the center of the night. Every guest signs before they leave.
- [ ] Take a photo and send it to us with your headcount.

Week 4
PUSH TO 500

- [ ] Thank every guest and ask them to send DemandTheMovie.com to five friends.
- [ ] Follow up with the pastors and leaders you met. Ask for a pulpit or newsletter mention.
- [ ] Plan your next gathering. Every event builds on the last one.

EVENTIZE IT

Host a Pop-up Screening Night

A 60 to 90 minute gathering built around Kirk's Monumental 2 videos and the original Monumental trailer. It's simple to run, costs almost nothing, and gives people a reason to show up, talk, and sign.

0:00	**Doors and welcome**	Greet guests, hand out name tags, and have the sign-up QR code at the door and on every table.
0:10	**Why we're here**	Two minutes from you: who you are and why you want this film in your town.
0:15	**Where it started**	Play the original Monumental movie trailer (1:19) from the Monumental Movie YouTube channel.
0:20	**Kirk's announcement**	Play "Kirk Cameron: Monumental 2 is going into production" (1:50), then two or three of the short clips.
0:30	**Talk it over**	Use the discussion questions below in small groups or as one room.
0:50	**The sign-up moment**	Everyone takes out their phone and signs at DemandTheMovie.com together. Announce your area's count out loud.
1:00	**Next steps and close**	Ask each guest to text the link to five friends before they leave. Close in your own way.

Discussion questions

- What did the Pilgrims understand about freedom that we risk forgetting?
- Faith, morality, law, education, liberty. Which of these needs the most attention in our town?
- Who in your life passed on courage to you? Who are you passing it to?

Supplies checklist

- [ ] TV or projector and screen, with sound
- [ ] Internet connection for YouTube
- [ ] Printed QR flyer (page 9) at the door and tables
- [ ] Paper sign-up sheets (page 8) and pens
- [ ] Name tags, snacks and drinks
- [ ] Two helpers to assist guests with signing

> **Licensing note:** Pop-up nights use the free trailer and clips on the official Monumental Movie YouTube channel. Showing a full feature film to a group requires a public performance license. Ask us about screening licenses before showing any full film.

COLLECT NAMES

Every name counts toward 500.

Signatures at DemandTheMovie.com are what we take to theaters, so the most important thing you do at any event is help people sign. Use these two codes everywhere.

DemandTheMovie.com

Sign the demand for your town. This is the one that counts toward 500.

Monumental2.com

Watch Kirk's videos, get updates, and be first when ticket presales open.

Tips that work

- [ ] Ask people to sign right then, on their phone, while you're with them.
- [ ] Have helpers walk older guests through it.
- [ ] Say the area count out loud. People love watching it climb.
- [ ] Put the QR code on bulletins, slides, table tents and name tags.

Paper sign-ups

- [ ] Use the sheet on page 8 for anyone without a phone.
- [ ] Only collect names from people who check the box saying it's OK to add them.
- [ ] Enter each name at DemandTheMovie.com within 48 hours, then shred the sheet.
- [ ] Never add anyone who didn't ask to be added.

> **Ticket presales are coming.** When theater dates are set in your area, presales open and everyone who signed hears first. Signing is free and doesn't commit anyone to buy.

WHAT TO SAY

Short scripts for real conversations

To a pastor or ministry leader

"Kirk Cameron is making Monumental 2, about how faith shaped America's freedom and what it takes to pass that on. We're bringing it to our town. If 500 people in our area sign at DemandTheMovie.com, it comes to our local theater. Would you announce it and share the link with the congregation?"

To a homeschool co-op or school leader

"There's a new film coming in 2027 that walks through the history and principles behind America's founding. We're gathering families to bring it to a local theater. Could you send the link to your families? It's free to sign."

To a theater manager

"I'm a local volunteer for Monumental 2, Kirk Cameron's new documentary coming in 2027. We're building a list of people in our area who want to see it here, and churches and groups are already interested. Who should I stay in touch with about group bookings and screenings?"

To a friend, in one line

"Kirk Cameron's Monumental 2 can come to our town if 500 of us sign. Takes 20 seconds: DemandTheMovie.com"

Quick answers

- **Does signing cost anything?** No. It's free and doesn't commit you to buy a ticket.
- **When can I buy tickets?** Presales open when theater dates are set. Signers hear first.
- **When does it come out?** Monumental 2 is coming in 2027.
- **Is this a political film?** No. It's a story about faith, history and courage for every family.

SHARE IT

Ready-to-post social copy

Copy, paste, and add your town's name. Share Kirk's videos from the Monumental Movie YouTube channel and Facebook page, and link to DemandTheMovie.com.

Facebook or Instagram

Kirk Cameron is back with Monumental 2, and we want it in [TOWN]. If 500 of us sign, it comes to our local theater. It's free and takes 20 seconds: DemandTheMovie.com #Monumental2 #DemandTheMovie

Event invite

Join us [DATE] at [PLACE] for a Monumental 2 Pop-up Screening Night. Watch Kirk Cameron's new videos, see where the story started, and help bring the film to [TOWN]. Bring a friend. #Monumental2

Countdown

[TOWN] is at [NUMBER] of 500 for Monumental 2. Every name gets us closer to seeing it on the big screen together. Add yours: DemandTheMovie.com

Group text

Hey! Kirk Cameron's Monumental 2 can come to our theater if 500 people near us sign. Would you add your name? DemandTheMovie.com

Church bulletin or newsletter

Monumental 2, Kirk Cameron's new documentary about faith, history and courage, is coming in 2027. Help bring it to our local theater by signing at DemandTheMovie.com. Questions? See [YOUR NAME].

Hashtags: #Monumental2 #DemandTheMovie #KirkCameron

BRING MONUMENTAL 2 TO OUR TOWN

Demand sign-up sheet

Event: _____
Date: _____

Check the box only if you'd like the host to add you at DemandTheMovie.com and send you Monumental 2 updates by email. Signing is free and doesn't commit you to buy a ticket.

Name	Email	Zip	Tickets	OK to add me
				☐
				☐
				☐
				☐
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				☐
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Host: enter checked names at DemandTheMovie.com within 48 hours, then shred this sheet.

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Bring it to

_____

(write your town here)

Scan to add your name. 500 neighbors brings it to our theater.

Free. Takes 20 seconds. DemandTheMovie.com

BEFORE YOU GO

Ambassador checklist

- [ ] Signed the demand at DemandTheMovie.com
- [ ] Signed up as an Ambassador at monumental2.com
- [ ] Recruited a core team of five
- [ ] Picked a date and venue
- [ ] Talked to two or three pastors
- [ ] Talked to a co-op or school leader
- [ ] Introduced myself to the theater manager
- [ ] Printed QR flyers and sign-up sheets
- [ ] Hosted a Pop-up Screening Night
- [ ] Entered paper sign-ups within 48 hours
- [ ] Shared the countdown on social media
- [ ] Planned the next gathering

Stay connected

Questions, photos from your event, or a theater that wants to talk? Email **duane@gtbstudios.com** with "Ambassador" and your town in the subject line.

Watch and share: YouTube and Facebook at **@monumentalmovie**

Film site: **monumental2.com** · Demand: **DemandTheMovie.com**

MONUMENTAL 2

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