Film Outreach Kit

* Developing Partnerships
	+ Connect with communities, non profits and activist organizations that are also working on these issues
	+ Distribute work load-i.e. marketing and promotion plans, getting the word out about event.
* Build Social
	+ Create awareness
		- Facebook event
		- Create hashtag. EX: #WhenIWalkEvent
		- Shareable content-FB, Twitter, Google+
		- Add resource page to your website
* Marketing materials
	+ Press release
	+ Full size posters
	+ PDF images
	+ Mass mailings, flyer postings, newsletters
* How to build a panel discussion
	+ Discussion guide
	+ Pick your speaker(s) and/or panel of “experts.”
	+ Identify your ‘partners’ and their roles, workload. Include in your marketing and promotion plans.
* Venue/materials
	+ Comfortable seating
	+ Space for refreshments
	+ Camera/video camera to document event & post on website.
	+ Secure equipment-TV, projector, audio, DVD player, etc.
	+ Sign in for audience members-name, address, email address, organization affiliation
	+ Check accessibility of facility for those who have disabilities-entrance/exits, bathrooms, etc.
	+ Offer a resource package for audience members. I.e. How they can get involved.
	+ Wireless connectivity