

MOTHERINDIA

Life Through the Eyes of the Orphan

SCREENING CHECKLIST & GUIDE

We want to equip you to promote your screening of MOTHER INDIA with the greatest possible effectiveness. Use the checklist to think through all the details of your event - both the planning, promotion, execution, and follow-up. Please let us know if we can be of assistance at any point in the process.

RECRUIT LEADERSHIP TEAM & VOLUNTEERS

- Event Coordinator** - to oversee the planning and implementation.
- Communications Leader** - to oversee communications plan.
- Greeter/Usher Leader** - to recruit and manage greeters/ushers.
- Tech Leader** - to recruit and manage tech team.
- Refreshments Leader** - to recruit and manage the refreshments team (if needed).
- Childcare Leader** - to oversee childcare workers (if needed).
- Musicians** - to play before or after the screening (if needed).
- MC** - to be the up front communicator at the event.

FIND A LOCATION

- Adequate seating for the people you're inviting.
- High-quality projector, large screen, and DVD player.
- Microphone and sound system.
- Dark lighting during the screening of the film.
- Sufficient parking.

SET A DATE & TIME

- A day and time that is most attractive to those you'll be inviting.

DETERMINE A TICKETING PROCESS

Depending on your audience and venue, you may or may not want to require tickets. Although you can charge for tickets in order to raise money for the cause, we encourage free screenings. Here are several options...

- No Ticket Required** - simply invite people to show up.
- Online Ticketing** - require people to get an online ticket for free in order to know how many people are coming. Through our partnership with TicketSpice.com, we can help you offer this service for FREE. (To get setup, contact david@motherindiafilm.com)
- Paper Ticketing** - hand out tickets through your organization.

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PROMOTE THE SCREENING

Although each organization has a different process of communicating events, we have found that a minimum of 3-4 weeks is required to rally an audience to enjoy the documentary. If you're a church, non-profit, or business, you will want to use your normal forms of marketing and communication. Here are some ideas...

- Email Blast** - use the MOTHER INDIA web graphics to announce your screening.
- Your Website** - embed the MOTHER INDIA trailer and link to www.motherindiafilm.com.
- Social Media** - spread the word via Facebook, Twitter, Pinterest, and Google+.
- Facebook Event** - create a Facebook event (www.facebook.com/events) to invite your friends.
- Press Release** - modify the MOTHER INDIA press release to email your event announcement to local media.
- Flyers** - modify the MOTHER INDIA flyers (bw or color) to give to your organization as an invitation tool.
- Screen Slides** - use the MOTHER INDIA screen slide at your church or upcoming meeting.
- Trailer** - download the MOTHER INDIA trailer to show your church or at an upcoming meeting.
- Movie Poster** - print and post the MOTHER INDIA movie poster in high-traffic locations.

HOST THE SCREENING

This is a sample flow of a screening, but you will want to plan an event that resonates most your organization...

- Environment** - eye-catching decor and soft Indian background music.
- Greeters** - welcoming guests to the event.
- Refreshments** - coffee, water, and light appetizers available to guests.
- Ushers** - helping people find a comfortable seat.
- MC** - welcomes everyone to the event and explains why the screening is being hosted.
- Film Screening** - ensure that the lighting is dimmed and the sound is at an appropriate volume.
- Post-Screening** - a great time for a panel discussion, small group discussion, or reflective music.
- Call to Action** - how you will use the film to call people toward the action step of sponsoring a child at www.31million.org or taking action in the specific project that your organization is involved with.