



Film Screening Toolkit

For organising a public screening of

Pray the Devil Back to Hell

or

The Greatest Silence: Rape in the Congo

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1. Getting Started

When you organise a film screening not only do you help raise awareness about the horrific impact of war, and the potential of women as peacemakers - you can also help raise funds and awareness for the work of [Women for Women International¹](#).

It is really important to pinpoint from the beginning what you realistically want achieve by hosting a film screening. However ambitious your vision is, start off with a clear idea of what you want to accomplish.

- Film screenings are a great way to inspire people to act and to donate money. Which of

¹ <http://www.youtube.com/watch?v=ikH7pKFmkyE>

these would you like your film screening to achieve, ‘donating’, ‘acting’ or both?

- It is also likely that you will have to speak briefly and introduce the event, would this be a problem?
- Consider who your audience will be and how many people you aim to be in attendance. *Remember the rule of halves for recruitment:* If you call four people, two might accept. If two accept, don’t be surprised if only one shows up. You can maximize turnout by planning well in advance and sending reminders leading up to the event.

Good planning and preparation which clearly defines the aims and goals of your film screening will prevent problems and ensure a successful event!

2. Where & When - Logistics

I. Obtain a copy of the film

Contact the Grassroots Campaigns Officer by email at filmscreening@womenforwomen.org or by phone at +44(0)7922 7767.

Please contact us when you have formulated a rough plan about your film screening. Tell us as much as you can – ie. date, venue, who your key audience is, and how you might raise funds. You will then receive a **Film Screening Starter Pack**, detailed in the appendix of this toolkit.

II. Choose your screening date(s)

Pick a date that makes sense for you and the people in attendance. You might choose to focus your efforts on one large screening or hold a series of smaller screenings throughout the year. If you’re hoping to inspire people to take part in a larger event coming up, (eg. ‘Join me on the Bridge’ for International Women’s Day in March), you might think about when to plan the screening so that it builds momentum for the larger event.

- Give yourself enough time to plan and promote.
- Check holidays, community activities, and other organisational events that may be a conflict or work in your favour. When is your venue available?

III. Reserve a Venue

A film screening can be held at any venue that has the capacity to show a DVD and seat a number of people. This could be a local school or university auditorium, a theater, library, coffee shop, bookstore, church, or even your own home. School auditoriums and theaters are ideal for large audiences, but a classroom or living room can work too, as long as you have access to a DVD player or projector and a screen or large TV. Certain venues may incur a fee, and this might be something you need to take into consideration when deciding whether or not to charge an entrance fee, an alternative is finding a sponsor or organisation willing to cover this cost. Figure out what works best for you.

Women for Women International UK
32-36 Loman Street, London SE1 0EH
www.womenforwomen.org.uk

Afghanistan, Bosnia & Herzegovina, Democratic Republic of the Congo, Iraq, Kosovo, Nigeria, Rwanda, Sudan
Charity Registration No: 1115109 Company Registration No: 05650155

Being familiar with your screening location can help ensure a good screening experience. Visit the location first to get a feel for the environment.

- Is the **location** central to those attending? Could lack of good public transport links be a problem? Is there parking available? Is it wheelchair accessible?
- Are the acoustics adequate so everyone can hear the **sound**? Is the screening area in a silent space? If this is a large venue – will you need microphones?
- Is there enough **room** for maximum planned attendance? Do you need extra tables, chairs? Are there curtains or shades available for windows in case of glare?
- Does the venue provide all the **audio and video equipment** you need to arrange your screening?

IV. Reserve the right Equipment

- **Projector** - In most cases, a projector should be able to screen DVDs. Some have built-in DVD players, others don't. If possible, test the system first to make sure the projector and the DVD player, if separate, are compatible. Make sure the projector can fit the screen at the size you need so everyone can see comfortably. Know how far away the projector will need to be for best quality and make sure your venue can accommodate that.
- **Screen** - A screen, television, or blank white wall can be used – one that the entire audience can easily see. **Audio** - Most audio equipment will include an amplifier, speakers, cables and the control deck. The wattage of the speakers must be adequate to **provide** clear, crisp sound throughout the venue. Two speakers up in front with the screen should suffice in most cases.

4. Promoting Your Film Screening Event

I. Online Social Media

Social media is your friend! Create an event on Facebook and post it to the WfWI Facebook page, encourage people to invite their friends and promote it in their status. Use all the online communications you feel will help you promote the screening. If hosting a film screening in an institution you work or study in, post flyers in communal areas, try and get promotions sent in a staff or student email.

Template posters and flyers don't have to be printed! Use them as your online visual tools to promote the event – post as your profile picture, and encourage others to do the same. The venue may have a mailing list at your disposal to advertise the screening. You can also send it to each of your friends and encourage them to forward it to their friends. You can also list your screening on community or church circulars.

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II. Posters or Flyers

You can make your own flyers or customise a version of the template flyers and posters that can be found on our website [here](#). You can also find further press materials on either of the films websites:

www.praythedevilbacktohell.com

<http://thegreatestsilence.org/press>

III. Advertising

When hosting a film screening, free online advertising can be another easy way to generate interest and reach other audiences. Depending on the size of your film screening, online blogs related to you audience or film subject can also be a good place to advertise.

You can get your film screening listed in your local newspaper's calendar section (they will usually do this for free; give them as much advance notice as possible).

Some tips for advertising:

- Be concise: When, Where, What, Description, Cost, etc.
- Make sure to look into any deadlines, and have your ads prepared to meet these deadlines.
- Use the appropriate format for your advertiser. If it's a blog – how long should the article be? If you want to include a photograph, what file type and resolution do they need?
- Include contact information for people who have questions or want to volunteer

5. Charging for your Screening Event

Screening costs can differ hugely depending on the audience. Women for Women International have screened films at £5.00 per ticket and at £50.00 per ticket. Your price will depend on a number of factors, and it is up to you to decide what is appropriate.

- Who are you inviting? How much will they be willing to pay? Are they mostly students? Professionals? Is a door charge more appropriate or a suggested donation after the film?
- Has your venue come at a cost? And is this cost going to be passed onto your attendees? Specify what percentage of the entrance fee will go to overheads, and what percentage will go to WfWI. This is another reason you may wish to try and involve a sponsor to pay for any venue fees.
- Think about your venue and services, and the type of event: is it high profile or low-key? All this determines the value of your event.

6. The Event Itself

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I. Hospitality

- How will you know who attended? Use the sign up sheet from your starter pack throughout the night to collect people's contact details.
- Do you need volunteers to help set-up and clean-up?
- Do you plan to serve food or drinks? Or allow someone else to sell them?

II. Pre-Event Checklist

- Venue/any technical needs confirmed
- Film/DVD arrived
- Take time to watch the film in advance and make sure it's in good working order
- Action materials (e.g. petition) for people to take afterward and/or outreach materials needed on-hand
- A camera to take pictures and record all your hard work!

III. Last Minute Checklist:

The screening day is here!

- Plan to arrive early to set up – info tables, arranging chairs, food, etc.
- Perform an audio/visual check prior to the screening.
- Table: As guests arrive make sure there is someone to greet them and have them sign-in and pay for their ticket or make a donation. This person should have a safe place to keep the money and a float if possible.
- Action: Is the action that people can take afterward already set up and visible, e.g. petition sheets?
- Once guests are seated and ready to begin, let them know what to expect – if there will be a discussion after the screening, remind them to sign the petition if there is one, and tell them a bit about Women for Women International then show the WfWI DVD narrated by Meryl Streep.
- Make sure that your audience leaves knowing how they can “get involved” with the issue, eg. putting leaflets and flyers on seats before their arrival.

IV. Post-Event Checklist

- After the event, be sure to thank anyone who helped make the event a success.
- Hold a de-briefing meeting if you have a group of volunteers, to determine what was successful, and where there's room for improvement the next time you hold an event or film screening. Just a five minute session over a quick drink can really help identify key things that went well, or could be changed in the future.
- Email your guests with any updates and to thank them for coming to the screening.

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- ❑ Add new contacts to your contact lists, download your photos and email them to Women for Women International filmscreening@womenforwomen.org
 - ❑ Return the money you collected to Women for Women International. There are a number of ways you can donate:
 - Online donation here
 - Send a cheque
 - Call to make payment by credit or debit card over the phone
-

Appendices

I. Sample Email for Promotion

Sample Email:

Subject Line: Save the Date!

Women for Women International
 In association with (name)
 Presents...
(NAME OF FILM)

DATE:

TIME:

LOCATION:

TICKETS: £

CONTACT:

(Location) - On (Month Day, Year) **Women for Women International – UK** presents a special screening of (name of film).

PRAY THE DEVIL BACK TO HELL, produced by Abigail Disney, granddaughter of the legendary

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Roy Disney, and directed by Gini Retiker. The award-winning documentary chronicles the extraordinary story the courageous efforts of brave and visionary Liberian women who brought lasting peace to their country, a nation torn to shreds by a decades-old civil war. Armed only with white t-shirts and the power of their convictions they took on the warlords and non-violently forced a resolution during the stalled peace talks. A story of sacrifice, unity, and transcendence, *Pray the Devil Back to Hell* honours the strength and perseverance of the women of Liberia. Inspiring, uplifting, and most of all motivating, it is a compelling testimony of how grassroots activism can alter the history of nations.

www.praythediabacktohell.com

OR

THE GREATEST SILENCE: RAPE IN THE CONGO, winner of the Sundance Special Jury Prize in Documentary, screened to acclaim at more than 100 festivals around the world, and the inspiration for a 2008 U.N. Resolution classifying rape as a weapon of war, this extraordinary FILM, SHOT IN THE WAR ZONES OF THE Democratic Republic of Congo (DRC), shatters the silence that surrounds the use of sexual violence as a weapon of conflict. Since 1998, over 4 million people have died, and many tens of thousands of women and girls have been systematically kidnapped, raped, mutilated and tortured by soldiers from both foreign militias and the Congolese army. A survivor of gang rape herself, Emmy-Award winning film maker Lisa F. Jackson has created an extraordinary film in which these brave women finally speak.

<http://thegreatestsilence.org/>

THEN

Women for Women International (WfWI) provides women survivors of war, civil strife and other conflicts with the tools and resources to move from crisis and poverty to stability and self-sufficiency, thereby promoting viable civil societies. WfWI provide financial and emotional support, jobs and business skills training and rights and leadership education; with the philosophy that when women are well, sustain and income, are decision-makers, and have strong social networks and safety-nets, they are in a much stronger position to advocate for their rights.

One woman can change anything, many women can change everything.

www.womenforwomen.org.uk

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Proceeds will benefit Women for Women International - UK

II. Film Screening Starter Pack

Your film screening starter pack should equip you with everything you need for a smooth and successful event.

This will include:

- The **DVD** of your film
- **Speakers notes** – so you can be confident when addressing your audience and telling them about WfWI and the film
- **Contact sheet** – to retain people’s details and keep them involved with WfWI
- **WfWI flyers** – detailing the work we do
- ***I Am The New Definition of a Businesswoman*** DVD, narrated by Meryl Streep

You will receive your starter pack when you have planned your film screening event, and contacted the Grassroots Campaigns Officer with details of your film screening

filmscreening@womenforwomen.org

Please tell us as much as you can – ie. date, venue, who your key audience is, and how you might raise funds.

III. Contacts & Related Links

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 Grassroots Campaigns Officer
 Tel. +44 (0)20 7922 7765
 Email: filmscreening@womenforwomen.org

- *Pray the Devil Back to Hell* Website
<http://www.praythedevilbacktohell.com>
- *The Greatest Silence: Rape in the Congo* website
<http://thegreatestsilence.org/about>
- Women for Women International Website
www.womenforwomen.org.uk
- YouTube link to “I am the New Definition of a Business Woman” – an introduction to Women for Women International narrated by Meryl Streep
<http://www.youtube.com/watch?v=ikH7pKFmkyE>

IV. Licensing

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License

Pray the Devil Back to Hell

Fork Films, holder of the copyright for the documentary, “Pray the Devil Back to Hell” hereby grants license to Women for Women International to publicly screen Pray the Devil Back to Hell and their representatives or members to whom Women for Women International has provided a copy of Pray the Devil Back to Hell only. The public screening is not limited to a specific location.

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 (o) 212-782-3708 | (m) 918-869-0381 | (f) 508-276-0062 | kat@forkfilms.net
 25 E. 21st St., 7th Fl | New York, NY 10010

The Greatest Silence

This is to verify that you have the public performance rights (a.k.a Community Viewing Rights) for THE GREATEST SILENCE: RAPE IN THE CONGO. As per your purchase agreement, “purchase” effectively means lease for the life of the videotape, videodisc or film print. The rights cover your organisation for multiple public viewings of the film. You are welcome to charge admission or to use your screening as a fundraising event.

You may reproduce copies of the film to give to Women for Women International representatives who use the screenings as a tool to raise awareness and funds for your charity.

Andrea Janes | Distribution Coordinator | Women Make Movies
 (o) 212-925-0606 x316 | (f) 212-925-2052 | ajanes@wmm.com
 462 Broadway, Suite 500 | New York, NY 10013

Restrictions

Neither the Women for Women International representative, nor anyone designated or assigned by said representative may copy the contents of the DVD, put the contents of the DVD online, or give or sell the DVD or its contents to professors, any other individual or entity, including but not limited to their school library without written permission of Fork Films or Women Make Movies.

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