

IDEAS TO INCREASE YOUR EVENT'S IMPACT

Keynote Speaker: Invite a person who was incarcerated in the camps or a local leader or scholar to speak about some of the themes the film raises, such as: civil liberties violations, racial profiling, the current travel ban, etc. Make sure the speaker has a chance to view the film in advance. Check our **Resource page** for links to organizations that can help.

Co-Sponsoring Organizations: Include other organizations in your event plans, to broaden your reach and establish new, potentially long-term coalitions.

- There are many groups that would make good co-sponsors, including **civil rights organizations, legal organizations, immigrant support groups**. Check our **Resource page** for links to organizations that can help. Make sure to include the names and, where possible, logos of your co-sponsors on all print on and on-line materials.
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- **Provide opportunities** for co-sponsors to display information about their organizations and relevant initiatives.

Action Steps: Create an email list so you can follow up with attendees. Offer motivated audience members ways they can help or become involved—For example, can they volunteer at a local organization, join a working group, write to representatives, organize an action? Offer specific ideas. Think about giving people something to do immediately (e.g. have postcards available for people to write to legislators, a petition to sign, or a group to join).

Reception: Plan a special meet-and-greet with refreshments to allow opportunities for networking either before or after the screening. Depending on your budget and capacity, this could be open to the public or invite-only.

For on-campus screenings invite departments, research centers, and student organizations to be part of your event. This will increase visibility and help spotlight the issues in the film.

Invite the Filmmakers: Depending on availability, the filmmakers may be able to speak about the film and to lead discussions. For more information about availability and fees, contact abby@socialactionmedia.com.