

# Clarissa's Battle Growth of a Movement



## Clarissa's Battle Viewing Guide

Thank you for hosting a screening of Clarissa's Battle. We hope this film will help grassroots activists in the fight to make childcare more equitable and affordable, and we're here to help you plan and execute a successful, impactful screening.



## About Clarissa's Battle

Single mother and activist Clarissa Doutherd leads a tenacious battle to build a coalition fighting for childcare and early education funding. Her coalition grows into a diverse movement that becomes larger and more determined with each setback. The coalition's goal is to make local, state, and national leaders understand a desperate need shared by families, parents, and children across the country: childcare and early education funding. Enough funding to allow parents to work, keep families off the streets, and give their children a chance at a productive, successful future.

Clarissa's Battle is about more than a movement. It's about the tenacity of a woman who experienced the shock of financial insecurity after the birth of her son, and her determination to stop it from happening to anyone else. It's about the struggle experienced by millions of families unseen and unspoken of by their communities. It is about what happens when a woman rises to grasp her power and says, "*Enough.*"

[www.clarissasbattle.com](http://www.clarissasbattle.com)  
[@clarissasbattlefilm](https://www.instagram.com/clarissasbattlefilm)

## Planning Your Event

When you begin planning your event there are some strategic questions you should answer:

- What are your event goals? (*recruitment, public pressure, fundraising, etc.*)
- Who is your audience? (*volunteers, parents, legislators, press, coalition partners, etc.*)
- What is your call to action? (*Do you want people to join a campaign, make a donation, knock on doors, etc.*)
- How can people join you? (*Sign up link, form, QR code, etc.*)
- Who are your co-hosts? (*Partners, activists, friends, etc.*)
- Will there be childcare at the event? (*Please make sure your event is accessible to people with children.*)

After answering these strategic questions, you're ready to begin planning the specifics of your event. This checklist is a helpful guide, but there might be more specifics you want to add for your event.

### Four Weeks Out:

- Answer strategic questions above
- Chose a date and time for the event
- Secure a venue (*theater, office, school, private residence, etc.*)
- Contact Clarissa's Battle to get access to the film:
  - Visit [GOOD DOCS](#) page or email Linda at [Outreach@GOODDOCS.net](mailto:Outreach@GOODDOCS.net)
  - Complete Screening Request Form [HERE](#) or visit [www.clarissasbattle.com](http://www.clarissasbattle.com)
  - Contact film team at [tamara@appleofdiscordproductions.com](mailto:tamara@appleofdiscordproductions.com) for questions or partnerships
- Recruit community partners to help with event outreach
- Recruit speakers and moderators
- Assign roles (*MC, digital outreach, press, event reception, etc.*)
- Draft agenda for the event
- Plan childcare for the event

### Three Weeks Out :

- Put together mailing list/invite list
- Ensure that your CTA is clear and instructions for joining are clear
- Confirm speakers and any special guests
- Make a plan for food and beverages
- Customize the discussion guide to fit your community and event
- Have relevant information about childcare funding in your community ready so you can answer questions

## Two Weeks Out:

- Create promotional materials. Make sure they all include the basics:
  - Who (*any special guests or speakers, partners, organizations, etc.*)
  - What
  - Where
  - When
  - How (*do people need to RSVP, etc.*)
- Create a Facebook Event for your screening, or another type of event page
- Send the following to invite people to the event:
  - Emails
  - Social Media Posts
  - Phone Calls
  - Flyers
  - Community announcements (*in relevant newsletters, etc.*)

## One Week Out:

- Purchase food, drinks, and other supplies.
- Do a tech run-through, test link, audio, visuals, etc.
- Do another round of invites/promotion
  - Emails
  - Social Media Posts
  - Phone Calls
  - Flyers
  - Community announcements (*in relevant newsletters, etc.*)
  - Press outreach

## Day of Event:

- Arrange the space for your event
- Test tech again
- Pick up food, drinks, and materials as needed.
- Set up a table with materials and information for the audience.
- Encourage people to share pictures, quotes, and reactions to the film on Twitter and Instagram, using #clarissasbattle
- Post from the event on social media using #clarissasbattle
- Have fun!

## After Event:

- Send an email to all attendees thanking them and reminding them of your CTA.
- Post about the event on social media using #clarissasbattle



## Discussion Guide

***\*Applicable to group discussions and moderated panel discussions.***

- Share names and organization affiliations, and a brief description of your involvement in the childcare movement.
- What did you learn from this film about the fight for affordable childcare?
- How do race and gender fit into the issue of affordable childcare?
- Who is most impacted by this issue?
- How does this film connect to what's happening in your community?
- How do local fights for equitable and affordable childcare connect to the national movement?
- What are the next steps in the fight for equitable and affordable childcare?
- What would “winning” look like to you?

***\*When applicable to your community***

- Who makes budget decisions for your city/town?
- Are they sympathetic on this issue?
- How can we pressure them to take this issue more seriously?
- Who else do we need to convince?
- How could local organizations, foundations, and businesses get involved?
- How can we work with local government?
- How can we recruit more people?