

How to Organize a Screening



African Grandmothers TRIBUNAL
seeking justice at the frontlines of the AIDS crisis

a film by  the Stephen Lewis
FOUNDATION

1. Find a partner

It's easier to organize a film screening — and broaden the base of your audience — with a partner, co-coordinator, or teammate. Find a friend, an organization within your community (local business association, union local, arts council, etc.), or family member to help you organize your screening.

2. Determine your intended audience

Do you want to show the film to 10 friends in your living room or in a classroom? Do you want to screen the film at a grandmothers group meeting or in your church? Knowing the 'who' and 'approximately how many' of your audience will help you determine where to screen your film and where and how to do outreach.

3. Find a place to screen the film and set a date

The venue and date for the screening is up to you, once you determine who you're inviting and how many are coming. The film is approximately 45 minutes in length. You can screen the film at a theatre, in your living room, in a reception hall, in a university classroom, or on a laptop with six of your closest friends. You could even make the film a lunch-and-learn in your workplace! If your venue has a fee, you may be able to get those fees waived if you explain why you're screening the film and offer an opportunity to be a co-sponsor. Bear in mind that over half of the film is subtitled: this will be an important consideration when determining the size of your screen and how many people can comfortably view the film. You may want to create a reserved seating section for elder viewers near the front. Also consider that Blu-ray offers much better quality — ask the venue if they have this option (but it's okay if they don't!).

4. Consider a fundraising component

Those who attend the screening are bound to be inspired by the incredible work of our grass-roots partners. Many will want to know how they can get involved to support the human rights of African grandmothers. We suggest you gently ask for donations to the Stephen Lewis Foundation; that way, you give your audience an opportunity to make a meaningful and immediate contribution to the human rights work of African grandmothers.

5. Contact the SLF for the film and materials

Write to info@stephenlewisfoundation.org to let us know that you're organizing a screening. We'll be in touch right away to learn more, answer questions and, of course, send you the film and the materials you'll need, including:

- a link to the full African Grandmothers Tribunal report to help you answer questions
- a programme you can distribute at the screening
- an editable promotional poster
- donation envelopes
- information about the Stephen Lewis Foundation and the African community-based organizations that are turning the tide of AIDS
- pre-order information so that attendees can buy their own copies of the film

6. Publicize your screening

Now you can begin to promote your event! Here are some great ways to generate interest and excitement:

- email the film screening poster, along with an invitation, to friends, family, co-workers – whomever you'd like to attend
- spend a few minutes talking about the film and your screening to your personal and social networks — at meetings, lectures, club meetings — and hand out the poster
- post details of your screening on Facebook, submit the information to online event listings, or tweet about the screening

7. Manage your event logistics

Do you need to rent or borrow a projector and screen? Do you need speakers or a microphone to introduce the film and facilitate discussion afterwards? Will you provide refreshments? Do you have all the materials you need? Do you need tables, chairs, or a podium?

8. Remind people to come

We all have busy lives. A reminder about the film screening a few days in advance can go a long way to ensuring a full house.

9. Host your screening

Congratulations, it's film screening day! Thank you for getting this far! Here is a possible step-by-step for your screening:

- Introduce the film
- Show the film
- Walk your audience through some of things they can do to get involved, like making a donation, joining/starting a grandmothers group or ordering copies of the film
- You may want to facilitate a discussion after the film. Don't worry if you don't have the answer to every question — we're here for follow up!

10. Tell us how it went

We definitely want to hear about your experience! Give us a call or send us an email; this is also a great opportunity to share any questions that came up and let us know about any follow-up you'd like us to do. Don't forget to send us any sign-in sheets, pre-order forms, and donations. If anyone at your screening expressed an interest in becoming more involved with the Stephen Lewis Foundation or in joining a grandmothers group, please let us know!

11. Thank you!!

Thank you so much for organizing a screening! The critical work of community-based organizations in sub-Saharan Africa simply could not continue without committed and enthusiastic folks like you. These organizations are turning the tide of AIDS in Africa, and you've helped keep up the momentum. You have our gratitude, respect and deep admiration.