

“THE WORLD IS MY COUNTRY”

FUNDRAISING PREVIEW
SCREENING
KIT

***Personal note:***

***Thank you for your support of the film!***

***Our full movie, with a “Fundraising Preview – Do not copy or upload” watermark, is designed to be used in fundraising screenings only – so you can help us get the funds to release the film and to raise funds for your organization.***

***This groundbreaking film brings world citizenship to the public win a fun, entertaining way.***

***An additional $40,000 is needed to implement an innovative distribution strategy that will get the film seen by millions of people.***

***With your help we are confident we’ll reach our 100k fundraising goal!***

***To attract your groups support, we are offering a special limited time offer: Out of every dollar you raise for us, your organization can keep half.***

***Please send funds raised to Future WAVE, our nonprofit 501(c)3 organization*** [***www.theworldismycountry.com/donate***](file:///C%3A%5CUsers%5CMe%5CDropbox%5CDirect%20DISTRIBUTION%20%26%20Marketing%5CAncillary%20Product%2C%20%20Merchandise%2C%20online%20services%2C%20courses%2C%20etc%5CFundraising%20Preview%20Screening%20Kit%5Cwww.theworldismycountry.com%5Cdonate)

***With immense appreciation,***

 ***--The World is My Country Team***

**STEPS TO A SUCCESSFUL FUNDRAISER**

***(PLEASE ALSO SEE TIMELINE BELOW)***

**Step 1: Use the DVD to attract a Support Team**

* **Show it in your own group and to friends and family in private screenings.**
* **Do similar private screenings for key people in other organizations to invite them to collaborate with your efforts.**
* **Play it for young people in schools and action groups to invite interns and volunteers. (Note: Schools and Institutions can contact us about when they can obtain an educational license.)**

**Step 2: Choose a Venue and Screening Date(s)**

* **Community Center, church hall, classroom, senior center, or even large living room or basement can make a fine location.  Be sure you have the necessary projector and screen – and especially a good sound system. Good sound is a vital part of the cinematic experience.**
* **Local theaters. Public screenings at theaters are NOT permitted by your license. However, your local theater may be open to renting their theater for a non-ticketed private screening. While you can’t sell tickets, you can require a donation in advance (perhaps $20 if they come, $10 if they can’t come) and a plea for funding at the showing. However, you need to check to see if the venue requires insurance and if so you can get it. Also, if their agreement requires that the films have all rights and clearances then our film won’t qualify, since we have not yet had the funding to upgrade our clearance rights.**
* **Schools and universities may have classrooms and theaters with projectors ready to go. Ask if you can bring our movie on a DVD or flash drive – or if you can just plug in your laptop. Test to make sure you have a good sound system and can darken the room. See if it’s possible to Skype in for a**

**Q & A. Let them know you’ll be soliciting donations and volunteers – or selling fundraising items. (See licensing note above)**

**Step 3: Plan your fundraising for the event**

* **Send an invitation for your members to come to the event. Let them know that half would go to us and half to your group for your important work.**
* **Appoint a spokesperson to do a pitch right after the film. Invite funders and volunteers to collaborate with your efforts.**
* **Plan how you will collect funds. It’s a good idea to have collection boxes or hats to pass out to each row – we’ve even bought top hats at a party store – and used Garry’s tap dancing as a theme to pass them around.**
* **Ask the venue for a table to sell T-shirts and other items to help supplement your donations. Wholesale orders of T-shirts are available from us for $15 each with a minimum order of 20 shirts. Allow 2 to 6 weeks for delivery – so plan early.**
* You may want to arrange with the World Service Authority to have a World Passport table where people can sign up for World Passports, World Birth & Marriage Certificates and much more. Contact the World Service Authority at info@worldservice.org (+1 (202) 638-2662) for more info.

**Step 4: Notify us of your venue**

* **Contact us so and we’ll add your event to our website. Please comply with the terms of our license regarding the number of screenings, etc.**
* **As long as you commit to $1000 or more in donations from your event, then our Director, Arthur Kanegis may do a live Q & A via Skype or Zoom. Check with us about scheduling such an event – or a live appearance!**

**Step 5: Promote Your Event!**

* **Post your fundraising event to online community event boards and send out email invites.**
* **Contact radio station and other media with news of your fundraiser. Since the film has not yet been released, you might suggest film-maker interviews to promote this special preview event. Start early so you have time to get the event listed in local calendar listings. Make sure all publicity mentions that it is a special preview fundraiser of a movie so new it has not yet been released to the public.**
* **Contact local organizations and ask them to promote the screening through their networks.**
* **Give people our link to donate in advance to come to your event – using the special code we provide you – so half the money donated by everyone who uses that special link for your event will be sent to you for your work. Contact us about your event to get your special link by emailing us at** **futurewavefilms@gmail.com**
* **Here is the confidential link to your promotional materials:** [**https://www.dropbox.com/sh/jbi29dgc0e2jn4d/AABGi7Z1as2hpdqnB7fKeo4aa?dl=0**](https://www.dropbox.com/sh/jbi29dgc0e2jn4d/AABGi7Z1as2hpdqnB7fKeo4aa?dl=0)

(Important note: Use this link internally only -- please do not share that with anyone who has not bought our kit.)

**Step 6: Have a Successful Fundraiser!**

* **Get there early and check to see that the movie is playing well, has good sound, a dark room and is ready to go. If you’ve scheduled a live Q & A with the director, set that up at least an hour before the event so you can have him appear on the screen and have him see and hear the questions.**
* **When people arrive check them off on the list of names and emails of those who’ve donated in advance. If they are not on the list, have them donate on the spot, perhaps for $5 more, and have them print their name, email, phone and zipcode clearly on a list.**
* **Give a brief introduction about this special opportunity to see this film before the general public – and to be part of making it an inspiration to the world.**
* **Follow the film with the pitch for funding – you or your spokesperson may use the text on the first page of this kit.**
* **Have your volunteers pass the collection hats or baskets down each row.**

**While they are being passed out:**

**Advise those who want to donate by credit card can go to** [**www.theworldismycountry.com**](http://www.theworldismycountry.com)**, scroll down to the donate button at the bottom.**

**Advise those who wish to donate by check to make it payable to Future WAVE (sorry US only). If they give the checks to you, you can send them to us in a batch with a note to send you half if you like. Otherwise they can mail them directly to our Coronado address below.**

**Send half of any cash donations to use by using the donate button on our website.**

**Take lots of photos and have fun!**

**Step 7: Report, Rest and Recover**

* **Go to** [**www.theworldismycountry.com/report**](http://www.theworldismycountry.com/report) **to document your wonderful event.**
* **Rest and recover and know you have done something great!**

**TIMELINE
12 weeks out**

* **Form your team and organize who will do what.**
* **Contact local organizations to partner with you in promoting and sponsoring the screening.**
* **Choose a date and a venue when you have your fundraising event.**

**8 weeks out**

* **Start a Facebook event or use an online application such as Eventbrite.com to send out a “save the date” and reminders and to track your RSVP list.**

**5 weeks out**

* **Post your event to online community events boards.**
* **Email community groups and university faculties who might be interested.**
* **Email friends, family and any email lists you may have.**

**4 weeks out**

* **Call the local radio with news of your screening.**
* **Email the local newspaper.**
* **Test the DVD at the venue on the same equipment to make sure it works.**
* **Print a few posters and place them strategically.**

**2 weeks out**

* **Call to follow-up with local newspaper and radio stations.**

**1 week out**

* **Send a reminder to your email lists and people who signed up for your event online.**
* **Make sure you have enough people to set up, staff the door and serve food if necessary.**

***A BIG HUGE THANK YOU!***
 ---The World is My Country Team

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