



BEST PRACTICES GUIDE

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PARTNERSHIPS

Set Yourself Up for Success

- **Cultivating genuine relationships takes time, space, and organization - be kind to yourself and your partners by starting early**
- **Review your campaign goals and strategy, and confirm your audiences.** It's helpful to create different audience categories according to your campaign's goals and strategies. This can help you track the impact of the campaign within different communities or movement ecosystems.
- **Create a ladder of engagement**, which will help you track your relationships as well as evaluate the work. You will want to actively track and update the status of your outreach.
Sample engagement ladder:
 - **OUTREACH** - anyone you reach out to for a partnership opportunity
 - **INTEREST** - whenever someone responds and expresses interest
 - **COMMITMENT** - when there is an explicit confirmation of participation
 - **ACHIEVED** - when the partnership engagement has taken place

Set Yourself Up for Success Continued

- **Confirm your partnership tactics**

- Partners will use a film in different ways, so it helps to create general tactic categories that are aligned with your campaign goals and will eventually help you evaluate success. A partner can have more than one engagement tactic.

- **Tactics examples:**

- Watch the film
- Promote film
- Social media engagement
- Offer advice/introductions
- Host special event
- Integrate film into their own programs
- Feature or create content
- Advance issue

- **Create a partnership tracking method**

- This can be a Google Sheet such as our [Peace is Loud partnership tracker template](#) or a CRM software if your budget allows.

Cast an Intentional Net

• Outreach list

- Whenever possible, lean into existing relationships (such as film protagonists and their relationships/networks as appropriate, your own relationships, people who have expressed interest in the film, funders).
- **More is not always better - avoid throwing spaghetti at the wall, and offer ample thought to the types of partners the film is best positioned to serve.** Two active, generative partners can help create more impact than thirty lackluster relationships. If you are limited on time, we recommend committing to deep relationships with fewer people/organizations than spreading yourself thin with ambitious outreach that requires a lot of follow up.
- When researching potential partners, it can be productive to find like-minded films and impact campaigns and see which organizations and partners they worked with--it can help jumpstart your brainstorming process!

• Intentional outreach emails

- Outreach emails should include brief information about your film and your campaign goal.
- It's productive to tailor each draft specifically to the target organization, explicitly tying the film to their programs, mission, and goals. This helps set the foundation for a future conversation, ignite brainstorming on their end, and build bridges between them and your project. **Remember that you are reaching out to them because you genuinely believe they should be involved in the film - explicitly making those thoughtful connections will go a long way.**

• What now?

- Once your first wave of outreach is complete, make sure to note the date on your spreadsheet/tracking method.
- As the film campaign progresses, you will have opportunities (such as your mid-campaign reviews) to revisit your partnership outreach, make pivots as needed, and do future waves of outreach.

Managing Your Community of Partners

- **Actively track**

- As responses begin coming in, update your spreadsheet/tracking method with engagement status and tactics.

- **Genuine connections**

- We encourage you to try to schedule a meeting, call, or virtual meeting to speak with anyone who expresses interest. Be mindful of accessibility and internet access, and try to remain flexible to best accommodate their needs.
- **Practice active listening.** At Peace is Loud we center active listening as a way to create a thoughtful and equitable learning experience and offer genuine community building. **Partnership work for impact campaigns should not be transactional, but transformational** - by deeply listening to a potential partner's vision and values, you will be able to best, and intentionally, align your own impact campaign goals.

- **Vetting**

- Vetting is common practice for any sort of outreach and relationship management work. We encourage you to check out [Active Voice Lab's Prenups for Partners](#) (an excellent resource for creative allies!).
- Here are some questions that can help you assess values-alignment with a potential partner:
 - What brings the organization, and individual contact, to the work?
 - What is the organization's vision, mission, and theory of change?
 - Who is on their team, and who makes decisions?
 - What other partners or coalitions have they worked with and to what end?
 - Who funds the organization's work?

Managing Your Community of Partners Continued

- **An impact campaign wraps...community building never ends**
 - As partnerships are confirmed, explicitly confirm with the partner:
 - How the film/partnership will help advance specific goals
 - Who will the activity serve
 - How you will measure success
 - At campaign end, send a thank you and your impact report to participating partners, so they can see themselves in the campaign work. **Although an impact campaign may end, your relationships will continue. Sustainable social justice work relies on community building.**

COMMUNITY SCREENINGS

Set Yourself Up for Success - *Start as soon as possible!*

- **Prepare the film**

- If you are making DVDs, start this process early, as it always takes longer than you think. While we live in a virtual age, DVDs remain paramount when working with communities where the internet isn't accessible.
- Upload film to online platforms (Peace is Loud recommends Vimeo or Indee).

- **Confirm payment process**

- As you plan your distribution strategy, you should determine whether you are charging a licensing fee. **You should also determine the terms under which you would waive it - a limited budget need not be a barrier!**
- If you are charging a licensing fee, you will need a payment process. Peace is Loud recommends using PayPal, as its automation features will take labor off your plate (note that international fees may apply). **It's productive to include pricing and licensing language on the invoice - that way by paying for the invoice, the host is also agreeing to your license terms.**

- **Create a screening requests form**

- Peace is Loud recommends using [Google Forms](#), if you plan to keep your system online. The form can live on your film's website or you can distribute a direct link via email or social media (include a phone number whenever possible to create more communication avenues!). If internet access is a concern, you can also create hard copy forms to hand out or mail (in that case, we encourage you to include self-addressed stamped envelopes whenever possible).

Set Yourself Up for Success Continued

- Any must-know information should be included in your request form. Questions normally included can be:
 - Name
 - Email
 - Organization
 - City
 - State
 - Country
 - How do you plan to use the film?
- **Create a screening tracking system**
 - This can be a Google Sheet such as our [Peace is Loud Screening Request Log template](#) or a CRM (Customer Relationship Management) software if your budget allows.
- **Set up audience and host surveys**
 - Surveys can be a key element in compiling data for your campaign! Consider sending surveys to each screening host shortly after their event. Peace is Loud recommends using Google Forms for your surveys, since they are user-friendly.
 - **Your survey questions should be intentional - think about what data or feedback you will need to evaluate your campaign's impact down the line.**

Intentional Outreach

- **Build your outreach list** - lean into the film's community of supporters, donors, and allies, as well as previous screening hosts of related films. You can also build new lists based on researched groups specific to this campaign.
- **Time your outreach** - find campaign benchmarks such as premiere or broadcast dates, and time your outreach so people are most likely to engage with your email.
- **Peace is Loud tips:**
 - We recommend using Gmail Mail Merge to send customized emails to a large pool of recipients, maximizing your labor significantly! Just be mindful that you can only email 400 people per day, otherwise Gmail will limit your account.
 - Pitch angles change for each audience. The best angles highlight how the film relates to their work and why the film can help them accomplish their goals.

Managing Your Screenings Community

- **Facilitating screenings**
 - **Actively track** - as screening requests begin coming in, update your tracking form and actively update statuses.
 - **Negotiating license fees and payment** - if hosts can't afford a license, you can suggest they partner with other groups to pool funding together. If a group is part of a university, you can ask them to ask their library to buy the license. If you waive a license fee, consider asking the host to post about the film or share a survey with their audience. Once a fee is confirmed, you will need to send an invoice to secure payment (make sure to include any relevant shipping costs!).
 - **Send relevant resources and materials** - your campaign may create educational resources such as discussion guides or pamphlets, which are great to feature at community screenings. It can be productive to offer these in hard copy, send via email, and also have available digitally.
 - **Send host and audience surveys** - once the event has taken place, make sure to survey the host and attendees for important qualitative and quantitative data. Sometimes including an incentive, such as a gift card giveaway, can increase how many people answer your survey.
 - **Listen and course correct - as the campaign progresses, listen to explicit and implicit feedback.** Expand outreach to groups with the highest screening request demand. Stop outreach to a group if they are not responding, or revisit your approach if they are your target audience. Actively listen for feedback on any educational resources and adjust them as needed.

Managing Your Screenings Community Continued

- **Center access**
 - **Accessibility is about making sure everyone gets to experience your event without any barriers. Accessibility begins before the event and continues after the event.**
 - Encourage your screening hosts to integrate accessibility into their event planning, by offering easy tips such as:
 - Including direct contact information for accessibility questions in their event materials
 - Integrating captioning and/or ASL interpretation at their event
 - Ensuring venues are completely wheelchair accessible
 - Always having microphones available at their event
- **An impact campaign wraps...community building never ends**
 - **Get to know the room** - when bringing your audiences or partners together for screenings, ask yourself who needs to be in the room AND who is actually in the room. Synergy and opportunities can arise unexpectedly!
 - **Waiving fees** - our target audiences often will have limited budgets. Consider waiving any licensing fees and/or covering shipping costs for materials in an effort to **create access and build community through the lens of your film.**
 - **Share the impact** - at campaign end, send a thank you and your impact report/update to screening hosts, so they can see themselves in the campaign work. **Although an impact campaign may end, your relationships with screening hosts will continue. Sustainable social justice work relies on building community, and thus building power.**

DIGITAL EVENTS

Digital Events 101

WELCOME

Welcome to Peace is Loud's Digital Events Guide! We hope this guide will offer some insight, tips, and resources for planning digital events. Best practices continue evolving at rapid speed, so please note that the information in this guide is current as of the time of writing (June 2021).

WHAT IS IT?

A digital event is an occasion for people to come together at the same time and place online. A digital event can include webinars, trainings, lectures, screenings, Q&As, interviews, protests, and discussions, among many other things!

A film exists as a tool whether there are social distancing restrictions in place or not - the ability to gather will not limit the film's power.

WHEN DO WE NEED IT?

Many types of barriers exist that impede people from physically assembling:

- Geographic barriers
- Lack of access for people with disabilities
- Times of crisis (such as a health crisis like COVID-19, natural disasters, humanitarian crises, et al) - *community and connection is crucial in times of isolation.*

THE UPSIDE OF VIRTUAL EVENTS

We may tend to think that physical events are more powerful than virtual ones, but **there are many advantages to hosting digital events:**

- Overcome physical barriers
- Bring together communities that otherwise would not be able to congregate
- Increase event audience capacity and reach
- Offer communal support in times of crisis
- Usually more affordable than large scale live events
- Usually more accessible for people with disabilities
- Very measurable (you are able to easily compile data on engagement)
- Extend the life of your event by easily recording and sharing it and/or by encouraging online discussion or actions afterwards
- Sustainability squared! Online events have a smaller carbon footprint and they can easily be recorded and saved for future use or repurposing

WHAT DO YOU NEED TO HOST OR JOIN A DIGITAL EVENT?

- Personal device (computer, phone, tablet, etc. Note - a lot of platforms require the “host” to use a laptop or desktop)
- Webcam (if the event calls for it)
- Access to internet (note: if internet access is not available, you may seek out civic spaces such as public libraries or community centers)
- Patience! Some audiences are not used to virtual events, so we all need to help folks learn how to participate.

How to Host a Digital Event or Screening

Event Format

- The most successful events combine different components to promote engagement and sustain attention, like a film screening and live chat followed by a Q&A.

Format ideas

- Watch a film or webinar and live chat simultaneously
- Watch a film separately or collectively, followed by a live Q&A with special guests (such as the filmmaker, film protagonists, or issue area experts) or a panel discussion
- Watch films separately or collectively, and then host a web-based moderated open discussion
- Host a discussion with breakout groups/sessions for more intimate conversations on specific topics

Digital Event Platforms

- **We encourage you to visit [Looky Looky Pictures' Virtual Screening Guide & Directory](#), which is a terrific resource and actively updated!**
- **Peace is Loud has used the following platforms for different types of events:**
 - **Zoom** allows you to host video and teleconferences and live virtual events. Our team has used this for panel discussions, screenings, trainings, and meetings. Zoom is very user friendly and free for discussions for up to 100 participants and up to 40 minutes in length: There is a paid upgraded version that allows for longer discussions and screen/content sharing - Zoom offers a 30 day free trial.
 - **INSIDER TIP:** Use Zoom's advanced video feature to stream any films. It is best to download the film locally and play the downloaded version instead of streaming it. The free version does have a time limit, so you may not be able to include a full screening.

How to Host a Digital Event or Screening Continued

- [Indee](#) is a private screening platform for individual viewings. While it is not free, it is very cost effective for impact campaigns and a very secure platform overall. Our team has used this for campaigns that required private digital links be sent to screening hosts.
- [Facebook Live](#) allows you to broadcast real-time video on the platform and works well for interviews, Q&A's, or panel discussions. Check out [MoveOn's FB Live guide](#) for tips!

Grassroots Screenings Campaigns

- At the core, the most important thing to do is **ask yourself what is the goal of the event or screening? What are the desired outcomes?** This will dictate whether..
 - A screening experience should be collective or individual
 - Tickets should be free or not
 - Event should include a Q&A component or not
 - Screening and Q&A should be separate events
 - Film should have a special premiere event online or just be available for streaming
- You might consider hosting a special premiere online, followed by a streaming window.
- Campaigns can co-host screenings with nonprofits that already have virtual event infrastructure.
- Theaters at times offer in-person and virtual screenings - streaming partnerships with distributors can offer films another way to have the "theatrical" experience" (also filmmakers should consider revenue splits with online platforms/outlets, sidestepping third party distributors).

Recommendations

The goal of virtual events is to capture the power and essence of physical events - make it intimate, engaging, and as true to your individual/organizational self as possible!

Logistics

- Let audiences know ahead of time different ways they can submit questions - email, Twitter, Facebook, etc
- Check all equipment and platforms ahead of your event (a few times even!)
- When sharing footage, keep in mind that people will have different internet access - at times it may be best to make content downloadable and offer pre-recorded videos instead of livestreams.
- Delegate roles for different team members (producer to help talent, tech person to oversee event backend, chat moderator, etc), and hold a separate group chat on WhatsApp or Signal for these point people to connect throughout the event.
- Before the event, always do a run-through, encourage participants to wear headphones with a microphone, and double check internet access.

Recommendations Continued

Engagement

- When planning your event, consider separating the screening from a discussion, offering flexibility to attendees.
- We recommend keeping live virtual events at around the hour mark. If more time is needed, you can have more than one over a couple of days.
- When announcing and promoting your event, make sure to communicate how the entire event experience will flow. Will people co-watch a movie or watch separately? When and how will the group be convening for a discussion? A detailed timeline can be helpful!
- Confirm a moderator for open discussions or panels, and incorporate diverse and community voices into your discussions.
- Remember that group chats/comment features can be made active or not. You and your partners will know best when you should turn off the chat or comments, so feel free to use your judgment.
- For events where childcare is required for attendees, consider hosting a parallel “child-care zoom” to entertain attendees’ children.
- Make sure to follow up - it’s a great opportunity to further engage audiences with a call to action and/or to measure the success of your event with a poll or feedback request form. You can follow up via an e-blast, text message, or social media. Have your follow up note prepared and ready to go, including the event recording link (with password), with all approvals from participants already confirmed ahead of time.

Recommendations Continued

Accessibility

- Share discussion materials (guides/questions/background) ahead of time.
- Hire ASL interpreters
- Incorporate captioning (Peace is Loud has worked with [CaptionAccess](#))
- We encourage you to check out the [Crip Camp Digital Screenings resource](#) for more ideas.

Additional Resources

DIGITAL EVENTS RESOURCES

- [Surveillance Self-Defense](#)
- [Zoom how-to](#)
- [Working During Covid-19: How to be good at video meetings](#)
- [StoryCorps App](#)
- [Gallus Events - How to engage an online audience](#)

CONTACT PEACE IS LOUD

Please reach out to Peace is Loud directly for questions and guidance on your virtual event - screenings@peacesisloud.org

ASSETS CHECKLIST

This checklist is comprehensive and may not apply to every campaign. This list is here to help you brainstorm what your needs are for YOUR campaign and tactics. The more you can collect the materials you need ahead of time, the more time and stress you will save later!

Video

FILM

- **Formats**
 - DVD (blu ray and standard, PAL and NTSC)
 - DCP
 - Pro-res
 - Streaming link
 - Downloadable link
- **Closed captioning**
- **Language translations**

CLIPS

- **Formats:**
 - Streaming links
 - Downloadable
- **Document with clip descriptions**
- **Closed captioning**
- **Language translations**

TRAILER

- **Pro-res**
- **Downloadable link**
- **Streaming link**

Images

- Key film art/photos
- Poster art
- Logos
- Jpeg and png of film, production company, relevant partners
- Promotional photos/film stills with caption and credit language
- Filmmaker headshots with caption and credit language
- Film participant headshots with caption and credit language
- Any related graphics
- Style guide (includes font info)

Written Materials

- Film synopsis (long and short) and logline
- Press kit
- Press releases
- Time-coded film transcript
- Filmmaker bios
- Film participant bios
- License fee breakdown and license template
- Contact information for campaign team, including film participants, distributor, web developers, etc
- Logins to social media and website accounts
- Written promotional materials
- Discussion and/or action guide
- Other educational resources