



Planning a Movie Night Step by Step

Here is an easy step by step guide to help you plan a movie night, whether it's a small gathering of friends in your living room or a community-wide event at your local theater or community space. If you have any questions, please email me (Hillary) at hillary@ran.org or call me at 415-659-0550.

AS SOON AS POSSIBLE:

- **Select a date and time for your movie night.** It's good to give yourself plenty of time to plan and invite folks whenever possible.
- **Select a venue for the event.** Planning a movie night in your own home is easy, and it's a great way to gather your friends and family together. If you'd like to get more members of your community involved, think about asking a local school, community center, movie theater, book store or concert venue to let you screen the film there.
- **Reach out to other groups.** If you're organizing a public event, reach out to organizations in your community that may be interested in supporting, co-sponsoring or attending the movie night.
- **Draw up a list of potential guests.** Remember to over-invite as not everyone will be able to attend.

A WEEK OR TWO BEFORE THE EVENT

- **Confirm the location and time of your movie night.**
- **Make sure your audio-visual equipment is ready to go.**
- If movie night is not at your house, find out if it is okay for you or guests to bring refreshments.
- **Send out an email invitation** to family, friends, group list serves and/or other concerned activists. Post it on your Facebook page or other social networking sites. Try to get an RSVP so you know how many people to expect for the evening.
- **Look into posting an announcement on community event websites,** Indy Media websites, Craigslist, local papers or ask local groups to advertise on their website/list-serve if you are doing a community-wide viewing.
- If your event is public, **make posters or flyers for your event,** and put them up around town on community bulletin boards, coffee shops, storefronts (make sure to ask permission) and outdoor spaces.

A FEW DAYS BEFORE THE EVENT

- **Send out a reminder email to your guests.** Include a map or directions to the location if necessary.
- Call people who RSVPed to confirm that they'll attend.
- **Ask friends to bring snacks and drinks to share.** You can even turn it into a



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potluck dinner or dessert event!

- Look over the campaign fact sheets or website so that you can tell people who aren't familiar with the campaign a little bit about what they are about to view. You can also check out www.RAN.org or email us for ideas.

MOVIE NIGHT!

- Make sure to have campaign information and the petition visible and readily available.
- Introduce people to each other and to the film you're about to watch.
- Play the film – enjoy the film and your snacks!
- Take some pictures!
- Make sure all your guests sign the petition (available online) before they leave!
- **Take the next step – petition and flyer in public places to get more folks involved!**
- Relax! You just threw a really important party.

FOLLOW-UP

- Return the petitions to RAN so that we can pass them on to our campaign targets and update new activists about the campaign. You can do this in two ways.
 - o Either mail them to RAN at 221 Pine Street, Suite 500, San Francisco, CA 94104... OR,
 - o Enter the names and all contact information into an Excel spreadsheet and email it back to us.
 - o If your event was a fundraiser for RAN, you can mail us any donations and checks that you collected. Please include complete contact information for anyone who donated so that we can send them an acknowledgement letter.
- Email us your pictures of the event so we can post them on our website.
- Send out a thank you email to all those who attended.

HAVE A GREAT MOVIE NIGHT!