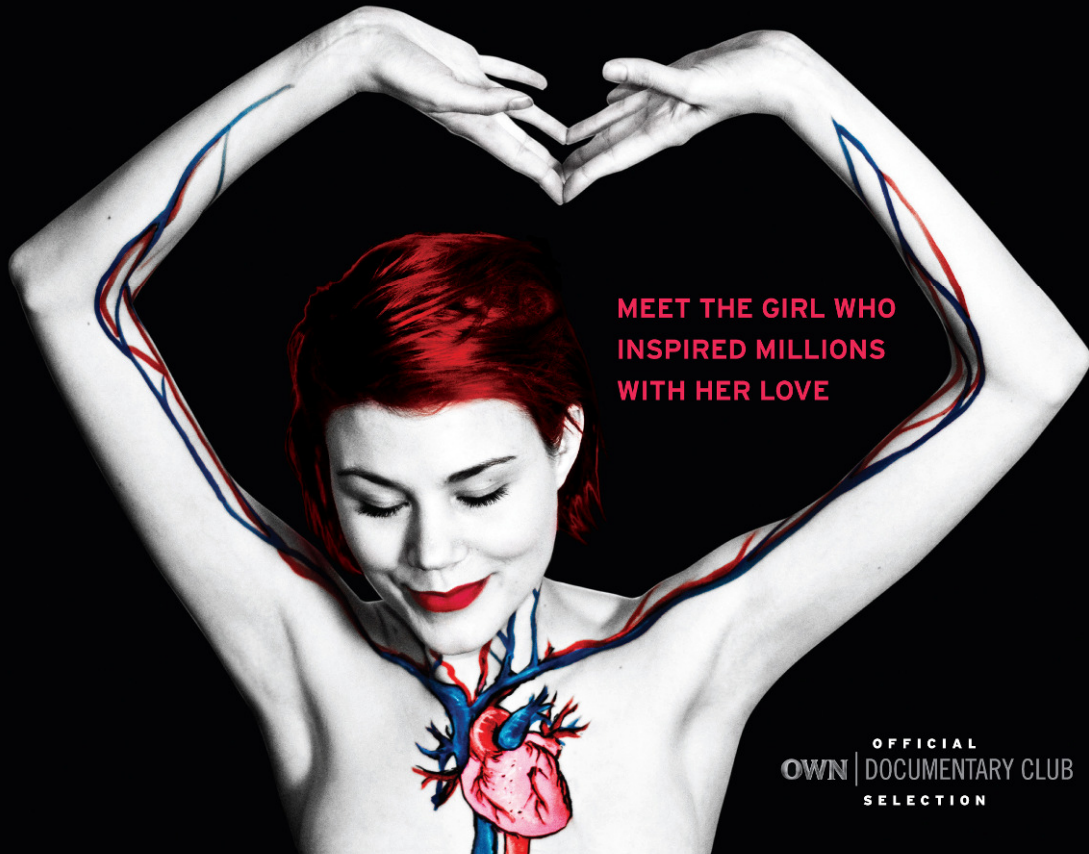


# 65\_RedRoses

WATCH THE FILM. JOIN THE MOVEMENT.

#4Eva



MEET THE GIRL WHO  
INSPIRED MILLIONS  
WITH HER LOVE

OWN | OFFICIAL DOCUMENTARY CLUB SELECTION

Artwork: Eva Markvoort Photo: Cyrus McEachern

[65RedRoses.com](http://65RedRoses.com)

## Screening Guide

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## Hosting A Successful Screening

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A screening of 65\_RedRoses is about more than just bringing Eva's moving story to your community—it's a great way to raise awareness, encourage discussion, and generate action. A successful screening can be used as a fundraiser for your local cystic fibrosis group (or other cause close to your heart), and is an effective tool to drive organ donation.

This guide is designed to help you plan your screening and provide you with resources to make it as easy as possible. We hope you'll use these tips to ensure that your screening achieves its goals and has a positive impact in the community.

If you've never hosted a screening before or planned an event, don't worry! It's not as hard as you might think, and the experience is very rewarding.

If you have questions that are not answered here or in the links below, please email us at: [screenings@hellocoolworld.com](mailto:screenings@hellocoolworld.com)

## About The Film

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CANADA / 2009 / 71 min  
Directed by Nimisha Mukerji and Philip Lyall  
Produced by Force Four Entertainment  
In association with Dialogue Productions and CBC  
Newsworld  
Distributors: Hello Cool World (Canada), ro\*co films  
(USA), PBS International (international)

This personal and touching journey takes an unflinching look into the life of Eva Markvoort as she battles cystic fibrosis (CF), a fatal genetic disease. At 23, Eva needs a double lung transplant to live. Unable to be around other patients with the same disease because of the spread of infections and super bugs, Eva turns to the internet where she forms a strong connection with two American girls in different stages of CF. Now at a critical turning point in their lives, the film travels the distance the friends cannot go themselves, capturing the compelling and often heartbreaking realities they face, just trying to take each breath.

**Eva's story is inspiring millions with her love of life. Sadly, on March 27, 2010, while waiting for a second transplant, her breath ran out. The 65\_RedRoses campaign seeks to fulfill her greatest wish: that the film launches a global movement for organ donation and CF awareness. Screenings are one of the ways to help build that legacy, #4Eva.**



## Hosting A Screening - Overview

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Planning a screening is a lot less overwhelming when you clarify your objectives, identify your audience, and hash out the logistical details. We've outlined the basic steps below to help get you on your way.

### 1) Set Up and Manage Your Screening

The first steps involve identifying your goals and audience, which will help you determine the best format and venue for your screening. Are you looking to raise money for a cause? Are you part of an organization that wants to generate awareness for your work? Perhaps you're a fan of the film who simply wants to bring it to your community in a way that pays for itself.

Consider inviting a high profile speaker or local expert to engage the audience in discussion after the film. Transplant recipients and CF patients from your community are a great way to localize and personalize the issues too.

Once you've figured out what outcomes you're looking for, strategies to achieve them start falling into place. Check out the **Screening Checklist** included in this guide to help you set up and manage your event. We've also put together a 6-week **Planning Checklist** that puts many of the important tasks on a timeline counting down to the big event.

### 2) Promote Your Screening

Promoting your event is a big part of hosting a successful screening! Getting the word out about your screening in local media, online and in the community will help you reach a wider audience and generate buzz. Setting up community partner relationships can also let you tap into other networks. For example, reach out to your local CF and transplant organizations, support groups and any others who might be interested in the film (e.g. nursing and medical schools, film schools and clubs, professional associations). You could offer to help them connect to your audience at the screening in exchange for their help in promoting your event.

If you're not sure where to start, check out the **Promotion Tips** included in this guide, which outlines effective strategies for offline, online and media promotion. We also have [Materials](#) on 65redroses.com you can use for your promotions, such as customizable postcards and web buttons.

### 3) Enjoy Your Big Day!

After all your preparation, the screening itself will be a fun and engaging event with interested supporters from the community. Enjoy it!



It's a good idea to give a short introduction before the film starts and let your audience know what to expect. If you're having speakers after the screening, encourage them to stick around. Holding a post-speaker prize draw based on seat selection or ticket stubs can be excellent incentive!

If you're having a discussion following the film screening, or are hoping that the film will generate a response from the audience, take a look at the **Generating Discussion & Dialogue** section for sample questions and facilitation tips.

#### 4) Post-Event Debrief

After your screening, take time to speak with any co-organizers, staff, and volunteers about the event and reflect on your experiences. Review your goals and determine whether they were met. Perhaps new and unexpected ideas may have emerged at the screening from the audience members themselves. Use this debriefing session to discuss how best to tap into the available resources and interest that your screening has generated, and how to work with your community to build something new and exciting.

#### 5) Share Your Experience

Tell us how your screening went! Send an email to [outreach@65redroses.com](mailto:outreach@65redroses.com) with any information you would like us to have – including photographs of the event – and answer the following questions:

- Where and when was your screening?
- How many people attended the event?
- What was your goal?
- Do you feel you achieved your goal?
- Do you have any resources you created for your event and would like to share (e.g., a discussion guide)?

**We may post about your event on the 65\_RedRoses website, or on the 65\_RedRoses #4Eva Fan Page!**

Sharing the story of your screening can be as valuable as the screening itself. Getting the news out and sharing the lessons learned builds momentum for the movement, encourages conversation about organ donation, and creates higher visibility for future screenings and events.

You can share your experiences by chatting with friends and family, sending an email to co-workers, or writing about the screening on your blog, on your website, or in your newsletter.



## Screening Checklist

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When you first begin planning your screening, go through this checklist to clarify your goals, audience, and promotion strategies. This is an important first step to simplify the organization process and help you stay on top of your planning.

### Step 1: Getting Started on Setting Up Your Event

#### 1. What is my goal for this screening?

- Raise awareness about organ donation, cystic fibrosis, and/or general health issues
- Inspire individuals to register to become organ donors
- Grow my organization by encouraging members of the community to volunteer
- Begin a dialogue in my community about a particular health concern  
Concern: \_\_\_\_\_
- Build connections with others concerned about the same issues
- Brainstorm solutions to increase organ donation registrations in my community
- Fundraise for an organization
- Other: \_\_\_\_\_

#### 2. Who is my target audience?

After determining your objectives, identifying who you want to attend your screening is very important for figuring out specific strategies to reach them. Tick all that apply.

- Members of the general public
- Members of my organization/group, staff & volunteers
- Medical professionals
- Transplant recipients and their families
- My colleagues and co-workers
- My neighbours, friends, and family
- Members of my community group
- Members of my faith group
- Potential allies and partners
- Donors and funders
- Members of the media
- Other: \_\_\_\_\_



### 3. What costs are involved?

Depending on where you hold your screening and how many people you plan to invite, there may be fees to be paid. You can use the table below to help track your anticipated costs. If you're hoping to recoup these costs through admission fees or by selling campaign materials, knowing the total will allow you to set prices and attendance goals.

Potential Fees	Amount
<input type="checkbox"/> Screening license	
<input type="checkbox"/> Venue rental	
<input type="checkbox"/> Event insurance (many venues will already have insurance, but it is a good question to ask)	
<input type="checkbox"/> Food and refreshments	
<input type="checkbox"/> Staff & equipment	
<input type="checkbox"/> Speaker costs (booking fees, etc)	
<input type="checkbox"/> Advertising & promotions	
<input type="checkbox"/> Printing (Posters, flyers, etc)	
<input type="checkbox"/> Materials for sale – purchase costs	
<input type="checkbox"/> Other	
<b>TOTAL:</b>	

**TIP: Check with your venue to determine what equipment and staff they can provide.**

#### HERE ARE SOME WAYS YOU CAN SAVE COSTS:

- Ask local businesses to donate refreshments
- Recruit volunteers to help with promotion and event-night duties
- Inquire about the possibility of a donated theatre or screening location
- Solicit sponsors who will pay the cost or provide something for free in exchange for promotion
- Find an existing event that you can become a part of

**TIP: Libraries, community centres and other publicly funded spaces are often available for bookings at little or no cost.**



#### 4. How can I use the event as a fundraiser or recoup my costs?

The most common way to generate funds is through admission fees, or asking your audience for a suggested donation. We also sell home DVDs (in Canada only) and campaign materials at reduced bulk rates that you can re-sell at your event to generate extra money. Check out the Store page on [65RedRoses.com](http://65RedRoses.com) to see what's available. Or contact us at [screenings@hellocoolworld.com](mailto:screenings@hellocoolworld.com) and we'll be happy to put a package together that meets your requirements.

Potential Revenue	Amount
<input type="checkbox"/> Admission (# of people X individual fee)	
<input type="checkbox"/> Campaign materials sales	
<input type="checkbox"/> DVD sales (Canada only)	
<input type="checkbox"/> Food and refreshment sales	
<input type="checkbox"/> Donations or raffle tickets (e.g. 50/50 draw)	
<input type="checkbox"/> Other	
<b>TOTAL:</b>	

#### 5. Who will I partner with (if any)?

- An individual
- Another organization with a similar mandate or values to mine
- One or more local businesses or NGOs who might be able to fund the screening in exchange for sponsorship recognition
- A local school, hospital, library, community centre, or faith community
- Other: \_\_\_\_\_

#### 6. How will the screening be held?

- As its own hallmark event
- As part of an existing event: \_\_\_\_\_
- As a small gathering (15-20 people)
- As an unexpected special feature
- Other: \_\_\_\_\_



**7. Where will the screening be held?**

- A local theatre
- A school auditorium
- A place of worship
- In my home
- At a conference facility
- At a hospital or other health care facility
- In a community centre
- At the public library
- At my workplace
- In the offices of government officials
- Outside
- Other: \_\_\_\_\_

**8. When will the screening be held?**

- Daytime: \_\_\_\_\_
- Evening/Night: \_\_\_\_\_

**SET A DATE:** \_\_\_\_\_



## Step 2: Managing Your Event

### 1. What kind of equipment will I need?

- DVD player
- Projector and screen, or television
- Sound system
- Comfortable seating
- Microphones, chairs, and tables (for the post-screening activity)
- Other: \_\_\_\_\_

### 2. What tasks will I need help with?

- Selling/distributing tickets
- Outreach to other groups and individuals
- Media outreach
- Distributing posters, flyers, and invitations
- Venue setup
- Refreshment preparation
- Collecting tickets
- Greeting audience members and showing them to their seats
- Managing the literature table and distributing printed materials
- Taking photographs or filming video
- Signing people up for further actions or information
- DVD projection
- Facilitation of the discussion
- Venue clean-up
- Other: \_\_\_\_\_

### 3. How will I publicize the screening?

- Local media
- Email lists
- Social networking channels (Facebook, Twitter, etc)
- Word of mouth
- Posters, flyers & other print materials



- Newsletters
- Other: \_\_\_\_\_

#### 4. What kind of activity will I use to engage the audience after the screening?

- Question & Answer session with a local expert
- Facilitated audience discussion
- Panel discussion with individuals representing different points of view and/or areas of expertise
- Small group break-out discussions
- Meet & greet over refreshments
- Presentations or speeches by local community members such as transplant recipients and CF patients to discuss their experience
- Strategizing session
- Other: \_\_\_\_\_

#### 5. What will I do to document the event?

- Invite members of the media to report on the event and the issues
- Take notes on audience numbers, interesting topics discussed, and any measurable achievements
- Take photographs or video of the event
- Other: \_\_\_\_\_

#### 6. How will I know if the screening has achieved my goal?

- The audience displays a connection to the issues during the post-screening discussion
- Audience members sign-up to volunteer for my organization/group
- Follow-up sessions are well attended and productive
- Existing activists give positive feedback on how the event affected their outlook
- A stronger network now exists
- My community is actively engaging with the issues
- Create and distribute brief evaluation forms to audience members to be used as an assessment of the event
- Other: \_\_\_\_\_



## 7. What will I do to ensure that the event leads to further action by audience members?

- Collect names and contact information to increase my mailing list  
**TIP: Have a sign-up sheet at the venue entrance and get people to sign up before the go in. Prizes are also a great incentive! Collect business cards and have a random draw.**
- Distribute organ donation cards and collect completed forms
- Distribute literature about the issues and my organization/group
- Provide audience members with a simple action they can do immediately:
  - Register to become an organ donor
  - Visit [www.65redroses.com](http://www.65redroses.com) and join the campaign, #4Eva
  - Update your Facebook status to announce you've become an organ donor after watching 65\_RedRoses
  - If you're on Twitter, tweet "I became an organ donor #4Eva" (people will be able to search the #4Eva hashtag and watch the momentum build)
  - Sign-up as a volunteer for my organization
  - Invite audience members to host their own screening of 65\_RedRoses
  - Encourage the audience to share the film and its message with others at home, work, school, in worship services, and in the broader community
  - Other: \_\_\_\_\_



## Planning Checklist

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After you've determined your audience, objectives and logistics, use this checklist to plan the weeks leading up to the screening.

### 6 weeks prior

- Book the venue and date for your screening.
- Recruit local organizational partners to broaden your reach and help identify roles for each one, such as publicity, panelist coordination, reception planning, etc.

**TIP: contact [outreach@65redroses.com](mailto:outreach@65redroses.com) and ask if we have any volunteers in your area. We may be able to help you!**

- Determine speakers (including filmmakers), panelists, and moderator (if applicable)

**TIP: Invite members of local cystic fibrosis and organ donor groups and organizations. Your campus health centre or hospital may also be able to suggest experts.**

### 4 weeks prior

- Create a Facebook event for your screening and invite everyone you think would be interested. Ask your event partners (volunteers, partner organizations and speakers) to join and invite their networks. We can also help to publicize your event.
- Begin promoting your screening! Check out the Event Promotion Tips section of this doc for ideas.
- Review your Screening Overview Checklist and confirm that you can get all the equipment you need for the screening.
- If you are providing refreshments during or after the film, order them now.
- Draft the event agenda and confirm with your event partners.

### 2 weeks prior

- Continue to promote your event! Send an e-flyer to your networks, and ask your local CF organization and any event partners to forward your release. Rally people around the cause.
- Contact community calendars about listing your event. If you are holding an event on a campus, the campus event listings are a key place to start. Local papers also have event listings. See Event Promotion Tips for more help!



## 10 days prior

- Send out press releases to media outlets. Details on how to find and contact media are available in the Event Promotion Tips section of this guide.
- Test the DVD.

## 3-7 days prior

- Send out your final email blasts and message the responders to your Facebook Event to remind them of event details.
- Follow up with press who expressed an interest in covering the story.
- Finalize the agenda.
- Print off any materials you plan to have at the screening.
- Prepare your discussion questions and introduction. Brief your panel members about what the discussion questions will be.

## Hours prior

- If you are collecting donations or charging for the screening, bring a float with change and small bills.
- Transport programs or flyers for attendees.
- Set up refreshments, merchandise for sale, co-promotional materials and anything else that needs displaying.
- Make badges or nametags to identify event volunteers and organizers.
- Bring a camera or photo/videographer to document the event.
- Create a sign-up sheet to collect names and emails.

## At the event itself

- As people arrive, ask them to sign up to receive updates about 65\_RedRoses.
- Before the discussion, pass out the flyers about the film and campaign.
- Before the discussion, announce that you have materials for sale that will help cover the cost of the screening, and raise money for the 65\_RedRoses campaign. Set up a table near the exit and have someone stationed with the DVDs during the discussion.
- Have a timekeeper so that panelists/speakers remain within their assigned speaking time.
- Encourage participants to spread the word and let them know that they can learn more about the film at **65redroses.com**



## Event Promotion Tips

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Check out the [Materials page](#) on [65redroses.com](http://65redroses.com) to help promote your event!

Publicizing your screening is important to ensure you get a good turnout, and also so the purpose and objectives of your screening are clear. Be sure to schedule ample time (at least 1 month) to promote your screening. Good buzz takes a while to gain momentum.

Don't target just one place when promoting your screening as not everyone who will be interested in attending will necessarily be reached by the same methods. Below are three broad methods for publicizing your screening, which can all be used together for best effect.

**TIP: Set-up community partner relationships. For example, reach out to your local CF and transplant organizations, support groups and any others who might be interested in the film (nursing and medical schools, film schools and clubs, professional associations, etc). Offer to help them connect to your audience at the screening in exchange for their help in promoting your event.**

### 1. Online Outreach

Online outreach is a very efficient way to reach your audience, but it's not enough to simply put something online and hope people find it. You still need to target your message.

- **The [65 RedRoses Facebook Page](#), [Twitter](#) and [website](#)** are excellent places to publicize your screening.  
**Send the confirmed details to [outreach@65redroses.com](mailto:outreach@65redroses.com) and we'll help you get the word out!**
- **Create an event on Facebook** and invite your network. Ask them to share the event with their own networks. Include all the relevant information such as location, time, cost, how to purchase or reserve tickets, speaker information, and the purpose of the screening. Use an image to make it visually appealing.
- **Reach out to bloggers and active "tweeps"** in your community who can help you publicize a screening. Asking them to share or re-tweet a link to your screening details can help reach their audiences as well.
- **Send out a newsletter.** Email your networks and ask them to spread the word. Email anyone you think might be interested, and be sure to let them know how they can help you spread the word.
- **If your event is affiliated with another organization or group**, make sure they send out information to their members as well.



## 2. Local Media

Local media, such as daily or weekly community newspapers, are a great way to reach a large audience. However, they get a lot of requests and press releases each day so it's important to be organized and persistent in your communications.

### TO GET AN ARTICLE ABOUT YOUR EVENT:

- **Create a press release.** Play up any local angles and tailor it to the medium.
- **Research the email addresses or phone numbers** of your local arts, community, and news editors. Be sure to send them your press release at least ten days before the screening.
- **Be personal in your emails.** Address the editors by name, explain why the event would be a good thing to include in their publication, and provide your contact details for questions, in addition to your press release.
- **Always follow up** your email with a phone call within the next 48 hours.

### TO GET AN EVENT LISTING:

Weekly or daily papers have dedicated sections that list local community events, to which you can submit your event at no cost. It's a good idea to try to get your screening listed in as many media outlets as possible.

Find the contact information for the individual or department in charge of event listings. Often they will have a form or guidelines for information to include. If you submit the information online, call within 48 hours to follow up and confirm that the appropriate person has received it.

Be sure to send your event details at least ten days in advance.

### OTHER MEDIA TIPS:

- University papers are good places to publicize events, especially if your target audience is students.
- Don't forget about online media and bloggers! They may reach different audiences than traditional print media.
- Send your press release to radio and TV news editors, as well as print media. Follow up to inquire about a radio or TV interview.

**TIP: Approach local media (print, TV, radio, bloggers) to come on as media sponsors for your event. Consider offering a few free tickets for on-air and online giveaways.**



### 3. Posters/Flyers

- On 65RedRoses.com, you can find a number of customizable posters and other materials to help you promote your screening.
- Distribute flyers to relevant local organizations such as your local hospital, health centre, schools and universities, or doctors offices.
- If your screening is part of another event, or is taking place during an awareness fair or week, be sure to hand out flyers at the related events.
- Don't just drop off flyers: ask permission to put them up and explain what the screening is about. Many businesses will let you put up posters in their window or on their community event boards, especially for a great cause.
- Recruit friends or volunteers to cover different neighbourhoods.



## Generating Dialogue & Discussion

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For many of your audience members, this event was the beginning of a larger conversation in your community. Before planning the screening, you may have already decided how to follow up with your community once the event was over. But new and unexpected ideas may have emerged at the screening from the audience members themselves. Use this debriefing session to discuss how best to tap into the available resources and interest that your screening has generated and how to work with your community to build something new and exciting.

### Sample Discussion Questions:

- How did the film make you feel? Are there any moments that stood out in your mind? What did these moments make you think about/realize?
- How did the film confirm or contradict previous information you had heard?
- What questions did the film raise?
- Are there groups already working on these issues in our community? If yes, describe their work for us.
- Some countries have “presumed consent,” which assumes that a person wants to donate organs after death unless that person had specifically indicated otherwise (known as an “opt out” system). Is this something to advocate for in our country?
- Americans Meg & Kina had private health insurance while Eva was on the Canadian publicly funded healthcare system. Did this make a difference to the type of care they received?
- How do you think recipients should be selected for transplant? Should lifestyle, long-term sustainability, and other factors be considered, or should it be solely based on who is the most critically ill?
- Should people be allowed to sell their organs?
- What can we, as concerned citizens, do to promote organ donation and CF awareness?

### Tips to a successful discussion:

- Make sure particular people don't monopolize the conversation and that most people who want to speak have the opportunity.
- Invite people to offer concrete contributions to the conversation, and to speak personally. Encourage speakers be direct and brief.
- If an individual begins discussing something that feels like a side issue, invite the audience members who are interested in this issue to speak with the individual one-on-one after the event. Then, gently redirect the conversation.



**Stay connected and join the 65\_RedRoses Campaign #4Eva:**

**Join our mail list at [www.65RedRoses.com](http://www.65RedRoses.com)**

**Like us on Facebook: [www.facebook.com/65redrosesfilm](http://www.facebook.com/65redrosesfilm)**

**Follow us on Twitter: [www.twitter.com/65\\_RedRoses](http://www.twitter.com/65_RedRoses)**

If you have questions that are not answered here or in the links below, please email us at:  
[screenings@hellocoolworld.com](mailto:screenings@hellocoolworld.com)