

# HOW TO BRING “THE MAMA SHERPAS” TO YOUR COMMUNITY IN FIVE EASY STEPS

## **STEP 1: Conceptualize your event.**

Start thinking about venues, dates and the type of event you want to have. Do you want the screening to be a fundraiser? Do you want to host a panel discussion after the film? Are there other events you can tie the screening to (such as an Awareness Week)? Or maybe a more low key, work-day screening is the right fit? If you have questions about existing screening tours or need help conceptualizing your event, feel free to contact Casey Freeman Howe (info below).

If you are considering using the screening as a fundraising event for your organization, start seeking out partnerships/sponsorship from local companies and like-minded organizations to help cover the cost of the screening fee. The co-branding and joint publicity during the event's promotion will be mutually beneficial, and the proceeds from your ticket sales will stay with your organization(s).

## **STEP 2: Go to [themamasherpas.com/request-a-screening/](http://themamasherpas.com/request-a-screening/) and fill out the “Request a Screening” form.**

Don't worry if you don't have all of the details finalized yet, this will simply start the conversation with the distributor of the film about your screening and give you an idea of everything you'll need to think about. If you have any questions about fees or different options, contact Ben Dorf (info below).

## **STEP 3: Finalize your screening details and start pre-selling tickets.**

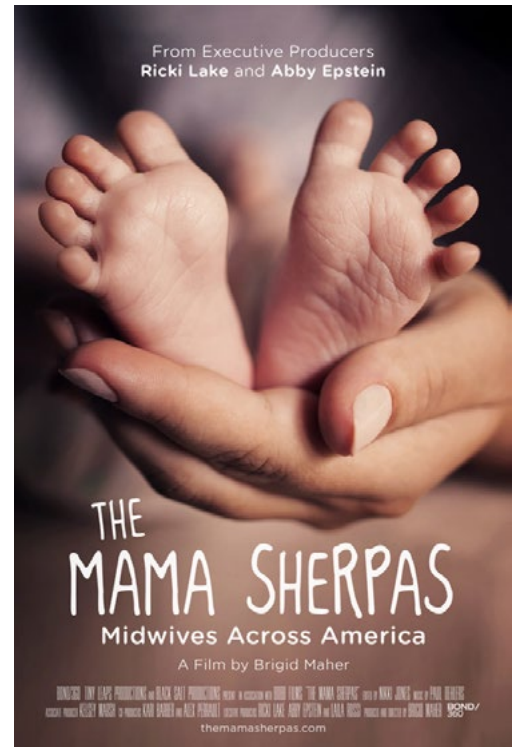
Once you have your date and location secured, we recommend setting up a pre-sale ticketing using a system like Eventbrite or Brown Paper Tickets. This will help you know how many people to expect and make sure your event is well-attended.

## **STEP 4: Publicize your event.**

Start publicizing your event early, as soon as you have a date and location. Facebook, email lists and physical posters are excellent promotion tools. Be sure to share the details with us as well and we'll help spread the word.

## **STEP 5: Finalize the “call-to-action” message(s) of the event.**

Following the film, your audience is going to feel energized and it is an ideal time to mobilize action. Think about what is most important to your audience and your community. Maybe you are in a state where there is legislation pending to expand access to midwives? Are there VBAC bans in your local hospital system? Are there enough midwifery education programs in your state? Could you help spread the word about midwives and the high c-section rate into vulnerable populations? Be sure to reach out to Casey Freeman (info below) for help conceptualizing and executing your call-to-actions.



## **RECOMMENDED TOOLS AND RESOURCES:**

- Eventbrite (ticketing registration, collects a percentage of the ticket price)
- MailChimp (email marketing, free basic account)
- *The Mama Sherpas* Viewing Guide
- *The Mama Sherpas* Advocacy Guide

## **FOR MORE INFORMATION, CONTACT:**

### **Ben Dorf, Account Executive, BOND/360**

- Ben will help you with scheduling the film and all details related to screening fees.
- Email: [BenD@bondinfluence.com](mailto:BenD@bondinfluence.com)

### **Casey Freeman, Outreach Coordinator, *The Mama Sherpas***

- Casey will help you with conceptualizing and executing call-to-action(s) items at your events.
- Email: [casey.leigh.freeman@gmail.com](mailto:casey.leigh.freeman@gmail.com)