

MOVIE CAPTAIN HANDBOOK

What's Next?



The Women and Girls Foundation presents
a new documentary by Heather Arnet

**MADAME 🇧🇷 PRESIDENTA:
WHY NOT US?**



Now that you've scheduled your screening of Madame Presidenta: Why Not U.S.? Here are a few directions on what to do next to help you to promote your screening. Everything in here will help to make sure that you have the best screening possible.



Supplies

- Movie Captain Toolkit
- Outreach Templates
- Promotion Pictures

These files will help to ensure effective outreach and promotion of your screening.



Step 1

Email

- Send out emails to promote your screening.

Who should you email:

- Friends
- Family
- Organizations you are involved with
- Anyone who may be interested



Step 2

Facebook

- Create a Facebook event and relevant posts.
- Refer to your toolkit for sample posts and hashtags.



Step 3

Twitter

- Tweet about your screening to your followers
- Mention the @MadamePresidenta Twitter



Step 4

Press Release

- Use sample press release to promote your screening.
- Communicate the screening information to your local press
- Also reach out to local newspapers and community leaders to help spread the word about the screening.

Screening Day

- Make it more than just a screening!
- Bring a sign-in sheet for name email and other contact information to keep guests involved in the movement for gender equality.
- Take pictures to post on social media.
- Have a Q&A or discussion afterward with viewers.

