

HOME



IT'S MORE THAN JUST A PLACE

**Film Screening Planning Guide
for NAMI State Organizations,
NAMI Affiliates and NAMI on
Campus Clubs**



In February 2015, in celebration of Black History Month, NAMI Wisconsin held a very successful screening of a film called [Home](#). More than 250 people attended, 4 organizations sponsored the event, 17 community organizations signed up as event partners, and thus far, over 5 subsequent smaller community screenings have taken place.

What started as an effort to reach the African American community quickly became something much bigger and more impactful than expected. Not only was NAMI Wisconsin able to engage a community it has not fully engaged before but there were many additional benefits from this event including increased collaboration with a variety of organizations on new projects and events, increased membership numbers and most importantly, a heightened awareness in the community about NAMI and mental health.

This was such a successful event for NAMI Wisconsin that the organization, in partnership with NAMI, put together this planning guide for its Affiliates to encourage them to organize similar *Home* screenings in July to celebrate National Minority Mental Health Awareness Month as well as during other awareness events.

In the spirit of collaboration, NAMI Wisconsin wants to share the model they developed and this guide with all NAMI State Organizations, NAMI Affiliates and NAMI on Campus clubs. This guide outlines the process NAMI Wisconsin followed, the resources they developed and their lessons learned so that others can experience similar success.

While NAMI Wisconsin's focus was Black History Month and [National Minority Mental Health Awareness Month](#), other NAMI organizations can organize the same event to commemorate Mental Health Month (May), Mental Illness Awareness Week (October 4-11) or other occasions.

NAMI State Organizations, NAMI Affiliates and NAMI on Campus clubs can use this event as an opportunity to raise mental health awareness, combat stigma, introduce NAMI to the community, attract new members and potential volunteers and establish relationships with community organizations.

If you have any questions please contact NAMI's Multicultural Action Center at macenter@nami.org or Kyira Hauer at NAMI Wisconsin at kyira@namiwisconsin.org.

About Home

Home is an inspiring independent film about Jack, a man living with schizophrenia who wants to move out of the group home where he lives and into a home of his own with hopes to salvage his relationship with his young son, reestablish his life and try to achieve some sense of normalcy. Gbenga Akinnagbe, known for his role as Chris Partlow on *The Wire*, stars as Jack.

Written, produced and directed by Jono Oliver, the film won the 2014 Entertainment Industries Council's PRISM Award for its portrayal of a person living with mental illness, a Substance Abuse and Mental Health Services Administration (SAMHSA) Voice Award and was a nominee for Outstanding Director in a Motion Picture at the NAACP's Image Awards.

[Read](#) NAMI's 2014 interview with Oliver.

This planning guide is organized in a series of steps to help you plan your event:

1. Appoint an event planner and set a budget (page 3)
2. Form an event planning committee (page 3)
3. Establish your goals for the event (page 4)
4. Determine what your event will include (page 7)
5. Choose a date and secure a venue (page 9)
6. Scout and secure partners and sponsors (page 10)
7. Promote and advertise the event (page 13)
8. Take care of all logistical tasks (page 14)
9. Follow up (page 15)

It also includes the following templates:

- Sample sponsorship form (page 17)
- Sample email to send to potential sponsors/partners (page 18 -19)
- Template phone solicitation script for partners/sponsors (page 20)
- Sample social media posts for your sponsors and partners (page 21)
- “How To” guide for creating an event page on Facebook (page 22)
- Sample press release (page 23)
- Sample article for press, website, newsletter (page 25)
- Discussion questions for Q&A panel (page 26)

Additionally, you can access the following electronic templates online at www.nami.org/homefilm.

- Sponsorship form (InDesign document file you can modify)
- Template in InDesign to make your own flyer
- Photos to use in designing materials
- Cover photo for Facebook event or website homepage
- Sign-in sheet for the night of the event
- Sample banner with partners/sponsors
- Template for Thank You card

Step 1: Appoint an Event Planner and Set a Budget

Determine up front who will take the lead coordinating the event. Make sure this person has the time to plan the event and understands the responsibilities involved. Among other things, this person will:

- Secure the venue
- Communicate with potential food donors
- Reach out to and secure partnerships with community agencies
- Recruit and coordinate any volunteer or committee efforts to help with the planning process

Set your budget from the start so you can know how much money you need to raise and how much you can spend. Here is NAMI Wisconsin's budget as an example:

- Venue: \$700
- Food: \$0 (Secure through donations)
- Supplies (plates, napkins, etc.): \$25
- Travel expenses for special guests: \$1000
- Thank You cards with pictures from the event: \$25
- Advertising: \$250

Total Budget: \$2000**

****Note that through sponsors and individual donations, NAMI WI ended up with only roughly \$200 in out-of-pocket costs.**

Step 2: Form an Event Planning Committee

Create a planning committee to help you throughout the planning process. Your committee should have representation of the group(s) you are targeting for the event. This is particularly important if you are targeting a community you have not worked with before since members of the target community can help you understand their community better and plan based on this knowledge. At the same time, make sure to include individuals outside the target group in the committee. You want other NAMI leaders to help and learn from the group. This committee is also a good way to involve potential partner organizations.

While your event planner will lead the effort, identify others who can help along the way and ask them to join the committee as well. The size of the committee is up to you. Just make sure you select people who are willing to help you get things done.

When selecting committee members, look for people who can help you:

- Understand and navigate your target community
- Get community buy in and trust (e.g. community leaders)
- Promote the event
- Identify and secure event sponsors and partners

- Have the time to commit to helping plan this event (approximately 2-3 hours per week)
- Have connections with local community leaders they can help reach out to

In addition, you may need volunteers to help you with administrative tasks such as reaching out to potential food donors, calling around for venue pricing, posting on Facebook and Twitter and meeting with potential sponsors and partners.

Step 3: Establish Your Goals for the Event

You are most likely reading this guide because you want to reach out to the community – particularly to those folks who are unfamiliar with NAMI – and have heard that hosting a film screening is a good way to do that. While this may be your guiding vision, take time to carefully consider and establish what specifically you want to achieve with this event. Establishing clear goals will help guide your planning process and strategies and will help you assess your success after the event. Your planning committee should help you establish your goals.

Here are some important questions to help set your goals:

- **What do you want to achieve out of hosting this event?**
- **During what celebration do you want to host your screening (e.g. Mental Health Month, National Minority Mental Health Awareness Month, Mental Illness Awareness Week, etc.)?**
- **Who is your target audience?**
The answer to this question is very important since it will impact the type of partner organizations you seek and your marketing and outreach strategy.
- **What is your attendance goal?**
- **When and how would you know if you event achieved your goals?**

Tips on Knowing Your Target Audience

If you are targeting segments of the population you have engaged before, you already have an idea of who they are, what their interests are, how to engage them, what would appeal to them and what might influence their attendance. However, if you are targeting segments of the community you have not engaged before such as a specific racial, ethnic or sexual minority group, you may be unfamiliar with who they are, their likes and dislikes, the issues they care about and so forth. If this is the case, take some time to learn as much as you can about them.

Your event will not succeed unless you:

1. Learn the characteristics of your target group
2. Consider how these characteristics might impact all aspects of planning and hosting and incorporate this information into every aspect of your planning.

Don't assume that what works for one group works for another. It might or it might not. Don't risk the potential success of your event by making this assumption.

You can **learn the characteristics of your target group** by:

- Doing a google search about the history of the community in your area.
- Familiarizing yourself with their preferred methods of communication.
- Discussing the community and its characteristics with your planning committee.
- Identifying individuals from your target group who are part of your NAMI organization and are willing to share information about their community. Make sure you ask people you feel comfortable with so you can have candid conversations. Also, make sure they feel comfortable in this role. Just because someone is part of a specific community, does not mean that they want to talk about it with non-community members or that they feel comfortable doing so. When requesting their guidance, be clear about what you are asking and why: You are asking if they can share their own experiences, beliefs and values as members of the community so that you can learn about their community from their personal experiences. It is important to mention up front that you are not asking them to speak on behalf of their entire community, but rather to share their experiences as part of it.
- Identifying other members of your target community who may be willing to help you. They could be providers who are part of the community or service it, representatives from community organizations, etc.

Questions that might help you get a better understanding of your target audience:

- **Does your organization currently engage individuals from your target community?**
- **What do you already know about your target community?**
- **Do you know the cultural characteristics of your target community (beliefs, values, communication styles, norms, etc.)?**
- **Do you know what issues are important to your target community?**
- **Are there any neighborhoods that are predominantly populated by your target community?**

- **Where does your target community usually gather?**
- **Do you know who the leaders of your target community are?**
- **What media sources do they access and trust (e.g. local radio or TV station, local newspaper, community blog, etc.)?**
- **Are there any community specific organizations you could approach?**
- **Do you know your target communities understanding of mental health issues?**

The information you gather about your target audience can help you in many ways. For example, it can help you: craft a marketing message to promote the event that will resonate with your target community, know what the best communication venues to publicize the event are, identify which organizations can serve as potential partners, identify and address the possible barriers that may prevent community members from attending the event, etc.

Your planning committee plays an important role here. Since they are helping you plan the event every step of the way, check with them to make sure the plans are in line with the characteristics of the community. Ask them about potential barriers and opportunities and have them help you brainstorm how to address them.

For example, when NAMI Wisconsin started planning the screening, they had high hopes for who and how many would attend. However, one of their local affiliate's board members helped them realize that their target audience, the African American community, did not really know NAMI so they would most likely not trust the organization. Therefore, it became evident to NAMI Wisconsin that if they wanted to have a sizable African American presence at the screening, they would need to work with local organizations that were known and trusted in this community.

Additionally, NAMI Wisconsin hoped to attract a variety of different groups, including the homeless population, to the screening. Because of this, they had to be very careful to pick an easily accessible location, close to several shelters and/or near the bus line. They also worked with a few agencies to provide transportation to the event. These precautions proved to be critical as lack of transportation can be a major barrier to attendance with this population. In addition to coordinating transportation logistics with agencies, you might also look into securing a bus that can pick up attendees from specified sites, such as community agencies or shelters.

Additional questions to help you establish SMART (specific, measurable, achievable, relevant and time-bound) goals:

- **What is your desired result?**
- **How are you going to do it?**
- **How will you know when you have reached this goal?**
- **Is achieving this goal realistic with effort and commitment?**
- **Is the goal in alignment with your overall mission or strategy?**
- **What is the deadline?**

Step 4: Determine what Your Event Will Include

Once you know the goals for the event, get in touch with the film's writer/producer/director Jono Oliver to explore your options for showing the film. Mr. Oliver can be reached at jonomon@me.com.

Decide what else your event will include. Movie screenings tend to attract people who might not normally get involved in a mental health related event – use this opportunity to reach out to a broader audience. At a minimum, we suggest you have a NAMI table with NAMI materials and information such as fact sheets, brochures and a listing of your upcoming events and programs. Have at least two volunteers at the table so they can answer questions and provide more information.

Additionally, here are some other things you want to determine:

- **Are you going to have an opening reception?**
- **Will you provide food/beverages?**
 - Be sure you confirm with the venue whether or not you can bring food in.
 - If so, will it be donated or paid for? Will it be free to attendees?
 - If you will seek out potential donors, make a list of both local and chain organizations that you may want to consider reaching out to. Do you already have working relationships with any food sites? If so, keep them in mind. NAMI Wisconsin also made the decision to stay local with food donations so they reached out to local restaurants and catering companies to see if they were interested in making a donation.

- **Will you need any entertainment?**
 - Will you be playing any music?
 - Will there be anything else tied in with the event?
- **Are you going to have a Q&A or discussion panel after the film?**
- **Are you going to provide transportation?**

Home is 112 minutes long. In addition to these two hours for the screening, you need time to welcome everyone to the event and introduce the film. You may also want to host a reception prior to or a Q&A after the screening to allow people to process and debrief. NAMI Wisconsin's event was set up as follows:

- 5:30-7PM: Opening reception and meet and greet with Jono Oliver and Gbenge Akkinagbe
 - Note: this was a little long. We would suggest no longer than 1 hour.
- 7:00-9:00PM: Welcome, introduction to the film and screening
- 9:10-10:00PM: Live Q&A after the event
 - Note: there were also people staffing a resource table in the lobby in case anyone was interested in learning more about NAMI or getting involved with us. DVD's were also available for purchase.

Having a Discussion Panel after the Film

This film will challenge people's views on mental health conditions and force them to consider the surrounding issues. Consider inviting a diverse panel (person with lived experience, family member, professional, etc.) to offer brief comments and facilitate a dialogue to help people process the experience. Page 26 offers sample questions you can ask the panelists and guidance for their remarks.

If you decide to have a Q&A or discussion panel:

- **Who will lead this?**
- **How will you set this up?**
- **How will you manage the audience?**
- **How long will the break between the screening and the Q&A or panel be?**
According to both Jono Oliver and the venue NAMI Wisconsin worked with, you may either want to start this right away and make it more open in case anyone has to use the restroom. Otherwise, we would not recommend more than 10 minutes in between.

Step 5: Choose a Date and Secure a Venue

The date you pick for your event will depend on factors such as the celebration you select (Mental Health Month in May, National Minority Mental Health Awareness Month in July, Mental Illness Awareness Week the first week in October, etc.), the availability of the venue for the event, other events taking place in the community and when it best fits in with your organization's other events and calendar.

Here are some questions to help you select a date:

- **What events are already scheduled around the time you want to host your screening?**
 - Check the local events calendar. Try to pick a date when you would not be competing against other events. Also, it is important you know what other events might draw people away from attending your event on the date selected.
 - Ask potential venue managers for recommendations on when to hold your event. They can help you identify a date without too much competition. For example, the manager of the theater where NAMI Wisconsin held the screening told them that an event like this would be more successful on a Thursday rather than a Friday or during the weekend as it would be competing against too many other events.
- **What will be the community draw for the event? What is the cause? For example, is this in honor of National Minority Mental Health Month? Mental Illness Awareness Week?**
- **Will you have ample time and energy to give to this event at that time?**
For example, it would not be recommended to hold your event around the same time as an annual conference or your NAMIWalk.

Try to secure a venue as soon as you select a tentative date for your event. Your goals and the overall structure of your event will give you a sense of the type of venue you need.

Here are some questions to help you select a venue:

- **Is it free? If not, how much does it cost?**
- **Is it easily accessible? Is it near public transportation?**

- **Is there ample parking?**
- **Will there be space for a resource table?**
- **Does it accommodate the number of attendees you expect?**
- **Is the venue willing to sponsor the event or become an event partner?**
- **What type of following does the venue have? Will it be able to draw in its regular patrons to this event?**
- **What type of marketing can the venue help you with?**
- **Will they have staff on site to help with set-up, logistics during the event, and clean-up?**
- **What policies do they have about bringing in outside food or beverage? Do they serve food and beverages?**

Step 6: Secure Sponsors and Partners

Once you have your event goals, a date and have decided what your event will include, it is time to search for potential sponsors and partners. Don't focus only on organizations that may support you financially as event sponsors, take this opportunity to establish potential new relationships by asking other organizations to join you as event partners.

Here are some basic questions you should figure out:

- **What types of sponsorships do you need?** (See a sample sponsorship form on page 17 for ideas)
- **What types of partners do you need?**
- **What does it mean to be an event partner?**
- **How will you recognize partners and sponsors both before and after the event?**
- **How can you continue the partnership after the event? In what ways can this**

be a continued partnership?

- **Are there ways you can get involved or help with any of their events?**

Getting Sponsors

Don't be afraid to ask for what you want – donations, financial support, space, and in-kind contributions, among other things. NAMI Wisconsin's event started with just one email asking the team from Home if they had any discussion questions they could use for a screening event. This request led to an event bigger and more successful than what they had originally thought of. Furthermore, throughout the planning process, NAMI Wisconsin got more and more confident about asking for what they needed. They were often pleasantly surprised by the support both community organizations and individuals gave them.

Finding Partners

NAMI Wisconsin decided to screen Home as an African American community outreach. While learning about their target community, they soon realized they would need help from organizations known and respected by the community since NAMI Wisconsin was not known or trusted yet. This is why NAMI Wisconsin set out to find event partners and they quickly realized that this was a great opportunity that would not only help with the event but with future efforts as well. Having a very specific and appealing event like the film screening gave NAMI Wisconsin the opportunity to reach out and engage organizations, big and small, that it had not reached before. This event was easy to support since it did not require much of the partner organizations (be listed as supporters and publicize the event within their networks). Finding partners gave NAMI Wisconsin the opportunity to establish dialogue and get to know new organizations. At the same time, new partners got to know and trust NAMI Wisconsin.

If you currently do not have any partner organizations from your target community, this step will require a lot of effort. Do not get discouraged or give up if you don't immediately secure partners. Understandably, this will take time since you are approaching organizations that have no prior experiences with you. Focus on securing a well-known organization as a partner as soon as possible. Having a well-known partner will help you when approaching other organizations. They might not know NAMI but they would know your partner. NAMI Wisconsin experienced this exact scenario. During one phone call, an organization's leader literally said "I don't know your organization and I don't know you. I will not partner with you unless [organization x] also decides to partner with you. Let me know what they decide." While this may seem harsh, try to see it from this leader's perspective: NAMI Wisconsin did not yet have enough of a presence in some of the diverse communities they are hoping to work with and as such, skepticism was a normal reaction. The important thing is to keep pushing past these difficult conversations and try to establish rapport and trust.

Steps to Secure an Event Partner

1. Look for a variety of organizations you could potentially partner with including mental health specific providers and advocacy organizations, civil rights organizations, churches, media outlets, etc. Think outside the box: don't only approach your traditional partners.
2. Once you identify your target organizations, check if anyone you know is part of these organizations or knows someone within them. If this is the case, ask for an introduction.
3. Learn about each of the organizations before approaching it. What are their goals and priorities? Do they have any mental health related focus? Identify if you have anything in common.
4. Set up a meeting with each organization (preferably in person). This might be the hardest part – be persistent. Pages 18 to 20 include email templates for the initial email request for potential sponsors/partners and a script for a phone solicitation.

Your initial meeting should be about getting to know one another and showing what the organization stands to gain from working with you. What do you have to offer? Why would a relationship with NAMI benefit them? Why would a relationship with you benefit their community? Why is mental health important in their communities and how can you help? Identify the problem you could fix together.

5. Cultivate the relationship.

Here are questions to help you think this through:

- **What community organizations work with your target audience?**
- **What do you know about your target organizations?**
- **Do you, members of your planning committee or other NAMI leaders know anyone from your target organizations?**
- **What can you offer these organizations? What would be the benefits for them and their constituents if they partner with you?**

The important thing to remember is that not everyone you ask will be interested or able to sponsor the event or become an event partner. This is okay. At least you are making contact with these organizations and you can both keep each other in mind for future events and opportunities. When thinking about selecting sponsors and partners, it is also important to look to organizations either with similar or aligned missions to NAMI or who work with your target

population(s). Some of the agencies NAMI Wisconsin partnered with that have a national presence and you might consider include:

- Alpha Kappa Alpha Sorority
- 100 Black Men
- Salvation Army
- YWCA
- NAACP – local or state chapters
- Urban League
- Delta Sigma Theta Sorority

Step 7: Promote and Advertise the Event

As you think about promoting and advertising your event, it is important to think about what communication outlets will reach your target audience. Consider using your existing communication avenues but also try to explore new ones, particularly if you are targeting a community that is not well represented in your organization. NAMI Wisconsin made the decision not to pay for advertising and utilized the following services:

- NAMI Wisconsin website and bi-monthly newsletter as this already has a strong membership following and would be an easy and free way to manage this process.
- Facebook: NAMI Wisconsin utilized both their Facebook page as well as created an event page. Staff and board members liked the page and encouraged their friends to like it as well. They also asked Jono Oliver to write on the event wall to grab more attention. Moreover, NAMI Wisconsin “liked” the partners and sponsors Facebook pages to allow them to be tagged in their post.
- Twitter: NAMI Wisconsin posted on Twitter approximately one time per week and tagged news reporters, journalists and followers.
- Contacting local calendar/event sites in the area to post on their webpage.
- Providing partners and sponsors with sample Facebook and Twitter posts they could use to promote the event and get their following/readership involved. (Note there are sample posts for you to send to partners and sponsors on page # of this guide).
- Asking the venue to post in their normal locations and create an event page on their website.
- Sending press releases to local and statewide media sources to try and have them run a story on the event and/or film. NAMI Wisconsin successfully ran several print stories, a TV slot on the morning news and a radio interview.

Paid advertisement might also be helpful and important. If you make the decision to pay for ads, you will want to be strategic with where you put your money. A few possible opportunities to look into might be:

- Culturally-specific magazines

- Popular radio stations that get a diverse following
- State and national public radio stations
- FREE papers and magazines
- TV stations with a diverse following or that serve as a primary news outlet

You can also try to get free publicity by sending press releases to outlets in the hopes of getting them to do a story on the event. After you have finalized all of the main details for the event, you will want to draft a press release (see NAMI Wisconsin's release on page 23) and send it to local TV and radio stations, newspapers, magazines, etc.

Step 8: Take Care of All Logistical Tasks

The following timeline provides an overview of all the logistical tasks you may need to take care of:

- 4 months before the event:
 - Put together a committee to work on the event (or at minimum, designate an event coordinator)
 - Contact Jono Oliver from HOME (jonomon@me.com)
 - Create a layout for what you want to include in the event (food? Q&A?)
 - Include estimates for attendance, etc.
 - Include several options for dates
 - Establish your budget
 - Secure the venue
 - Note: this is where having several date options becomes important so you can negotiate with different venues to see what will work.
- 3 months before the event:
 - Begin contacting potential food donors/vendors
 - Make a list of target sponsors and partners for the event:
 - Begin reaching out to these organizations
 - Send out a Save the Date for the event to all members
 - Place an announcement in your newsletter (depending on frequency of print, you can put it in 2 or 3 months ahead)
 - Create and begin sending out a flyer
- 2 months:
 - Create an online registration site (optional)
 - Create a Facebook event page
 - Contact local "event" sites to post
 - Find a volunteer photographer for the event
 - Create a volunteer list for the night of the event and begin recruiting people
 - Who can help with putting things together?
 - Who can bring things to the event?
 - Who can set up?

- What will you need during the event? Think about greeters, ushers, people to watch over or handle food, people to staff a resource table, etc.
 - Who will clean up?
- Month of the event:
 - Send press releases to local news stations, journals, radio, etc.
 - Finalize all partners
 - Finalize flyer with all partners and sponsors listed and send to all partners/sponsors
- 2 weeks before the event:
 - Resend press releases to local news stations, journals, radio, etc.
 - Schedule a time to come in and check all technical pieces for the event – playing the video, microphones, Q&A set-up
 - Solidify any delivery or pick up information for food donations or purchases
 - Solidify and confirm volunteer list
- Week before the event:
 - Send confirmation to all registered attendees
 - Send confirmation to all sponsors and partners and remind them to make one last push for attendees
 - Get any supplies needed for the event
 - Email staff and volunteers any final confirmation information including what you would like them to wear (green, a NAMI pin, etc.)
 - Also consider if you want to make nametags
 - Prep the welcome for the event including an acknowledgement of all volunteers
- Day of the event:
 - Set up for the event including resource table, food, anything for welcome or Q&A, etc.
 - Brief any volunteers and have set up start as soon as they arrive
 - Welcome guests as they arrive and be sure they know where to sit, etc.
- After the event:
 - Post pictures on your website, Facebook, and other social media
 - Can include a write-up of the event
 - Send Thank You cards to all partners, sponsors and volunteers
 - Make any remaining venue or event payments and reconcile all finances

Step 9: Event Follow Up

After the event has taken place, the first thing you need to do is step back and congratulate yourself on a job well done. Planning and hosting an event can be hard work and you deserve a pat on the back!

After that, there are a few key follow-ups to take care of:

- Reconcile any outstanding financials
 - Deposit all donations
 - Make any final payments (i.e. venue, etc.)
 - Reconcile your Profit & Loss sheet for the event
- Send a Thank You card to all of the partners/sponsors from the event
 - NAMI Wisconsin recommends including a picture from the event as well as any save the date cards for any of your upcoming events and a business card
- Follow up with anyone who indicated they were interested in more information about NAMI after the event. NAMI Wisconsin had people select on the sign-in sheet whether or not they were interested in membership, any upcoming events, or merely getting more information about NAMI. This made it easier to tailor responses to each individual need.
- Write a follow up article to post on your website and/or in your newsletter thanking everyone who attended the event and sharing your successes.

The remaining pages provide templates and samples you could use.

To access the file to modify this form go to www.nami.org/homefilm

IN HONOR OF BLACK HISTORY MONTH

**JOIN NAMI WISCONSIN
& DIRECTOR JONO OLIVER**



BARRYMORE THEATRE

THURSDAY, FEB. 26

MEET & GREET @ 5:30 PM

SCREENING @ 7:00 PM

FOR A SPECIAL SCREENING OF



SPONSORSHIP FORM

Please check one:

- ☐ \$1,000+ Gold Sponsor
- ☐ \$500-\$999 Silver Sponsor
- ☐ \$250-\$499 Bronze Sponsor

Sponsorships categories can cover:

- Jono Oliver transportation..... \$1000
- Event venue..... 1 @ \$700 or
..... 2 @\$350 each
- Community transportation..... \$500
- Food/refreshments (Home Savings Bank)
- Advertising \$250

Sponsor Information:

| | | |
|---------------|----------------|------|
| Contact Name: | Company Name: | |
| Address: | | |
| City: | State: | Zip: |
| Phone: | Contact Email: | |
| Fax: | Website: | |

Will a representative from your organization be attending the screening? ☐ Yes ☐ No

If so, please provide name and contact info if different from above: _____

Would you like to attribute your sponsorship to a particular area (listed above)? ☐ Yes ☐ No If yes, which area? _____

Payment Information: (sponsorship will not be processed without payment)

| | | |
|--|------------|--|
| <input type="checkbox"/> Enclosed is my check for \$_____, payable to NAMI Wisconsin | | |
| <input type="checkbox"/> Please bill my credit card for \$_____ | | |
| Name on card: | Signature: | |
| Card #: | Exp. Date: | |

Mail, fax or email your completed sponsorship form to: NAMI Wisconsin, 4233 W. Beltline Hwy, Madison, WI 53711;
Fax: 608-268-6004; Email: kyira@namiwisconsin.org. Questions? Call 608-268-6000

Email Samples for Partner/Sponsor Solicitation

Subject: Event Partnership Opportunity with NAMI [name] for [occasion]

Body – For an Organization that Already Knows NAMI:

Hello _____,

My name is [insert name] and I am the [insert title] at NAMI [name]. NAMI [name] is partnering with many community organizations to screen a film, HOME, in order to raise awareness and discussion about mental health in the [your target community]. The event will be held as part of [insert cause] on [insert date] and we are interested in talking with you about the potential to partner with us on/sponsor the event.

[Insert details about the event such as the location, if you are having a Q&A session after the film, if people need to pre-register, etc.]. This event is free and open to the public.

At this time, we are welcoming community partners to "officially" sign on through [deadline] and hope you will consider. You can see a draft of the publicity flier attached. All partners will have their logos included on the flier when we start publicizing the event.

As a partner, you would commit to help promote the film and we can explore additional opportunities if interested. We are also looking for financial sponsors to help offset the cost of the event.

Please let me know if you are interested in further discussing and/or partnering with us.

Some of our other partners include (not shown on draft flier): [list secured partners].

We hope you will join us!

Body – For an Organization that Does Not Know NAMI:

Hello _____,

My name is [insert name] and I am the [insert title] at NAMI [name]. NAMI [name] is partnering with many community organizations to screen a film, HOME, in order to raise awareness and discussion about mental health in the [your target community]. The event will be held as part of [insert cause] on [insert date] and we are interested in talking with you about the potential to partner with us on/sponsor the event.

NAMI [name] is the/an [state organization/affiliate/club] of the National Alliance on Mental Illness, the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental health conditions. We are an organization that provides advocacy, education and support for people affected by mental health issues.

[Insert details about the event such as the location, if you are having a Q&A session after the film, if people need to pre-register, etc.]. This event is free and open to the public.

We are partnering with a number of large organizations in the community including, [add secured partners] and would love to talk to you about [name of the organization] being a part of this list and working with us on this event.

I would love the opportunity to talk more with you about NAMI [your name], the event, any interest you might have in being a part of it and learning about [name of the organization]! Please let me know when it would be a good time for us to meet. We are finalizing all partnerships by [deadline] so if possible, I would love to connect before that time.

Thank you so much for your time and I look forward to, hopefully, hearing from you soon!

Sincerely,

PS: More info about NAMI [name] can be found here: [your web address] and information about the film can be found here: <http://www.homethefilm.com/>

Phone Solicitation

Hello,

My name is _____ and I **work with/am a part of** NAMI **[name]**, the **[state/county/areas]** affiliate of the National Alliance of Mental Illness. We are an education, support and advocacy organization for people affected by mental health conditions and their loved ones.

I am inviting you to an exciting event we are having on **[date]**. NAMI **[name]** will be screening a film called HOME, in recognition of **[cause/month/week]** and to raise mental health awareness. Home is the story of a man living with a mental health condition who attempts to rebuild his life through courage, hope and strength. The film won a couple of awards and it was a nominee for Outstanding Director in a Motion Picture at the NAACP's Image Awards.

We would like you to help us celebrate this event by partnering with us to help spread the word in the community or helping provide sponsorship for the event!

Specifics:

The film screening will take place at the **[venue]** on **[day]**, **[date]**, from **[time]**, located at **[venue address]**. Film screening begins at **[time]**. The event is free for the public.

If you are interested in coming....

You can register any time for the event! Just go to **[registration link]**. We are asking people to pre-register so we can get a head count for food and possible transportation needs.

If you are interested in helping us promote this awesome event...

Please give me your email address and I will email you the flyer that you can share with your contacts and members. Or I can send you some flyers in the mail!

If you are interested in partnering with us on the event...

Please send us your logo so we can add it to the flyer. Once your information has been added to the flyer, we will send it to you so you can begin spreading the word. We will also send you some sample posts for both Facebook and Twitter to help with marketing as well.

If you are interested in sponsoring this awesome event...

Please give me your email address and I will send you the sponsorship form you can fill out and send back to me along with your logo so we can add it to the flyer. Once your information has been added to the flyer, we will send it to you so you can begin spreading the word. We will also send you some sample posts for both Facebook and Twitter to help with marketing as well.

If you are not interested in sponsoring this event at this time...

We hope you come to the event and that we are able to work together in the future.

Make sure to share this on your social media and like us on Facebook to stay updated on the event!

Thanks for your time and support of NAMI!

Social Media Post Templates for Sponsors and/or Partners

Facebook

1. Join us on [date] at [location] for a free movie screening. We are partnering with NAMI [your name] to show the award winning HOME in honor of [celebration]. A panel discussion will follow after the screening. Pre-register at: [link]
2. Still looking for ways to get involved during [celebration]? Jono Oliver's award winning film, HOME, will be shown at [location] on [date] at no charge! Live Q&A to follow. Pre-register at [link] for what will surely be a memorable night.
3. [ORGANIZATION NAME] in partnership with NAMI [your organization] will be screening the film HOME, by Jono Oliver, in recognition of [celebration] and to raise mental health awareness. Home is the story of a man living with a mental health condition who attempts to rebuild his life through courage, hope and strength. This film was awarded 14 distinguished festival honors, including 2014 SAMHSA Voice Award Nominee Dramatic Feature and the 2013 Industry Choice Award – 16th Annual Dances with Films – Los Angeles, CA.
4. [ORGANIZATION NAME] is partnering with NAMI [name] to host a free movie night. Join us at [location] on [date]. *insert flyer image*
5. [ORGANIZATION NAME] is sponsoring NAMI [your name] and their community partners in screening the award winning film HOME, by Jono Oliver, in recognition of [celebration] and to raise mental health awareness. It is the story of a man living with a mental health condition who attempts to rebuild his life through courage, hope and strength.
6. Join us on [date] at [location] for an evening with Writer/Director/Producer Jono Oliver! We will be screening his film HOME in honor of [celebration] and Jono will be answering questions following the screening. Pre-register at: [link]

Twitter

1. Join [ORGANIZATION NAME] at [location] on [date] in honor of [#celebration]! *insert flyer image*
2. Celebrate [#celebration] with [ORGANIZATION NAME]. We will screen HOME at the [location] on [date]! Pre-register at []
3. Looking for ways to get involved during [#celebration]? Join [ORGANIZATION NAME] for the screening of HOME by @JonoOliver register at []
4. Join [ORGANIZATION NAME] at [location] on [date] in honor of [celebration]! *insert flyer image*
5. Free movie night! Join [ORGANIZATION NAME] at [location] on [date] to watch HOME. Pre-register at [link] *insert flyer image*
6. [ORGANIZATION NAME] is partnering with NAMI [name] to host a free movie night. Join us at [location] on [date]. *insert flyer image* #hopestartswithyou

How to Create an Event Page on Facebook

To create an event:

1. Click **Events** in the left menu of your homepage.
2. Click **Create** in the top right.
3. Fill in the event name, details, location and time, and choose your [privacy settings](#). Keep in mind that you must include an event name and time.
4. Click **Invite Friends** to add friends to the guest list. Check the names of the people you want to invite and click **Save**.
5. Click **Create**.

You'll be taken to your event where you can share posts, [upload photos](#), [invite more guests](#) and edit event details.

Here is an example of our event page:



For more details or to check out some of our posts for the event, check out the official page here: <https://www.facebook.com/events/776730695730152/>

Make sure you mention this is an award winning film!

Press Release Template

Contact:
Tel:
Cell phone:
Email:

For Immediate Release

NAMI Wisconsin honors Black History Month with free screening of film on mental illness

Director Jono Oliver, known for his work on Hollywood movies, is coming to Wisconsin to show his acclaimed and multi-award winning film on mental illness, called *Home*, at the invitation of NAMI Wisconsin.

The state's mental illness advocacy organization is hosting the event at the Barrymore Theatre, 2090 Atwood Ave. in Madison, from 5:30 to 10 p.m. on Thursday, Feb. 26. Admission is free, but donations are welcome and donations made online are tax-deductible.

Oliver, a national NAACP Image Award nominee, has worked on a variety of Hollywood projects, including *Last Action Hero* with Arnold Schwarzenegger; *One True Thing* with Meryl Streep and William Hurt; and *Snake Eyes* with Nicolas Cage.

Home is the story of a person of color, living with mental illness and attempting to rebuild his life. The screening of the film is to honor Black History Month, which is February.

Refreshments and a "meet & greet" with Oliver, the writer/director/producer of the film, are scheduled for 5:30 – 7 p.m. The film screening begins at 7 p.m., to be followed by a live Q&A with Oliver.

Please pre-register for the event to help with tallying a head count. Pre-registration does not guarantee you a seat. Make sure to get to the screening early. Pre-register at:
<http://www.namiwisconsin.org/events/home-movie-screening>

Home is a "movingly understated drama" and it "benefits from strong performances and incisive characterizations," according to The Hollywood Reporter. The story is about Jack, a man set to re-enter society from a group home.

Home Savings Bank of Dane County and Journey Mental Health Center are sponsoring the event.

Community partners include:

- Madison-Area Outreach Ministry
- Salvation Army
- YWCA
- Coalition of Wisconsin Aging Groups (CWAG)
- Porchlight Inc.
- NAACP Dane County
- The Road Home
- Madison Alumnae Chapter Delta Sigma Theta Sorority
- Urban League Young Professionals
- Urban League of Greater Madison

- Madison Network of Black Professionals
- Madison Chapter of the Links
- Sankofa Behavioral & Community Health
- Alpha Kappa Alpha Sorority

NAMI Wisconsin, an affiliate of the National Alliance on Mental Illness, is the nation's largest grassroots mental health organization dedicated to improving the lives of individuals and families affected by mental illness. NAMI Wisconsin and dedicated volunteers work to raise awareness and provide essential education, advocacy and support group programs for people in our community living with mental illness and their loved ones.

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For more information on NAMI Wisconsin and its mission, visit www.namiwisconsin.org.

Article for Your Website/Newsletter

In recognition of [celebration] and to raise mental health awareness, NAMI Wisconsin will be screening the film *Home*, the story of a man living with a mental health condition who attempts to rebuild his life through courage, hope and strength.

"We are ecstatic about offering this free movie screening!" says [name and title]. One major goal is to make the event accessible to anyone who wants to attend. Therefore many details were considered including the venue, cost and transportation. "This event has great potential to reach a diverse audience and we want to take advantage of that, especially during [celebration]."

NAMI [name] is also thrilled about the excitement other community organizations have expressed around the event. After realizing the potential of this event, NAMI Wisconsin reached out to other groups like [organizations' names] for possible partnerships. The positive response we received from other organizations wanting to take part has been overwhelming.

The inspiring independent film, *Home*, stars actor Gbenga Akinagbe, known for his role as Chris Partlow on *The Wire*. Akinagbe plays Jack, a man living with schizophrenia whose goal is to move out of the group home where he resides and into a home of his own. In doing so, he hopes to salvage his relationship with his young son, reestablish his life and try to achieve some sense of normalcy. We see the world through Jack's eyes, which allows us to both root for him and fear that he may not, in fact, be ready for his own place.

Oliver's intention for the film was to show regular people who we might not be used to seeing on screen- people we walk by on the street, taking for granted all that they might be going through and might have to offer the world. He finds inspiration in the stories with challenges for characters that might seem small to some of us—such as getting a new job, asking a person out for a date, or finding an apartment. Growing up, Oliver's parents were social workers. His mother was a school social worker with the NYC Board of Education and his father ran a mental health clinic in Brooklyn.

Just a year ago, Oliver found himself up against Academy Award nominee Lee Daniels and Oscar winner Steve McQueen for the directing prize during the NAACP's annual Image Awards. *Home* also won a 2014 SAMSHA Voice award, 2014 Prism award for Best Feature Film, and 14 festival awards. Not bad for a first-time feature filmmaker.

The film screening will take place at [location] on [date and time]. Add additional details about your event.

We ask that you pre-register if you would like to attend this event so we can get a head count. (Pre-registration does not guarantee you a seat.) Register online now ([with link](#))!

Discussion Questions for “Home”

Advise your panel members to keep their stories brief—hearing others share their stories can encourage audience members to do the same, so you’ll want to save time for them to do so without feeling rushed. Conclude with a short question-and-answer session.

Here are some questions you could ask the panel:

- **Target Population – Family Members & Consumers**

- What impact does a change in your environment or life circumstances have on your internal stress levels and general anxiety?
- How can having a mental health condition help you in educating your children about an openness to others and reduce stigma in future generations?
- How does a shift in treatment plans impact your or your loved one’s recovery?
- In what ways do your personal experiences with mental illness allow you to share a greater openness with others?
- How does identifying and acknowledging your personal limits aid you or your loved one in their recovery?
- How comfortable are you with identifying yourself or your loved one as having a mental health condition?
- In what ways have or can your personal experiences with a mental illness create an opportunity for stigma reduction and compassion in society?
- What interactions in your recovery or with whom have you had reactions while in recovery that have been the most impactful?
- Describe an interaction in which you felt truly heard, without judgment. How did that make you feel? How did that impact your focus on your recovery?
- How has your definition of home evolved over time?
- Have your experiences –directly or indirectly– with a mental illness impacted your beliefs and attitudes towards others struggling?
- In what ways has your experience with a mental health issues helped you to surpass other obstacles? Made you stronger?
- How have your interactions with others changed over time as a result of your experiences?
- What successes have you had in breaking down barriers as a result of your personal experiences?

- **General**

- (General Survey Question) – “Just to gauge our audience, how many of you know someone who is struggling with a mental health issue – whether it be you or a loved one?”
- Were there moments in the film that you were really able to connect with?
- Were there situations or experiences in the film you could relate to? In what way?
- What were some of the major themes you saw showing up in this film?
- What impact did the film have on you?
- Were there any parts that were unsettling for you? What may have brought up those emotions for you?

- Were there aspects of the film that surprised you?
- Were you able to detect any biases or assumptions you might have had regarding someone who is affected by a mental illness? If so and you are willing to share, what might some of those thoughts be?
- How do you think Jack's life circumstances (and those of other members of the group home) have been shaped by their struggles with recovery in their mental illness?
- What kinds of conflict do you think arose for Jack's ex-partner, Laura as the mother to their child? How do you feel you would respond in her situation?