

## *Visionaries* Screening Planning Toolkit

### INTRODUCTION

Friends of the Children will be featured in a public television series documentary *Visionaries* this spring. This will provide an opportunity for all Friends of the Children chapters and affiliates to raise awareness about the work and cultivate key funder, partner, stakeholder and media relationships.

This toolkit will serve as a guide to help you plan and implement strategies to host screening events (prior to documentary airing) and watch parties (if the documentary airs in your market).

Thank you for all you do to help get the word out about Friends of the Children! **If you would like a leader from the National team to attend or speak at your event, please let us know.**

### Five Ways to Promote *Visionaries*

- ✓ Host a screening event (or watch party if it's airing on your local public television station)
- ✓ Leverage the documentary to reach out to key federal, state and local government officials, including elected officials, agency leaders, policymakers and staff
- ✓ Send out an email to your list to announce how to watch the documentary and share social media language to promote
- ✓ Use the documentary in pitches to funders, partners, community leaders and with the media
- ✓ Share behind-the-scenes video clips and photographs on your social media channels

### Screening Goals

Goals of each screening event will be particular to your market. Ideally, each event will have three goals: reach community leaders (champions, policy experts, and elected officials), engage with local philanthropy and potential funders, and generate media coverage.

Questions to consider around these goals include:

- How well known are you among community leaders?
- Do you have local funders who would be interested in a special event?
- For more established chapters, are there local success stories that you can use to pitch local media?

Other questions to consider as you plan your event:

- What is your budget?
- How many people would you like to attend the screening?
- Are there any partners who might have a venue with a screen that would provide the space pro bono?
- Could you engage a local PR firm to help you promote the event on a pro bono basis?
- Are there local events happening around the same time as your screening to be aware of and try to avoid a conflict on the date and time.

## EVENT CHECKLIST

Begin planning the event logistics (date, time, location, etc.) as soon as possible; they are critical to the success of your event.

### *Determine the date, location and logistics*

- Determine your event date early in the planning process
- Identify the location, put down deposit if needed, reserve space, and determine what A/V needs you may have
- Share event details and plan with Friends National to help amplify
- Determine staff plan, including who can run check-in table, who will interact with any media, and who will be the site contact for A/V and any other logistical issues

### *Create your invitation list*

- Create a spreadsheet of your target invitees to include names, emails, and social media channels. It's also important that your invitee list is representative of the diverse community you serve. Possible invitees include existing champions, community leaders, public officials, funders and partners.

### *Create an invitation*

- Create an online invitation to share with your target invite list online (consider using *Evite* or *Paperless Post* to track RSVPs)
- Share (more than once) across social media channels
- Create an event on your Facebook page
- Consider creating a PDF invitation, in addition to an online invite, and post in community spaces

### *Develop event plan/run of show*

- Consider speaking program (i.e., opening remarks and welcome from the executive director, panel discussion, etc.)
- If organizing a panel discussion, consider a moderator who is a local television or radio personality and develop moderator Q&As (suggested moderator Q&As below)
- Develop talking points, if needed
- Create visuals (Friends of the Children podium sign, large photos – if you need photos, please ask National!)

- Develop staff plan, including who can run check-in table, who will interact with any media, and who will be the site contact for A/V and any other logistical issues
- Develop personalized social media plan (see below for specific guidance to personalize)
- Reach out to key partners to help promote the event
- Send follow-up reminder to invitation list *one day* before event

#### *Invite media to attend*

- If needed, develop target market media list (include photographers)
- Hire a photographer. Do you have a friend or colleague who can serve as your photographer?
- Draft media advisory with event details; send out one week in advance of event (National can provide a media list)
- Follow up via phone once media advisory has been sent out
- Draft press release to go out day of or day after screening
- Reminder media advisory one day before screening

#### *Day of event*

- Follow-up pitching with media list
- Send press release (day of or day after with photo selects)

#### *Post event*

- Send written thank you's to partners, champions, etc., with a call to action
- Send email thank you to attendees with a call to action
- Follow up with any media requests as needed
- Share/boost any media on your social channels and share with Friends of the Children national
- Share photos on social media
- Evaluate how the event went and what you would do differently in the future

### **SAMPLE SOCIAL MEDIA MESSAGING**

Use the following guidance for your own social media channels and tailor to share suggested posts with key partners in your own markets. Please let us know if you need assistance identifying and/or reaching out to influencers. Also consider streaming parts or all of the screening on Facebook Live—it will drastically increase traffic to your Facebook page!

#### *Twitter:*

Before screening:

- Join us for a screening of the *Visionaries* documentary featuring Friends of the Children on [DATE]. RSVP here:
- Looking forward to the *Visionaries* screening featuring @FriendsNational on [DATE/LOCATION!] #ChangeTheStory

- Watch the *Visionaries* documentary trailer featuring @FriendsNational: #ChangeTheStory

Live tweet suggestions (In addition to other content you have that is relevant to the documentary):

- .@FriendsNational recently expanded in Austin, TX; Central Oregon; Charlotte, NC; Chicago, IL; Los Angeles, CA; & Boston. #ChangeTheStory
- Research shows most important factor for building resilience in kids is a consistent relationship with a caring adult. #ChangeTheStory
- .@FriendsNational provides a 12.5 year commitment to each child served. That's what makes a difference in a young life. #ChangeTheStory
- .@FriendsNational "Friends" are salaried, professional mentors who help #ChangeTheStory for vulnerable youth around the country.
- More than 80 percent of youth we serve graduate from high school. #ChangeTheStory
- Nearly ALL youth we serve avoid early parenting. #ChangeTheStory
- The Harvard Business School Association of Oregon ROI study found that for every \$1 invested in Friends, the community benefits more than \$7 in saved social costs. #ChangeTheStory
- Thanks to @CambiaHealthFDN for making tonight possible! #ChangeTheStory

*Facebook/LinkedIn/Instagram:*

- Thrilled to be at XX tonight to get a sneak peek of the public television documentary *Visionaries* featuring Friends of the Children! #ChangeTheStory
- Friends of the Children believes generational change happens one story at a time. Watch the *Visionaries* trailer and learn more about their life-changing programs.

*Tag Friends National, Cambia Health Foundation, the local station that airs Visionaries, and other key event partners wherever possible to encourage re-sharing/retweeting!*

- Twitter: @FriendsNational
- Instagram: @FriendsNational
- Facebook @FriendsNational
- LinkedIn: <https://www.linkedin.com/company/52145/>
- Cambia Health Foundation on Twitter: @cambiahealthfdn

## Images

Social media images can be found in the following Dropbox folder: <http://bit.ly/2CY1S8Y>

## TEMPLATES/SAMPLES

### Sample Invitation

[LOGO]

Join us for a screening of the public television documentary *Visionaries* which will feature Friends of the Children in the 2018 season.

[DATE]

[TIME]

[LOCATION]

[RSVP INFO]

[EVENT DETAILS]

Friends of the Children-CITY pairs children facing the highest risks with a long-term, salaried, professional mentor, who we call a Friend, from kindergarten through high school graduation, 12 ½ years—no matter what.

The *Visionaries* episode featuring Friends of the Children was generously sponsored by long-time supporter Cambia Health Foundation.

## Sample Thank You Email

Dear Friend,

Thank you for attending the screening of the *Visionaries* documentary featuring Friends of the Children last night!

It was truly an amazing evening celebrating all the progress we've made over the past 25 years, and an inspiring night of what's to come. With the attendance of X, X AND X, many members of our Board, our existing and new executive directors, and so many other champions of Friends of the Children, we are poised to truly step on the national stage in time for our 25th anniversary.

This wouldn't be possible without each and every one of you.

Thank you,

Sample Media Advisory (customize yellow area)

**FOR IMMEDIATE RELEASE**

Tuesday, Oct. 24, 2017

**CONTACT**

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**MEDIA ADVISORY**

**Friends of the Children to Announce National Expansion**

*Screening of Visionaries documentary in Washington, D.C. Washington, D.C. also planned*

**WHAT:** On Tuesday, Oct. 24, Friends of the Children will award \$2.4 million to open new chapters in Austin, TX; Central Oregon; Charlotte, NC; and Los Angeles, CA; and they will be expanding in Boston. The announcement is due in large part to the Social Innovation Fund (SIF), a federal matching grant opportunity. Friends of the Children has built a unique model that pairs children facing the highest risks with a long-term, salaried, professional mentor, who they call a Friend, from kindergarten through high school graduation, 12 ½ years—no matter what. The model works:

- 83% of our youth graduate from high school
- 93% of our youth avoid the juvenile justice system
- 98% of our youth avoid early parenting

Join Friends of the Children as they convene government, nonprofit and philanthropic leaders for the expansion announcement and premiere screening of the public television series, *Visionaries*, which features Friends of the Children. The screening will be followed by a discussion moderated by Laura Evans.

**WHO:**

- **Duncan Campbell**, Founder, Friends of the Children
- **U.S. Sen. Ron Wyden**, D-Oregon, Friends of the Children Champion
- **U.S. Representative Greg Walden of Oregon (R-2)**
- **U.S. Representative Earl Blumenauer of Oregon (D-3)**
- **Terri Sorensen**, President, Friends of the Children
- **David Shapiro**, Chief Executive Officer, MENTOR
- **Gary Clemons**, Chief Program Officer, Friends of the Children

**WHEN:** Tuesday, Oct. 24, 2017, 5:30 p.m.

**WHERE:** AT&T Forum, 601 New Jersey Ave., NW, Washington, D.C. 20001

## Sample Moderator Questions

1. How does the Friends of the Children model work?
2. Why do you think the Friends of the Children model works for children who face the highest risks?
3. What is Friends of the Children doing differently from other mentoring organizations that we can learn from?
4. How do Friends support youth in the program on a day-to-day basis?
5. Could the program be scaled to other children who are less at risk, but in need of a mentor?
6. Why is it important to build an evidence-based mentoring model?
7. How does a consistent, caring adult change the trajectory for children facing the highest risks?
8. Social-emotional learning is a big buzzword these days. How does the model work with kids to develop these kinds of skills?
9. What can policymakers learn from the evidence-based model to create evidence-based policies?

Please contact Ariane Le Chevallier at [alechevallier@friendsofthechildren.org](mailto:alechevallier@friendsofthechildren.org) with questions or additional support.