

Independent Film Contest

The Independent Film Contest is a way to raise money and tell real life stories about persons affected with MS. This event will entail finding independent film directors & producers to compete in a film contest to produce documentaries about the everyday obstacles people with MS face. Group entry fee, group fundraising goal, and Screening of documentaries proceeds will go to the MS cause.

Resources and materials needed:

- Find independent documentary makers who will be up to this challenge
- Find people that were diagnosed with MS and are willing to share their stories
- Cinema or movie theatre to host premier/contest documentaries
- Tables for sign in, refreshments, and MS awareness materials

Confirm the date:

- Partner with the cinemas manager and book a date that works for yourself and the facility
- An evening during the week may be the best date for an event like this

Location and site:

- Obtain approval in writing from the event facility managers
- Obtain approval of which objects in the facility can be used for your event

Promote the event:

- Invite all your family, friends, co-workers, and total strangers!
- Create social media accounts specific for this event that should include event information (twitter, Facebook, YouTube, etc.)
- Post and handout flyers and poster around the event site and around the city (colleges, corporate office buildings, restaurants, actor schools, etc.)

- Create a website so people can find information about the event, donate, purchase tickets to the premier, and find out how much the documentary makers have raised through the contest period.
- Ask local stores to display event flyer and local magazines to put an advertisement of your event in the local magazine

Financial donations:

- Each team must pledge a certain amount of money they will like to raise and agree to an entry fee
- Set up a table for straight donations

In-kind donations:

- Provide a list of items to companies that are needed for the event and a date in which you will need to receive them

Volunteer needs:

- You will need roughly 10 volunteers to make this event happen (door, seating, refreshments, MS awareness table, etc.)
- Assign each volunteer to a station or a position for the entire event
- Schedule arrival, break, and clean up time for the event and volunteers
- Volunteers will be needed for brainstorming, event set-up and clean-up

Strategies and tips:

- Gain support from your local community
- All members and volunteers involved in the event should wear same color t-shirt (MS orange would be nice!)
- Have detailed agenda the day of the event
- Test documentaries the morning of the event to make sure it's working correctly
- Have extra materials (can never be too sure)
- Sell tickets online and at the door for a minimal price
- A few days before the event, go out and promote as much as you can
- Don't give up, sometimes it can be challenging but remember, you're doing this for a great cause
- **HAVE FUN!!**