

Gimme Shelter Screening Checklist

Initial

1. Determine date, location and target audience

Planning

1. Obtain written approval to use location for Gimme Shelter movie screening
2. Notify Several Sources Shelters of Movie Screening. Email ellenb@severalsources.net with date and location
3. Confirm that required technical assistance to show Gimme Shelter movie is available on the night of the screening
4. Determine who will be the Master of Ceremonies to introduce the the Gimme Shelter movie and explain to the audience that when the credit roll special photographs and video of the real shelters and the shelter mothers.

Marketing

5. Create flyer and distribute flyer to target audience (high school, boys club, youth group, etc.)
6. Place flyer in local libraries and other public places that permit advertising
7. Create a newspaper article with details about Gimme Shelter screening event and send to local newspapers
8. Place posters in high school or distribute to youth organization organizing screening
9. Contact local youth group leaders and provide flyer
10. Ask for students to receive community service credit for attending (if applicable)
11. Place advertisement in bulletins or newsletters
12. Create email reminder system (notify at different time intervals) and build email list
13. Send email reminder to all addresses available (add to list on a regular basis)

Night of the Movie Screening

1. Arrive early to test showing of the Gimme Shelter movie
2. Introduce the movie and remind viewers to stay and watch credits roll with extra footage of actual shelters and mothers with babies. Sit back and enjoy.
3. Open Q&A with available information on Several Sources website