

HEATHER BOOTH: CHANGING THE WORLD

Thank you for joining our campaign by hosting a screening of HEATHER BOOTH: CHANGING THE WORLD, directed and produced by Lilly Rivlin. Below is information to help you plan and promote your event and keep you involved in our campaign. We also offer tools and suggestions for how your screening can be used to build the movement for justice and democracy, as well as your organization.

For questions about:

Hosting a screening/order the film: Colleen at coshea@wmm.com

Fundraising/Donations + Social Media: Meghan at meghan.gallagher@creativevisions.org

All other questions, please contact us at heatherbooththefilm@gmail.com

Event and Engagement Resources

All of the following are available at: heatherbooththefilm.com/resources

Promotional Materials

Film poster

Film photos (please use appropriate credit)

Shareable social media images

Hosting Materials

Contact Meghan Gallagher meghan.gallagher@creativevisions.org for an official invitation for your event! Please provide a ticket purchase link, date, time, location, hosting organizations names, and reception details.

Screenings Event Slide: (Please show on the screen before and after the screening)

HEATHER BOOTH: CHANGING THE WORLD SCREENING GUIDE

Advocacy and Educational Materials

- Film postcard to hand out to audiences; it has the information for ordering the DVD of the film
- “Moving Forward” Action guide (in PDF and an editable Word version) has contact info for organizations active in today's Resistance efforts

Join Our Campaign: Newsletter Sign-Up

Please encourage people to go to our homepage to sign up for our film and campaign updates
heatherbooththefilm.com

Please share all attendee contact information with our team - email
meghan.gallagher@creativevisions.org

Social Media

We will promote your screening and your advocacy work on our website and social media pages (also please share post event photos). Please include our handles and website in your outreach, and please check the site's resources page for shareable social media images.

FACEBOOK

Follow us - www.facebook.com/heatherbooththefilm

Heather Booth is the most influential person you've never heard of. Meet her at [LOCATION] on [DATE], for Lilly Rivlin's newest film @Heather Booth: Changing the World. Get your tix: [LINK]
*for screenings where Heather is a guest

Learn organizing tactics for the #resistance movement from legendary organizer Heather Booth | [DATE] [LINK]

[DATE] - SCREENING + RECEPTION | Explore the legacy of a renowned organizer and activist, Heather Booth, and harness your power to change the world @Heather Booth: Changing the World. Get your tix: [LINK]

“If we #organize, we can change the world” - Discover the power of community organizing through Heather Booth's legacy. Join us [DATE] for a screening of @Heather Booth: Changing the World | Tickets + Info at [LINK]

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TWITTER

Follow us - [@hboothfilm](#)

The most influential person you've never heard of. [@hboothfilm](#) | [DATE] [LINK]

One person's legacy in progressive politics, organizing and empowering each of us to create change
[@hboothfilm](#) | [DATE] [LINK]

Bring a friend who's said in response to current events "I don't know what to do, but I want to do something" | [DATE] [LINK]

Learn from Heather Booth's legacy. Make democracy work. Hold those in power more accountable. [@hboothfilm](#) | [DATE] [LINK]

Heather Booth believes in your power as a citizen #Organize | Join us for a screening of
[@hboothfilm](#) [DATE] [LINK]

"If we #organize, we can change the world" - Heather Booth | Join us for a special screening of
[@hboothfilm](#) [DATE] [LINK]

.@SENWARREN said: "I have two words for you: Heather Booth. Join us to watch
[@HBOOTHFILM](#) #Organize #Resist

Book Orders

To sell copies at your event of Organizing for Social Change 4th Edition: Midwest Academy
Manual for Activists by Kim Bobo, Jackie Kendall and Steve Max
Contact The Forum Press at PRESS@CS.COM or 323-244-3938

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EVENT HOSTING TIPS

Form a Committee

Choose committee members who are as enthusiastic about showing this film as you are. Be clear about what you want them to do. A good workable size is around ten. Make sure all roles are clear and that you have some real workers on your committee. Make sure all get credit.

Develop a Work Plan and Timeline

Plot out all that needs to be done from the first meeting to the film showing. Make sure each task is assigned to a specific individual with a completion date. If your name keeps showing up next to each task you don't have a working committee.

Choose a Venue

Choose the location for the screening based on the number of people you expect to attend. Go through the rest of these guidelines, then decide where you will show the film and the appropriate format. Make arrangements to secure the site with time and space for people to gather before and/or afterwards.

If the venue is a movie theater, work with the theater staff to make sure you are clear about your and their needs, including the film format, a place to congregate before and/or after, a place for refreshments if you are serving them, and a stage setup and sound system for the discussion. Make sure that it is all in writing/a contract.

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Who to Invite and How to Get Them There

Who do you want to view the film? What is going on in your community? What are people concerned about? Who is already doing important work? Invite them.

How many people do you want to attend? Pick a realistic number.

Choose a venue to accommodate that number. Don't choose a large place if you can't fill the space.

- a. Once you choose a venue plan how you will get a specific number of people to attend.

- b. if you do not charge for tickets, then you should still have a RSVP system to track number of guests. You can sell "tickets" online, directing people to download them or claim them as they register on the day of the event. If you are not charging an admission you can still use "tickets" as your tracking system. There is always a drop-off when tickets are free, so you can overbook. Tell guests that seats are available on a first-come, first-served basis.

- c. Use your committee to sell tickets. Let's say you want 200 people at the event. A committee of ten people could each be responsible for selling 20 tickets. Have them each develop a list of those they will ask. Compile all the names and eliminate duplicates. Until people have purchased a ticket they should not be counted as coming.

- d. Promote via social media, websites, email blasts. (See above sections for sample social media language). Getting local media coverage will also generate awareness and buzz about the event.

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The committee can do follow-up phone calls and/or recruit volunteers to make calls. Calls need to be made following the invite with repeat calls until all the tickets have been sold. Invites can be printed and mailed (cost money) or done via email or an online evite type invitation.

- a. When contacting people get their email address and cellphone number (to text last minute reminders).
- b. Whether or not you sell tickets beforehand, it still makes sense to have a committee working with you to generate turnout. You will have to follow-up regularly to make sure that you are getting solid commitments. Actual ticket sales are the best indicator.

Regardless of how many times people have said they are coming and have purchased a ticket, send them a reminder the day before and day of the event that includes time and location (with address). If you can text this, better yet.

Showing the Film

Professional setting (public theater, university/college theater, etc.)

- Make sure the film/video format is compatible with the theater's system. Do this before you order the film to make sure you order the right format.

Non-professional setting (classroom, church, community center, library, home)

- Make sure the film works-test it! Make sure the sound system works, as well.
- Projectionist - if you don't have a professional projectionist make sure you have someone present throughout the screening who is familiar with both the video and sound equipment you are using.

Choose a Format for the Discussion

Choose a person skilled at facilitating discussions and with some knowledge of organizing. After the film, the facilitator can move right into a discussion with the audience. Or, you can set up the discussion with a panel to kick it off and then move to questions.

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Materials to Distribute

Resources found at: heatherbooththefilm.com/resources

At all screenings, please:

- Show film slide before and after the screening
- Distribute the card from Women Make Movies on how to order DVDs. These will be sent to you prior to the showing.
- Collect email addresses for those who want to be on a mailing for future screenings of the film and help with promotion and updates. Provide these to Meghan at meghan.gallagher@creativevisions.org
- Invite local organizations to set up tables and/or distribute literature about their organizations
- Discussion guide available for free download on the website to guide your post-screening conversation.

Moving to Action

The organizers at some showings have held a discussion afterwards. Guests should have a plan to act, so have ideas for ways people can engage immediately.

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Media Coverage

heatherbooththefilm.com/inthedia

Film Logline

Heather Booth is the most influential person you never heard of. The newest film by critically acclaimed filmmaker Lilly Rivlin, HEATHER BOOTH: CHANGING THE WORLD is an urgent response to the election of Trump and all that has ensued. At a time when many are wondering how to make their voices heard, when civil and women's rights are under attack, this empowering documentary is an inspiring look at how social change happens.

Heather Booth, a renowned organizer and activist, began her remarkable career at the height of the Civil Rights movement. Through her life and work this inspiring film explores many of the most pivotal moments in progressive movements that altered our history over the last fifty years: from her involvement with Fannie Lou Hamer and the Mississippi Freedom Summer Project, to her founding of the JANE Underground in 1964, to her personal relationships with respected leaders such as Julian Bond and Senator Elizabeth Warren.

HEATHER BOOTH: CHANGING THE WORLD blends interviews, from close friends, clients, political colleagues and current Midwest Academy students to explore Heather's legacy in progressive politics and organizing. Anyone who has been confused or disheartened by the recent election needs to see this film.

Heather Booth Biography

As a teenager, Heather visited the Holocaust Museum in Jerusalem. She was moved by the memorial to the people of the Warsaw Ghetto who fought back against Nazi oppression. Their bravery set her on her life's path. While at the University of Chicago, a friend with an unplanned pregnancy called her—abortion then was a felony and illegal abortions were dangerous. Heather found a doctor who agreed to do the procedure. Heather braved tremendous personal risk in founding what became known as JANE, a secret network offering safe abortion services.

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Her remarkable career as an organizer began in 1964, when Heather traveled to Mississippi at the height of the civil rights movement. Her work with such legends as Fannie Lou Hamer was only the first moment in an extraordinary life journey. Over the ensuing decades, Heather has borne witness to—and been at the heart of—many of the most pivotal moments in progressive movements. Heather’s work and her connections to nationally known leaders from Elizabeth Warren to Julian Bond, provide a unique, behind-the-scenes look into these moments through the eyes of the people who fought for change and justice.

Heather rode the crest of the waves of change through the 1970s, forming multiple national coalitions to address pressing social problems. In the 1980s, she took heed of activist Alice Palmer’s words, “if you don’t do politics, politics does you,” and began working on electoral campaigns. She worked in Harold Washington’s successful, ground breaking mayoral campaign in 1983. In 2000, she spearheaded an unprecedented Get Out the Vote effort for the NAACP’s National Voter Fund, which increased African American turnout by nearly two million voters. Her strategy in this effort will be influential in the present and future politics.

Major influences on Heather were the civil rights, women’s, labor and other movements as well as legendary Saul Alinsky, a guiding force in community organizing. This combination of influences, along with other elements, led to the theory of change that is behind Midwest Academy, which Heather founded in 1973 and continues still today as a training school for organizers in the progressive movement.

A strategist in over 65 campaigns ranging from voter registration in the 1960s to immigration reform and the need for fiscal responsibility...Heather has been—and is—a force for change.

Heather Booth Wikipedia page

en.wikipedia.org/wiki/Heather_Booth

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Lilly Rivlin Biography

heatherbooththefilm.com/the-director

Lilly Rivlin is an award winning independent filmmaker based in New York. She has produced and directed many documentaries about women who are political activists. Lilly was the 2013-14 recipient of the Miller Distinguished Jewish Woman Filmmaker Award. After living and working in Israel, Italy, and England, she returned to the U.S. in 1973, and joined the Second Wave of the Feminist movement. Before focusing on filmmaking she was the major researcher on O Jerusalem, a best seller by Larry Collins and Dominique Lapierre. In England she was hired by Sanford Liebersohn and David Putnam (of Chariots of Fire fame) to research & write, The Jews, a 13-part television series. She also worked on the much-acclaimed Pillar of Fire, a documentary mini-series for the Israel Broadcasting Authority.

In 1980 she decided to make her own independent films. She has been an activist for peace between Israelis and Palestinians for many decades and is a former president of Meretz USA, now Partners for a Progressive Israel. She documented some of this experience in her film, Can You Hear Me.

Heather Booth: Changing the World, is Lilly's 7th film. It is the third in a trilogy about women activists and their art. The first was the internationally acclaimed Grace Paley: Collected Shorts (2010, 74 min.) The second was Esther Bronner: A Weave of Women (2014, 62 min.) Her films have screened at festivals in Israel, Italy and the US as well as having television broadcasts. Grace Paley: Collected Shorts is distributed by the National Center for Jewish Film and Esther Bronner: A Weave of Women is distributed by Women Make Movies.

Production Team

heatherbooththefilm.com/production-team