



## “Reel Action” Free Film Fundraisers: A 7 STEP “How To” Guide

### Goals:

- To educate your community about media-related political, public health, and educational issues.
  - To support fundraising for local/grassroots indie media initiatives.
  - To raise money for and awareness about ACME chapters at the local level.
1. **ORGANIZE** an ACME chapter in your city, state, or region. (See “How To Create an ACME chapter” document). This gives you a committed group with whom to share the work, local leadership, and legitimacy.
  2. **PARTNER** with a local public venue – a theater, a nonprofit space, a school/university – that offers free or affordable public space for film screenings.
  3. **RESEARCH** and establish local media contacts – newspapers, magazines, radio/TV, public bulletin boards.
  4. **SELECT** your first film – be sure it is provocative, timely, and related to ACME’s three part mission.
  5. **COORDINATE** film logistics – securing theater space, local P.R., working the “door”, etc. and begin publicizing the film at least one week in advance. (FREE film! Donations to benefit X...)
  6. **THE NIGHT OF** – Be sure your door people understand ACME’s mission, and are well supplied with ACME e-mail sign up lists, ACME buttons, and bumper stickers, as well as any information about the local indie media initiative for which you are raising money. (We suggest a \$3 donation buys a button/bumper sticker, while a \$5 donation buys two. You may also wish to give away door prizes.)
  7. **FOLLOW-UP** – After you reimburse everyone for event-related expenses (theater rental, P.R. costs, etc.), donate 50% of your donations to your chosen local indie media organization and 50% to your local ACME chapter. Be sure to follow up with letters to local newspaper thanking everyone for coming, and add your new e-mails to your local ACME e-mail list for future events.

Visit ACME at [www.acmecoalition.org](http://www.acmecoalition.org) for other media-related resources.