



## ***Life and Breath:*** ***Kichwa People Confront Climate Change in the Amazon*** **Video Screening & House Party Fundraiser** **Planning Guide**

### **BACKGROUND**

The goal of hosting a movie night house party is to **screen the film, *Life and Breath*, raise funds for Amazon Partnerships Foundation, create meaningful dialogue and empower your guests to make a difference** in the lives of Kichwa families like those featured in the film.

By hosting a House Party, you will be setting the stage to inspire people to support grassroots efforts to empower indigenous communities to design and implement their own projects to protect the Ecuadorian Amazon and promote the conservation values of their culture.

Below are some step-by-step instructions on how to organize a fun and successful ***Life and Breath*** Video Screening & House Party Fundraiser.

### ***PREPARATION:***

***Set a Date and Time:*** Make sure to choose a date that you know will work for people you'd like to attend. Plan for the Video Screening & House Party Fundraiser to last at least 1.5 hours. The film itself is approximately 30 minutes long.

***Location:*** Your screening party can be at your home, but does not have to be—particularly if viewing space for the video is limited. If this is the case, consider holding it at a school, library, yoga or community center, place of worship, or any other local venue that would be suitable and agreeable to having a screening as a fundraiser. Make sure to let your guests know the directions and if parking may be an issue.

***The Invitation:*** Once you have set the date and time for your party, you are ready to invite your guests. Send invitations at least 3-6 weeks in advance and ask for an RSVP. It is up to you to decide how many people you feel comfortable having (depending on the

venue). In addition to inviting your friends and neighbors, you can also invite co-workers and other community members.

You can choose to send a traditional paper invitation card and response form (Please see the APF invitation template). Or, you may choose to go paperless, in which case you can use a free online invitation, such as <http://www.evite.com> or through the event function on Facebook, to help keep track of RSVPs and other details.

Make sure to include in your invitation that this is a fundraiser so that your friends know in advance that they will be asked to make a contribution at the end of the evening. Include a link website to encourage those who are unable to make the event to contribute.

To plan a bigger event with a greater impact, consider creating by asking a few friends or colleagues to help you plan. List them as a "host committee" on the invitation to attract more people who will recognize the names. Read the following article for more information on how to incorporate the "host committee" into your planning: <http://www.uwex.edu/ces/csreesvolmon/pdf/GuideBook/FundingGBModuleHousePartybyStuderking.pdf>

**Generate Turn-Out:** A week or two before the event, call people you haven't heard from to encourage them to come. A few days before the event, call those who have said they will come to remind them of the date and time and to make sure they have directions.

Once you know your group's size, you are ready to prepare a seating arrangement for the screening, and also to decide the refreshments you may want to provide.

### ***Prepare all materials***

- **Equipment.** Test your DVD and monitor equipment, to make sure there are no problems when your guests are seated and ready to begin. Familiarize yourself with the DVD's main menu so you can quickly start the film. ***Also, we recommend that you set up a computer with an internet connection so guests can make an online donation at the party.*** Have the website ([www.amazonpartnerships.org](http://www.amazonpartnerships.org)) up on the screen.
- **Refreshments:** What you serve is up to you. Options may include: a spread of finger foods, desserts & coffee, wine and cheese samplers, or traditional Ecuadorian foods. Your guests will respond to the care you put into the gathering.
- **APF promotional materials:** Make sure you have copies of APF flyers, brochures, donation forms, etc.
- **Registration table with sign-in forms, pens and nametags (optional):** Preparing a sign-in or check-in sheet allows guests to compile contact information. This will help you organize and keep track of donations received that night in order to send thank yous, and to possibly plan a follow-up gathering for those who are interested in continuing to get together.
- **Seating:** Make sure you have adequate seating for the number of guests you expect, and that all seats have an unobstructed view of the screen. You may need to borrow chairs from a friend – be prepared!

- **Lighting:** Determine two different lighting setups, one brighter for when guests arrive, and the second, a lower level, for optimal viewing during the film screening.
- **Remarks:** Prepare your own presentation or remarks for the screening

**Photographing Your Party (optional):** We would like to invite you to share photos of your House Party to post on the Amazon Partnerships Foundation website. We are especially interested in photos and stories that can inspire others. Send selected photos to [mary@amazonpartnerships.org](mailto:mary@amazonpartnerships.org) or post to our Facebook page.

**Inviting Local Press (optional):** Getting a story about your house party in a local newspaper or on local TV news is a great way to reach a much broader audience about the impacts of global climate change on indigenous cultures is so important. Be sure to include all the relevant local information in your press advisory. You can email the advisory to members of the media a few days in advance, and then call them to see if they are interested in attending or learning more about the film and the issues.

***THE GUESTS' ARRIVAL & PRESENTING THE ISSUE (15-30 min)***

Consider having some Ecuadorian or latin-beat music on as background music, welcome your guests, and thank them for attending. Ask them to fill out the sign in sheet and offer refreshments.

If you have a relatively small group of people that do not know each other very well, you can go around the room and have everyone introduce himself/herself and share a little bit about why they wanted to come to the house party or why they are interested in Ecuador, Climate Change or Kichwa culture.

Once everyone is comfortable, you will want to introduce the reasons why you are having the house party. Offer a short description of the film:

*“Featuring interviews with Kichwa people and environmental professionals, **Life and Breath: Kichwa People Confront Climate Change in the Amazon** is both a tool to educate indigenous communities about climate change and an account of their concerns about the devastating changes in the world’s most important tropical rainforest. Filmed in the Ecuadorian Amazon, the documentary gives voice to Kichwa communities, whose message to their own people and the world is one of urgent action—and hope.”*

Then explain what drew you to the film and why you are excited to hold this House Party to support Amazon Partnerships Foundation. Give any personal anecdotes or stories you might have about APF, Ecuador, Kichwa, climate change, sustainable development or related topics.

***SCREEN THE FILM (30 min.)***

***AFTER THE FILM – Discussion, Introduction of Amazon Partnerships Foundation, and Asking for Contributions (15-20 min.)***

First, ask if anyone would like to share initial reactions to the film.

Second, give brief overview of Amazon Partnerships Foundation mission, vision and accomplishments. Please refer to the handouts and website for more specific information. Explain why you care so much about the work of APF.

Sample “pitch” for donations:

*“Amazon Partnerships Foundation typically makes \$2,000 grants to communities. We would love to be able to raise enough funds tonight to sponsor one Kichwa community project.*

*A community may choose to use the funds to install rainwater catchment systems to provide clean drinking water for families.*

*Or a community may wish to construct dry composting toilets to improve sanitation and prevent water pollution.*

*OR a community may wish to reforest an area with native species that also bear fruit or fibers that can be harvested to allow for sustainable income sources.*

*But whatever the community decides, it will be THEIR choice. Unlike other well-intentioned, but too-often ineffective international aid organizations, Amazon Partnerships Foundation does NOT dictate projects.*

*Instead, APF works directly with the community to help them DECIDE FOR THEMSELVES what type of project best fits the communities’ interest and needs AND respects their unique Kichwa culture.*

*Again, unlike other international aid groups, APF provides one-on-one training to help communities successfully implement projects in their communities. Often community members have limited education levels and/or no experience in writing project proposals. We help community members develop a lasting skill set that serve them well beyond the timeframe of the APF grant.*

*My goal tonight is to sponsor one community. I am stretching as far as I can to make a significant, meaningful contribution. Please join me in supporting this amazing organization. Please stretch beyond what you thought you might contribute.*

*If you are able to make a gift of \$400 or \$500—We hope you will do so.*

*If you think you can give \$250, that would be extraordinary.*

*If a \$100 gift is what you had in mind, that’s great.*

*Anything you can give would get us one step closer to better equipping a Kichwa community to combat climate change.*

*Each and every dollar counts, as the dollar goes so much further in Ecuador.*

*We are passing around pledge cards and envelopes. Please deposit your completed cards with your gift in the box by the door (or wherever it is placed). Or you can make a donation online right now using your credit card. Thank you for your generous support.”*

(If guests give you their credit card information on the pledge card, be sure to ask them for the card security code, the 3 or 4-digit code on the signature panel.)

***(15 minutes)***

At the end of the night, thank your guests for helping to make your movie night house party a success.

Ask if anyone might be interested in hosting their own Screening Party & Fundraiser.

Remind guests, if they haven't done so already, to provide their information for our mailing list so they can receive occasional updates on our programs and activities. (We keep all contact information private and will not share it with any other groups or individuals without consent.)

Encourage your guests to visit [www.amazonpartnership.org](http://www.amazonpartnership.org) to keep up on our news and other events.

Also, if they did not donate at your event, remind them they can do online once they get home.

### ***FOLLOW UP AFTER THE EVENT***

Send an email to your guests the day after your event, thanking them once again for attending. If they already donated to Amazon Partnerships Foundation, let them know how much it is appreciated. Submit any funds collected to an APF board member or through the website. Please share with APF any recommendations you might have for future events or how your event might be replicated successfully by other APF donors.

## **Sample Planning Timeline for a Video Screening and House Party**

**4-8 weeks before -When you decide you want to host an event:**

- ✓ Determine the where, when, who, why and what of the events — Write out an action plan and a to-do list.
- ✓ Create invitation list.
- ✓ Arrange for a friend to help or develop a committee.
- ✓ Develop a budget (how much you have to spend and estimated costs) and a list of things to purchase.

**3 to 6 weeks before:**

- ✓ Mail invitations with directions and a request for RSVP.

**1 to 2 weeks after mailing invitations:**

- ✓ Call or email your invitation list to encourage people to come (this will increase your turnout)

**1 to 2 weeks before:**

- ✓ Plan the meal or refreshments.
- ✓ Purchase beverages and supplies.
- ✓ Prepare speakers with background materials and an outline of what you would like them to say.
- ✓ Prepare your own presentation or remarks.
- ✓ Make sure all guests have directions.
- ✓ Secure all needed volunteers for greeters, bartenders, clean-up crew, and people to hand out information and collect checks

**1 to 5 days before:**

- ✓ Prepare the meeting space
- ✓ Call those who have said they will come to remind them of the date and time and to make sure they have directions.
- ✓ Prepare make-ahead food.
- ✓ Set up the beverage area.
- ✓ Select music.

**Day of event:**

- ✓ Set the table or arrange the room to accommodate the amount of people and the type of event.
- ✓ Have a place for your guests to place their coats.
- ✓ Ask all volunteers to arrive 1.5 hours before the event to help with last minute details and receive instructions for their job at the party (have refreshments for the volunteers).

**Follow Up:**

- ✓ Send thank you notes to your guests.

✓ Make a copy of your Sign-in sheet and send checks and pledge cards (but not cash) to Amazon Partnerships Foundation, 6713 128th Ave SE, Bellevue, WA 98006.