



Dear Francis,

COLLEGE SCREENING GUIDE

Thank you for your interest in hosting a screening of *Dear Francis* at your school!

Over a year ago, Chronicle Project envisioned a documentary that would bring the heart of the African AIDS pandemic to a mass audience. Most people know that the AIDS crisis is a problem, but statistics can only do so much to engender true compassion and an effective response. There existed a need for a film that would tell the story of the crisis in a very personal narrative, explaining to the American public why the pandemic is so bad and what can be done about it. *Dear Francis* was the result of intensive production in South Africa and Swaziland, the world's most HIV-infected nation, in the summer of 2004. It is the first film to document this Swazi story.

Dear Francis is currently being screened across the country at film festivals (Westwood International Film Festival, Heartland Film Festival), churches (Including Saddleback in Orange County, CA; Bethany Bible in Phoenix, AR) colleges (Including Azusa Pacific, Palm Beach Atlantic, Wheaton), and many other groups and organizations. For a complete list of screenings please visit our website. These screenings have revealed that many audience members leave with a strong desire to do something for the orphans, widows, sick, and disenfranchised of the world. They want to get involved and they want to make a difference.

Enclosed you will find

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The filmmakers are available to attend the screenings for a discussion and Q&A time afterwards if schedule permits. And, if you have any questions, comments, or responses please don't hesitate to contact us at info@dearfrancis.org.

We hope you find the included information helpful.

Blessings,

The *Dear Francis* Team

Dear Francis,

WHY DO A SCREENING?

Goals

- To publicly demonstrate a concern for HIV/AIDS related issues at your school, club, or class.
- To educate as many people as possible about the devastation brought on by HIV/AIDS and its complex contributing factors. By showing the film people become more aware and understanding of the pandemic. This is the first step in fighting it.
- To provide tangible opportunities for the audience to respond to the film.

Who is the target audience?

- College students who are interested in world events/issues.
- College students who are not interested in world events/issues... yet. This is the audience we really want to hit because the film will open their eyes and perhaps their heart to the issues of the world and the part they can play in offering hope and compassion to those suffering. This is a great opportunity to ignite new passions in people.

Benefits of Hosting a Screening

- Broadened worldview, increased awareness, and more open dialogue about the issue, and hopefully a desire to do something for the disenfranchised of the world.
- Hopefully will ignite passion among the students for helping the widows, orphans, sick, and disenfranchised of the world.
- The school can use the film to promote and encourage students to get involved with their own missions trips or outreaches.
- Demonstrates the school's concern for humanitarian issues to its students.
- Opportunity to help support the AIDS infected and affected orphans in Swaziland (The *Dear Francis* Fund).

Dear Francis,

HOW DO I SET UP A SCREENING?

- 1) It's easy. Just ask for a copy of the film and then do it whenever and however you want.
- 2) If you are a student you may want to consider approaching a teacher, campus pastor, your ASB, a fraternity/sorority, or a justice/humanitarian club to help promote and organize the screening. Pray about it and then approach these leaders and see what happens. It's worth a shot.
- 3) Let us know when you will be doing the screening so we can put it on the website while supporting and assisting you in the process.
- 4) If you have questions or would like further guidance please contact Faye Donalson at faye@dearfrancis.org.

When Should We Show the Film?

Here are some examples of when other schools have shown the film:

- *Option 1: In Chapel*
Some schools with required chapel attendance have used the film in their normal chapel session to expose the maximum amount of students to the pandemic.
- *Option 2: Special evening screening*
Reserve a theatre on campus and set up a special evening event.
- *Option 3: Main screening plus an encore screening*
Because of the way word-of-mouth works with this film, some schools (such as Azusa Pacific University) have seen great turnouts be showing it on one night (ie. Tues.) and then doing an encore screening a night or two later (ie. Thurs.). Promote the first screening as the main one, but give an encore presentation because many students will come if their peers are talking about and recommending it.
- *Option 4: In your class, club or small group*
Ideally a big group can be shown the film in one of the above scenarios, but sometimes the film works quite well in a smaller setting like a class, club, or small group.

Dear Francis,

Suggestions for Advertising Your Screening

Following are suggestions for promoting a screening where the school *is not* requiring attendance to the screening (i.e. in mandatory chapels).

Trailer

On the Dear Francis DVD there is a trailer for the film. Showing this in a chapel service or two has proven to be extremely effective in getting people to the screenings. And then have it followed up with an announcement giving details about the event.

Flyers in mailboxes

Put flyers in all student mailboxes sometime in the week before the screening. These are free to download on the website. The word document can be altered to include your screening information.

News/Bulletin Announcement

If your campus has a weekly news/announcement bulletin try to get something in there. We recommend you begin doing this 2-4 weeks before the screening.

Example:

We are hosting a free screening of the award winning documentary, *Dear Francis*. The nation of Swaziland is currently the most HIV/AIDS infected nation in the world. The film follows two students leading an abstinence campaign and highlights their struggle against seemingly insurmountable odds...one life at a time. Join us on DATE & TIME...

And another:

40 % of Swaziland is HIV positive. Condoms have done little to fight the virus, and a new strategy must be implemented.

We are hosting a free screening of the award winning documentary, *Dear Francis*. The nation of Swaziland is currently the most HIV/AIDS infected nation in the world. The film follows two students leading an abstinence campaign and highlights their struggle against seemingly insurmountable odds...one life at a time.

Posters

Put posters up around the campus. Simply print out the 8.5x11 or 11x14 poster from the Dear Francis promotional files (free on the website), and then use a thick pen to write the date and time of your screening in the empty white box. If possible place some posters around town as well. Local coffee shops, libraries, and grocery stores often have community bulletin boards or windows where upcoming events can be displayed. (Ideally, we suggest delegating and getting a poster team to do this for you.)

Campus Newspaper Article

Get an article in the campus newspaper. There is a press release on the website where just a few details in it would need to be altered to fit your needs. Almost like a mad lib.

Dear Francis,

Get Campus Clubs Involved

Get as many student club leaders/advisors as possible to promote the film.

Get Classes/Teachers Involved

Contact teachers/departments that do things related to international issues, ministry, missions, and media and let them know about the film. Ideally some of these teachers will encourage their students to go, and some might even give extra credit for their students to attend the screenings.

- Is there a freshman orientation class? Some schools have shown the trailer in these classes and then offered credit to anyone who attends the screenings.
- Is there a ministry class on campus? The screening may be able to fit into their curriculum and help those teachers open the student's eyes to the world.

School Website

Put info and graphic/poster up on your website (graphics files are on website for free download).

Additional Option: Local newspaper press release

Contact the local newspaper and alert them to the screening of the film. Ask the editor if they would be interested in reading a press release, and then download one from our website, put your church's name in it, and send it over to the editor. This can also be tied in with World AIDS Day (Dec 1) since many newspapers will already be covering AIDS related topics. It could actually be a good PR opportunity for your school, so perhaps talk to the school's marketing department for help.

This is a lot! How do I get help in doing this?

We suggest doing a strategic preview screening for a small handful of students or a specific club/group who would be open to helping with promoting and coordinating the screening. In our experience most students who see the film want to help with the screening. If you can, delegate, delegate, delegate, and empower others to get involved. This is how it gets exponential.

Also, the Dear Francis team is always available to help in any way we can. Contact faye@dearfrancis.org for questions and/or guidance.

Dear Francis,

AFTER THE SCREENING

Help the audience process

After the screening there is often a need to discuss what was just seen and its implications. Sometimes a leader may want to help lead/guide this discussion. Or you could allow everyone time to be silent and pray. Perhaps someone could share a verse or short lesson that relates to the themes of the film. It could be appropriate to challenge the students to pray and ask God to use them however and wherever He wants in order to help those who are hurting in this world. Or maybe get them to sign up for a trip or ministry your school is doing. It's up to you, but we would encourage you to think about this before. *Dear Francis* can be an interesting film to process.

The "What Can I Do" handout

The Dear Francis team wants to make sure that all audience members are given the opportunity to respond as the Lord leads them. For this reason we have prepared a "What Can I Do" handout.

This is available and to be given to every audience member *after the screening* so that they have something to take away from the screening. For some it will take several days to process the information and story they were just exposed to, and this handout will hopefully better prepare these people to respond on their own timetable. The printable file is available for download at www.dearfrancis.org.

Make copies of the film available afterwards

Because many audience members will want to take the film with them to show their friends, co-workers, and relatives, Chronicle Project will be selling bulk copies of the film at reduced rates. These come in packets of 10, 25, and 50 units and can be sold to recoup costs, in support of the Dear Francis fund, or given away for free. On October 18, 2005 these will be publicly available for order on our website. Before that time copies can be obtained by emailing info@dearfrancis.org.

LIST OF AVAILABLE RESOURCES FOR PUBLICITY

Materials available for free download at www.dearfrancis.org

- Quarter sheet flyers and word document for custom back
- 11x17 and 8.5x11 posters, with space to write screening info
- Half sheet flyers for bulletins
- Dear Francis graphics files (for print and web use)
- "What Do I Do Now?" handout

Included on *Dear Francis* DVD

- Trailer (TRT 02:00)
- Feature Film (TRT 63:00)

Dear Francis,

THE DEAR FRANCIS FUND

To provide care for AIDS infected and affected orphans in Swaziland, the **Dear Francis Fund** has been set up to assist in the building, staffing and support of the Hawane Farm project.

The Hawane Farm is being built and managed by Lighthouse Ministries under the leadership of Kevin Ward (highlighted in the documentary) and will ultimately provide care for over 100 children.

Swaziland AIDS facts:

- Of those between the ages of 15-23, over 53% are HIV positive.
- In rural Swaziland, 20% of the children are orphans due to HIV/AIDS
- 88% of 15 year-old boys will be dead by 2015 because of AIDS.

The Hawane Farm currently has 6 foster homes and is in need of at least 6 more. We want to provide all the funds for food, housing, medical expenses (many will have AIDS), education, and the foster parents to care for the children. Each home costs only \$32,000 to build a new building and then to support for children for the first year.

A TWO PHASE PROJECT

Phase one: US \$192,000

For 6 new foster homes and provide the funds to support 72 children and 12 foster parents for 1 full year. At least one of these homes will also be an AIDS hospice.

Phase two: US \$432,000

This phase will work to develop sustainability and self-sufficiency for the Hawane Farm project. In the meantime it will provide support to cover the children's food, housing, medical expenses, foster parents living expenses, and education.

The Hawane Farm Project is currently underway so there is no waiting period for the project to begin. And, 100% of all donations go directly to the work. Chronicle Project takes no processing fee.

HOW TO DONATE

Schools who wish to participate in the Dear Francis Fund are encouraged to provide their audience members with an opportunity to donate after the screening. To donate, please send checks made out to "**Global Teen Challenge**," with the **memo line reading "Dear Francis Fund,"** to:

Global Teen Challenge
ATTN: Dear Francis Fund
PO Box 890
Locust Grove, VA 22508

Or, visit www.dearfrancis.org to donate online.