

ARTWORK BY PATRICK ATKINSON

# THE ADDICT'S WAKE

A DOCUMENTARY FILM OF HOPE

## *Impact Guide*

Tips for facilitators in planning, marketing and  
hosting public & community screenings





*The Addict's Wake*  
**Impact Guide**

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PRODUCTIONS

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# Ideas for Finding Funding

Funding is the first obstacle to a public screening event and there are many ways to overcome this successfully. Here is a list of places to help you find what you need.

- **Opioid Settlement monies:** There is still funding available from municipalities that have not spent all their Opioid Settlement Money from the federal government. The film and related events should fulfill the requirements needed to qualify. Inquire with your local town council, county commissioners, or mayor's office.
- **Combine efforts with other organizations in your area:** There are usually multiple organizations working together in an area all striving for the same end result but coming at the problem from a different angle. They all have an interest in seeing a successful screening event bring awareness and build community support. Splitting the fee across multiple organizations makes it easier for everyone and reinforces collaboration in communities.
- **Grants from large corporations:** Contact larger businesses in your area to find information about their charitable giving. Many large businesses are looking for ways to support their communities while also getting a tax deduction. They can donate directly to your organization if it is a nonprofit, or they can donate to "The Addict's Wake" fiscal sponsor (From The Heart Productions) on your behalf.
- **Community Foundations:** Many communities have non-profit foundations that accept money from the federal government with the mission to disperse those funds effectively to impact their community place. A screening of the film would easily fit into their purview.
- **Churches:** Churches in your area may have an interest in serving the community by sponsoring a screening of the film. The film could be considered an outreach for the community, and a launching pad for discussion and awareness. Especially consider churches that host recovery support groups during the week.
- **Hospitals and other health care providers:** Many providers have foundations that make charitable gifts to support their communities and the patients they serve.

# Ideas for Finding a Venue

Once you have funding you'll need to schedule your event with a venue.

You will need seating for 50-300 people depending on your area, a large movie screen, a projector that connects to a computer, sound amplification, and a microphone, 6 foot tables, and a number of chairs (for display organizations and panel discussion). Here is a list of places that may be willing and able to support your film event.

- **Churches:** Many churches are now well equipped with the technology to screen a film to large groups of people.
- **Libraries:** Some larger libraries have event rooms with video equipment.
- **Schools:** Many school auditoriums are equipped to show films.

- **Local movie theaters:** Independent local theaters and movie theaters may be willing to partner with you to show the film as an act of good faith in the community.
- **Colleges:** Universities, satellite colleges, and community colleges will have rooms specifically equipped with technology for large classes.



# Ideas for **Building a Panel**

Many community leaders regularly deal with the issues highlighted in the film. It would be to your advantage to reach out to these individuals and benefit from their experience on the front lines.

Here is a list of different types of people that could speak to the specific issues in your community.

- **Law enforcement and first responders** such as EMTs, fire department, sheriff, deputies, and police officers.
- **Church pastors, deacons, youth group leaders, and small group leaders** that deal with at risk individuals.
- **Leaders of recovery groups** in your area such as Celebrate Recovery, and Narcotics Anonymous.
- **School teachers, Counselors, Principals and faculty** that work with kids and families dealing with Substance Abuse Disorder.
- **Treatment and healthcare professionals** such as doctors, nurses, psychologists, therapists, and counselors.
- **Peer recovery coaches** or individuals that are in active recovery





# Creating a **Timeline**

Hosting a successful event depends a lot on pre- planning. Here is a timeline that will help you to navigate all your planning needs.

## **3 months prior to the event:**

- **Schedule a date for your screening at least 3 months out.** This will give you plenty of time to organize all your details and promote it to as many people as possible.
- **Start an event on Facebook and invite everyone.** Be sure to include information on times, parking, and entrances, handicap concerns, and any construction in the area that may confuse people. Be sure to include “The Addict’s Wake” as a cohost for additional promotion. Post developments about your event once a week. Posts can include things such as:
  - sponsors
  - your excitement
  - pictures of people who commit to be present
  - pictures and information on Q & A panel members
  - Trailers for the movie
  - Information about on member of the film
  - Organizations that support recovery
  - Other events that support recovery
  - The recovery community in general
- **Invite local resource organizations.** Ask them to set up tables and give out information before the film. Decide how many tables can be set up in your space comfortably and ask that organizations RSVP so that you know your space will be full. Remember to save a table for potential food you want to provide. Be sure to include your participants as co hosts in your social media event.
- **Create a poster for your event.** Post posters for your event everywhere around town that will allow it. Grocery stores, libraries, bars, post offices, churches.
- **Contact local event magazines about doing a story.** Many of these publications only print once every two months. Getting a story in would require having it written now.
- **Include your event in on-line calendars.** Newspapers, radio stations, and community websites usually have free on-line calendars where you can post your event to help get the word out.

# Creating a Timeline

## Continued

### 2 months prior to the event:

- **Contact local restaurants for food donations.** Food is always a welcome amenity for any gathering. Donations of coffee, cookies, pizza, drinks and snacks that you hand out can provide comfort for difficult conversations.
- **Get into church bulletins.** Call local churches and ask them to include your event in their weekly bulletins. Newspapers may have a section listing all the churches in our area.
- **Contact local radio stations.** Schedule interviews to plug your event. Many local radio stations have ways to support nonprofits and their events with free quick interviews on different shows.
- **Continue to post to social media.** People need to see information about a new event at least three to five times before they begin to consider participating. The more you can get your event in front of people the better.
- **Develop your Q & A panel.** Contact people you would like to answer questions and facilitate discussion after the film and ask them to be there. Three to five people is a great panel. See "Ideas for Building a Panel" section below for more information.
- **Gather support volunteers.** You will want 5 or more volunteers to commit to helping, depending on the number of people expected at your event. Volunteers are there to offer comfort tissues and support for a difficult subject. They can

also direct people to bathrooms, help in an emergency, find appropriate seating for people's needs, and send people to appropriate resource tables.

- **Create Matching vests/t-shirts for volunteers.** If funding is available, matching T-shirts or vests for volunteers are easy to do and make them really stand out in the crowd. Fabric stores sell them cheaply. Use simple fabric paint or an easy iron on print to make them personal to your event. This does not have to be expensive or complicated. If funding is not available it would be a good idea to ask your volunteers to match what they are wearing in some capacity.

### 1 month prior to the event:

- **Purchase an ad in your local newspaper.** If funding is available consider spending some to place an ad in your local paper. Many people still get their information from print publications.
- **Create a flier and submit it to school district offices.** Many schools will approve information about your event to be disseminated to parents and students either in printed flyer format or through their on-line communication portals with parents.
- **Remind all partner organizations to also promote the event to their employees.** Create an email invitation (from the organization to their employees) and send it to your partner organizations asking them to pass it on to all their employees. This takes the work out of it for them, gets the word out fast and easy.



# Creating a Timeline

## Continued

- **Amp up your social media posting.**

The closer to the event you get the more you will need to post about it. People may want to come but then forget. The more they see it the more likely they are to attend.

- **Secure table and chairs.** Be sure you will have the number of tables and chairs you will need for your panel speakers and organization. If our venue does not have them available you can find tables to borrow for your event from local churches, schools.

### 2 weeks prior to the event:

- **Send out a press release to your local newspapers.** We have included a press release that you can personalize with your information to get the word out to local papers. Send two different notices. One inviting the press to attend your event and the other to have them publish general information or run a story prior to the event. include additional information about local leaders who will participate.

### 1 week prior to the event:

- **Confirm all your plans are in place.** Call everyone committed to participating. If something falls through there may still be time to find a replacement.
- **Have a dry run.** Ask your venue to allow you to test run the film to be sure everything is in working order for the event to avoid any technical issues.
- **Send out reminders on social media and in email.** Make sure everyone who is wanting to come remembers the event in their calendar.

- **Make a phone call to your local media.**

Call the editor and pitch preemptive interview opportunities with your organization or for Lisa Hall of Glory Girl Productions.

### Day of the event:

- **Show up early.** Know about any road or construction issues that may be obstacles for people arriving. Check for any last minute parking issues. Make sure people can easily access the building and that sidewalks are clean and clear.
- **Have contact numbers with you.** Call panel members, volunteers, and table displayers if someone doesn't show up on time.
- **Set up needed tables and chairs.** Panel members will need chairs, and display organizations will need tables and chairs.
- **Have volunteers wear matching shirts/ vests/tags.**
- **Check the bathrooms.** Be sure there is enough toilet paper, soap, and that the bathrooms are clean.
- **Que up the film.** Check the sound one last time.
- **ENJOY your success!** You've done a great job and made a big impact.

### Congratulations!

# Useful Promotional Tools

On this [webpage](#) we have provided a number of tools you will find useful in promoting your event.

## These tools include:

- **Press Release** for news outlets
- **Social media posts**
- **Images** for use with your own advertising
- **Trailers** of the film to share
- **Testimonials** both in print and in video
- **Audio clips** in support of the film

Follow the timeline to learn how to effectively implement these tools.



Various social media graphics for use in promoting your event.



# General Discussion Questions

## For the Audience

- 1** What was relatable for you in this film?
- 2** What is an action step that you can take for your community?
- 3** What did you take away from this film?
- 4** How did this film change the way you view substance use disorder?
- 5** What other audiences could use this film?



## For the Panel

- 1** What do you see as the same or different in our community from that of the film?
- 2** How are we addressing substance use disorder issues in our community?
- 3** Once you are in active recovery what are your greatest challenges?
- 4** How do we begin a collaboration of recovery organizations and efforts?
- 5** What is one thing you would want to see happen that would have the greatest impact on our community?



# Additional Information

## About Brown County, Indiana

Brown County, Indiana is a rural county 60 miles south of Indianapolis with a population of around fifteen thousand people and only one incorporated town, Nashville. It is home to the largest state park in Indiana, Brown County State Park, which draws millions of tourists every year. Unlike much of Indiana, the terrain of Brown County is rugged and hilly making it especially picturesque in the fall with beautiful vistas, and acres of undeveloped forest areas. Nashville maintains the quintessential small town nostalgia with its streets of unique boutique shops and restaurants. Learn more at: [www.browncounty.com](http://www.browncounty.com)

## Epilogue

*Updated Jan. 2024*

John and Megan are married and continue to grow Recover Out Loud. They were recently approved as a Recovery Community Organization in the state of Indiana opening the doors for more opportunity.

Cole is in Active recovery and remarried.

Daniel and Taylor are married and rehabbing his mother's old home since her passing in 2023.

Michelle and Cory continue to build Do Something Brown County. They are utilizing a curriculum called Rewoven to help people shed all the layers of childhood trauma and pain..

## Further Help

If at any point in your journey you have questions or concerns please feel free to reach out to **Lisa Hall** at [lhall@glorygirlproduction.com](mailto:lhall@glorygirlproduction.com).

