



WHO IS DAYANI CRISTAL?

A FILM BY GAEL GARCÍA BERNAL AND MARC SILVER

GATHR® SCREENING TOOLKIT

A RESOURCE FOR HOSTS TO BRING THE FILM TO THEIR LOCAL THEATERS



Included in this toolkit are tips to promote and host your screening. Use it once you've received a link from Gathr confirming the theater and time of your screening.

REMEMBER

- The screening is only guaranteed to happen after it "tips," meaning enough tickets are reserved.
- Your Gathr screening page confirms the number of tickets your particular screening needs to tip.

Once you've chosen how to turn your Gathr screening into an event, there are tips in this toolkit on how to set up post-screening discussions with advocates, activists, and academics around the issues related to your communities that Who Is Dayani Cristal? explores.

// TIPS TO PROMOTE AND HOST YOUR SCREENING

Who is Dayani Cristal? has the power to change the conversation for millions of migrants, so thank you for agreeing to promote a local screening.

Here are some of the best “lessons learned” Captains have sent us about how to host:

1 LEADING UP TO THE SCREENING

- > The #1 tip for your screening to be successful:
The more people the better!
- > To build buzz and invite your friends and community, use the downloadable templates for individual outreach or organizational outreach, which each include a sample press release, promotional tips, sample emails and social media posts.
- > Anyone can purchase a ticket, so think big in terms of who you contact. Here are tips on how structure and promote your screening:
 - Collaboration is key! You can fill the big theater with your friends or find partners, allies, and sponsors to help you by inviting their communities as well. Engage partners early and often to help get as many people at the screening as possible.
 - If you plan an event around your screening, as we have encouraged above, plan introductory remarks and a post-screening discussion with community members or experts. The Who is Dayani Cristal? Discussion Guides listed above offer guidelines for content.
 - Send an email blast to your family and friends. Be sure to fill in the red areas with information specific to your local screening. If you're a non-profit or community organization, you can send one of these emails to your mailing list. You can also include a write-up in your newsletter. Please see templates for individual promoters and organizations to use for all these outreach options.
 - Create a local press release using the sample. Email the release to your local newspapers, television stations, and radio stations. You should be able to get email addresses from media websites.
 - Use our Facebook and Twitter post examples or create your own to constantly remind your community of the screening.

HASHTAGS TO USE:

#whoisdayanicristal #migration #immigration #humanrights #mexico #border

FOR YOUR REFERENCE:

Website: <http://www.whoisdayanicristal.com>

Facebook: <https://www.facebook.com/whoisdayanicristal>

Twitter: <https://twitter.com/DayaniCristal>

- Create a Facebook event and invite all your friends. Here's how:

On the left side of your FB page, click on “Events.”

Click on “Create an Event.”

Where it says Name, add “Who is Dayani Cristal? Screening.”

Where it says Details, add the date, time and location plus a brief description on what the film is about like the blurb below:

I've signed up to bring a groundbreaking documentary on the hardships faced by migrants to [THEATER NAME AND LOCATION]. Who is Dayani Cristal? gives a human face to the immigration debate as award-winning actor Gael Garcia Bernal takes audiences on a journey to uncover the identity of an unknown body found in the Arizona desert. In a real-life human drama, the film uncovers the struggles, fears and motivations faced by real migrants in Mexico and Central America. Learn more and get a glimpse of the film here. Hailed by the Hollywood Reporter as a “deeply moving doc [that] finds a new way of making the immigration debate personal,” Who is Dayani Cristal? portrays the hardships of migrants in a breathtaking manner confirmed when it won the 2013 Sundance Cinematography Award.

Tickets need to be reserved by [TIP DATE]. Click here to reserve yours or if you can't attend, please consider purchasing a ticket and donating it someone interested in seeing the film. [ADD GATHR URL]

- Don't stop promoting until just hours before your screening. Most people decide to attend a movie at the last minute, so don't get discouraged if your tickets sold or reservation numbers don't spike until just days before the event.

// We encourage you to make your Gathr screening an event, not just a screening! Capture this opportunity to convene your community in an important dialogue about the migrant journey.

// Once your screening has received a Green Light, we're happy to request additional time or tools for your event from the hosting venue. Just send a message to support@gathr.us with the following information:

- > The date and location of your screening**
- > The exact nature of your event needs (please be as specific as possible)**

// We'll then submit a request with the theater. Please allow several days to receive confirmation.

// Please note that approving these types of requests is at the discretion of the theater management or corporate office, and they are not guaranteed. In some cases, the theater may charge an additional cost for these accommodations, which will need to be paid directly by the Captain or the person making the request. Gathr does not cover the cost.

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> For information on hosting an event aimed at education or positive social action on migration, download the Who Is Dayani Cristal? Discussion Guides for your specific audience:

- General Audiences
- Faith-Based Audiences
- Academic Audiences
- Advocacy Audiences

and the Audience Handouts for distribution after the screening.

2 SCREENING DAY IDEAS

- > You can produce an event program including information like the names of sponsors, speakers if you're going to have them, information on migrant community resources, and how to keep get in touch after the event with a link to whoisdayanicristal.com.
- > Bring a sign-in sheet (name, email, and zip code). This will help build a national network in support of migrant rights. Also, don't forget pens!
- > Once your screening tips, the theater is set to go, but if you would like you can assign volunteers to greet attendees and coordinate sign-in sheets. Think of them as personal ambassadors for your screening.

3 POST SCREENING

Who is Dayani Cristal? energizes people to get involved. They want to know what they can do next. Should you be interested in continuing the dialogue after your screening, here are a couple of ideas:

- > Organize a Community Listening Forum or follow-up meeting. It's a great idea to schedule this event before your screening, so that you can publicize it then.
- > Host another screening maybe in a different part of town or for a different audience. Given the hardships that face migrants, there are still millions more who need to see this film.
- > Invite people to visit www.whoisdayanicristal.com/takeaction to take direct action
- > Invite people to visit www.whoisdayanicristal.com/learn to learn more
- > Invite people to visit www.whoisdayanicristal.com/ontheborder to share their own stories.

// Questions?

You can tell us what type of screening you would like to have in the Comments section when you submit your request.

For questions about screenings, email Gathr Films® at support@gathr.us or call 855-428-4787. We're here to make hosting a screening easy, so you and your community can enjoy!