

STOP  VIOLENCE
ACTION GUIDE

ABOUT THE FILM

A story of empowerment when all odds are stacked against you.

Sin by Silence is a film about women who were imprisoned for killing their abusive husbands. Yet, despite prison walls, these women have helped change laws and lives of those dealing with abuse. The women share their knowledge about the warning signs of abusive relationships and make it very clear - we are all responsible and can no longer stay silent about abuse.

ABOUT THE TOOLKIT

We are excited about helping you *do something* about abuse in your community. We want to help make sure your screening is a success so that your audience is inspired to take the steps to make a difference in their own lives, families and neighborhoods.

Follow the simple steps provided in this toolkit to secure a location for your event, order the DVD and screening license, invite your community and find out what is needed in your community.

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1. LOCATION

Where will your event be held? At a community center? At a school? In a church or synagogue? All you need is a room with a DVD player and projector or TV that works properly. (It's a good idea to test it just to make sure.) Your location should also be comfortable for your audience and not too crowded. Make sure to reserve the room in advance, as some places need several weeks lead time.

2. INVITE THE TEAM

The *Sin by Silence* filmmakers, as well as Brenda Clubine who is featured in the film are frequently available to attend screening events. Please contact our Outreach Coordinator at Brianna@QuietLittlePlace.com for further details, availability and fees.

3. EVENT DVD

In order to show the film at your event, we offer a reduced screening fee of \$80 for a DVD of the film and permission to screen the project in public. Also, included in the kit are an additional 4 DVDs to sell for \$20 at the event to help recoup your costs. So, by the end of the event, your up-front cost are covered! It's a win-win situation!

The event DVD is specifically designed to help create a great interaction with your audience. Along with the film, the disc includes a domestic violence statistics loop to play at the beginning of your event, as well as 2 great video message options to choose from for Brenda Clubine to give a message of inspiration directly to your audience.

Make sure to order the DVD screening kit at least 10 days prior to your event to ensure delivery. Go to www.SinBySilence.com/StopTheViolence and click on "Get the DVD" to agree to the terms and licensing fee.

4. BULK RATE DVDS

Take advantage of the exclusive bulk rate offer for *Sin by Silence* home DVDs to those hosting community events. For a minimum order of 10 DVDs, we offer a special price of \$10 per disc that you can then sell for \$20 - making your profit \$100 as an additional fundraiser for your organization! It's another win-win situation!

Go to www.SinBySilence.com/StopTheViolence and click on "Bulk Rate DVDs" to agree to the terms and take advantage of this great fundraising tool.

5. DOWNLOAD

Successful publicity helps get people excited about your event, while also raising awareness for those who aren't able to attend! You may want to create an event on MySpace or Facebook to easily alert your community and invite them to come.

We recommend working and partnering with other local organizations so that you might expand your network and find out more about what is currently going on in your community. For example, a local shelter may need clothes donated. You can suggest that when people come to your event, they bring an item of clothing to donate. Your community may need signatures for a petition. Often you can help promote your event while promoting and partnering with others.

If you are planning a large event, it is also a great idea to send press releases to local media about your event and what you are trying to do. You will also want to create and print flyers to encourage your community to attend. All of these resources, materials and templates can be downloaded by visiting <http://www.SinBySilence.com/StopTheViolence> and click on "Invite People."

Also, make sure to take a look at our YouTube channel at www.YouTube.com/SinBySilenceDoc for great videos that you can link to, share on Facebook, or embed into your webpage. Included you will find the film's trailer, as well as our "What's Your Red Flag?" video for the example of creating red flags for your event.

6. MAKE IT HAPPEN

- * You can do as much or as little promotion for your event as you feel comfortable.
- * You can create red flags for your audience to express their own warning signs and take part in an interactive discussion after the film.
- * You can have a list of organizations that would be helpful for anyone in your audience that is in need of help from an abusive relationship.
- * You can print out the handouts to give to your audience as they leave.
- * You can order bulk rate DVDs to sell at your event to offset the cost and raise more funds.

But, most importantly, we are excited that you have committed to stop the violence and DO SOMETHING!!!

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