



Together
we will end
homelessness

Film and video are powerful ways to communicate ideas and issues to help inspire people. As a campaigning tool, they are important for education and to bring people together.

It's pretty easy to organise a film screening, but it's important to get it right. Like any event, the more planning and preparation you do in advance the more successful your event will be.

Once you've decided to hold a screening there are a few simple steps:

- Decide on your film
- Confirm your venue and screening date
- Publicise and promote your screening
- Host your screening.

Head over to our [YouTube channel](#) for lots of videos about ending homelessness.

Please note, for films which Crisis does not own the screening rights for such as 'Cathy Come Home' or 'I, Daniel Blake', you may need to purchase a licence.




Some musts for a great film screening



Do: Use Social Media

Twitter, Facebook and Instagram are wonderful tools to market your event and inspire people. In the run up to, and during, your screening, tweeting and posting will raise awareness of your event and the issue.

Be sure to tag us:

 **@Crisis_UK, @crisiswales or @crisisscotland**
(depending where you are)

 **@crisis_uk**

 **crisis.homeless**



Do: Prioritise access

Is your venue accessible? Disability can range from physical impairment through to a range of mental health conditions and invisible disabilities, so you may need to think of a range of factors to make your screening accessible. You can find more info on accessibility [here](#).



Do: Bring the event to life

You've got a powerful film, but what is the human element? Give your event personality and make sure your audiences remember why they chose to spend an afternoon or evening with you on your issue rather than at the cinema. Maybe invite a guest speaker to introduce the film or have a Q&A afterwards.



Do: End with feedback and an action

Feedback is vital for any future events you might hold – you can keep it informal by asking people to email you their thoughts. It's also important to leave people with an activity to do at the end, like writing to their politician or a letter to the editor of their local paper.

Good luck with your film screenings – and have fun!

If you have any questions about your screening contact the campaigns team at Crisis:

campaigns@crisis.org.uk