

HIDDEN BATTLES

A FILM BY VICTORIA MILLS

Join the **HIDDEN BATTLES HOUSE PARTY COMMITTEE**

WHAT IS IT?

A national team of maverick fundraisers who generously agree to open their homes to raise money to produce and distribute **HIDDEN BATTLES**. By inviting your friends over for light refreshments and a screening of the **HIDDEN BATTLES** work-in-progress trailer, you will help to bring the film to a wider, national audience and raise much-needed funds at the same time. If you agree to host a House Party in your home, we'll help you every step of the way.

When you join the HIDDEN BATTLES HOUSE PARTY COMMITTEE, you are making a great contribution to an invaluable project.

For every war being waged today there are countless soldiers who return home affected by their experiences in combat. Feelings of shame, isolation and symptoms of trauma are common. **HIDDEN BATTLES** will be a vital tool to spark a national dialogue about what happens after soldiers kill in combat. To complete this ambitious project we need funds and we're looking to you for your help.

Case Study

In Fall 2005, our friends and donors, Judy Goldring and Allan Talbot, hosted a fundraiser in their home. They invited close friends and associates, served light refreshments and showed a work-in-progress trailer of **HIDDEN BATTLES**. Afterwards Director Victoria Mills and Producer, Hayley Downs answered questions. Judy and Allan gave a pitch for donations and raised \$14,000 for **HIDDEN BATTLES**. With a small amount of effort on one weekend afternoon, they raised more money than they thought possible.

Since then there have been several House Parties – all of them profitable and fun.

HOW IT WORKS

You provide:

- Your home for an informal get together of friends, family and co-workers
- Light refreshments
- Willingness to ask for donations for an important cause

We provide:

- A DVD (OR VHS) to show your guests
- Informational materials for you to distribute
- Help with invitations and thank you letters
- Credit as a member of the House Party Committee in the film

HOW TO HOST A HIDDEN BATTLES FUNDRAISER:

Pick a date and time to have people over

Weeknights and weekend afternoons are good times for most people. Stay away from holidays as most people have other plans. Make the event short; two hours is a good amount of time for mingling, munching, viewing and questions.

Write up a guest list

How many people can comfortably fit in your home? In your viewing area? Most people will stand but make sure to have some chairs around for people who would like to sit.

Invite your guests

Give us the time, date and address of your party and we'll send you a computer file that is ready for print. All you'll have to do is print out the right quantity of invites, address, stamp the envelopes and send them off. Remember, some people won't be able to make it but they will often send a donation anyway. Be sure to include a donation card in the invitation (we'll provide them for you). All donors will be properly thanked by the **HIDDEN BATTLES** production team.

Pick a non-prime eating time. For instance, 2:00 – 4:00 PM or on a Saturday or Sunday is nice because it's after lunch and before dinner. That way, you can serve guests light refreshments such as cheese and cookies or hummus and pita and no one will feel too hungry.

Follow up

Wait a week and then call and email to make sure your invitees received their invitations. If they can't make it, ask them to consider a donation anyway. Tell them why **HIDDEN BATTLES** is important right now -- countless soldiers are coming home and they're going to need tools for getting back into everyday life. If you would like more help on what to say to a prospective donor, call us – we'll help you.

Dream up a fundraising goal

How much do you think YOU can raise? Set a goal. Is it \$500? \$5,000? With that in mind, you can do one of the following:

- set a suggested donation and have it printed on the invitations, or
- make an announcement, as part of your pitch at the party, letting everyone know how much you want to raise.

Deciding how much to ask for should be based on the demographics of the guests and the number of people you expect to attend. While it's best not to set too lofty a goal (and suffer the disappointment if you don't raise it) it's also a good idea to aim high. You'll be surprised at how much you raise if you simply *ask*.

Get ready for the big day

The purpose of this party is to raise money -- not spend it! At a **HIDDEN BATTLES** House Party, modest arrangements and refreshments are most appropriate. For instance, it's fine to serve a limited array of beverages. We like to serve wine, coffee and sparkling water. There is something for everyone and it's not too cumbersome to buy and serve.

Designate an area in your home for the viewing of the work in progress. Check the DVD/VHS we provide in advance. Does it work in your player? How is the sound? Remember, the more people in a room, the harder it is to hear. Try and make the room as dark as possible so the image is clear. You can show the trailer on a TV or project it on a wall. If you are projecting, make sure the wall is white and clear of objects.

At the event

Greet everyone as they come in and offer a beverage. Make sure to have a few folks to help you so you don't get overwhelmed.

Don't wait too long to show the work-in-progress trailer. Forty-five minutes to an hour is a perfect amount of time for late-comers to arrive and for everyone to get acquainted.

It's not necessary to say much before the screening. A simple, "Thank you for coming. Please move into the screening area. We are going to watch a sample of the film" will suffice.

As soon as the trailer ends, get up and say a few words. Why? Because you have the audience's attention and they'll be ready to listen. Be yourself and direct. Don't mince words – ask for the donations and your guests can decide themselves what to give. We will provide you with a script to use if you like or, if you prefer, "Pitch Points" for referral during your talk.

As you're speaking, have a friend or family member pass out donor cards. Guests can fill them out right there and hand them in.

**All the money you raise is tax-deductible
and will go directly toward the completion of HIDDEN BATTLES.**

Collect the checks and fill out our deposit form. Mail us the checks and the addresses of all the donors and we'll take care of the thank you notes to your donors. We'll keep all of your guests up to date on the progress of **HIDDEN BATTLES** through our quarterly newsletter; we'll make sure they know that their donation has made a difference.

For more information, please contact:

Hayley Downs | Producer
hayley@hiddenbattles.com
917.443.9060 | www.hiddenbattles.com