

WHEN I STUTTER

LOCAL CHAPTER SCREENING | Special Event



OPPORTUNITY

NSA Adult Chapter Leaders have the opportunity to host a special screening of WHEN I STUTTER, an award-winning documentary, to raise awareness of stuttering and to fundraise for their local NSA Chapter. Following the screening, a panel discussion with select members of the local NSA Chapter will further educate attendees about stuttering and how attending a local NSA Chapter can help give hope and encouragement to people who stutter.

DOCUMENTARY DESCRIPTION

WHEN I STUTTER is a documentary that reveals the humanity that exists within an often mysterious malady. Over the course of 4.5 years, director John Gomez, chronicled 19 people sharing stories about how stuttering has impacted their lives. These stories run the gamut of human emotion — some are dark, some are funny and others are triumphant! A vital storyline follows a young man on his journey through stuttering therapy. The relationship he forms with the speech pathologist and the progress he makes is heartwarming. From the depths of hopelessness to the heights of redemption, WHEN I STUTTER will have a dramatic affect on how you view stuttering.

EVENT OVERVIEW

The event will last two hours. The first hour will be the screening of the documentary and the second hour will be the panel discussion.

EVENT REQUIREMENTS

1. The local NSA Chapter **MUST** partner with a College/University Speech Disorders Department or a local Non-Profit Organization focused on disability rights (or something similar)
2. The venue should be at a College/University setting or a Media Screening Venue (75 seat minimum)
3. The venue needs to have reliable high-speed internet access to stream the movie on a large screen from a Vimeo.com password protected link

Rationale: *By partnering with a local College or non-profit, you will have (a) access to technology resources, (b) access to a suitable venue, and (c) access to an interested group of people outside of an NSA chapter. Additionally, you will have a promotional partner to help spread the word about the movie screening.*

REGISTRATION & FUNDRAISING

People will register to attend the screening from an event link on the NSA's website. (The NSA has a vastly improved online event registration form.) Registered attendees will receive a printable ticket or a "digital" on-screen smartphone ticket.

Rationale: *Having people register online will give you a better idea as to how many people will attend. It will also add an element of "sophistication" that will make the event look very well organized. And, having an actual ticket will encourage people to make it a must-attend event.*

When people register, they will have the option to make a "suggested donation" as payment for attending the documentary screening. People could pay \$0, \$5, \$10, \$200, etc. (The backend payment system is powered by Stripe. It's the same updated online payment system the NSA uses to process donations and online store purchases.)

The NSA national office will process the donations and funnel the money back to the local NSA Chapter. (It would be a good gesture if the local NSA Chapter donated 25% of the money collected back to the NSA national office.)

SUGGESTED TIMELINE

The following lists specific action steps a Chapter Leader should follow in order to host a successful screening. The NSA suggests starting the planning process two-months prior to the screening date.

8 Weeks Out

- Begin contacting a College/University Speech Disorders Department or a local Non-Profit Organization to gauge their interest in partnering with your NSA Chapter on the screening.
- When talking with potential screening partners, discuss the need for a venue that has the technical capabilities (large screen, fast internet connection, ability to display a video from a computer) and the logistical capabilities (enough seating, parking, accessibility to the general public).

7 Weeks Out

- Solidify your Screening Partner.
- Choose a day/time for the screening (evenings or weekends are best).
- Reserve a venue/location/room for the screening.
- Submit a [Movie Screening Details Form](#) to the NSA.
- The NSA will review the form and will follow-up with questions/feedback and approval.
- Once approved, the NSA will use this form to create the custom Online Registration link for people to use to get their tickets to the screening.

6 Weeks Out

- The custom Online Registration link is LIVE and ready to be used.
- Chapter Leaders will announce the screening to their Local Chapter.
- Screening Partner will announce the screening within their organization.
- Potential Emcee will be identified.
- Potential Panelists will be identified. (Suggested panelists: 3 PWS, 1 SLP).

5 Weeks Out

- The Emcee is chosen.
- Panelists are chosen and confirmed.

- The NSA will provide promotional tools/visuals from a special webpage. These tools/visuals will include graphics, sample copy, etc. that can be used to promote the event online and through printed materials.

4 Weeks Out

- The Screening Partner will create/publish a Facebook event promoting the Screening and sharing the link for how to get tickets.
- The NSA Chapter will share the Facebook event within their Facebook Page/Group.
- If the Screening Partner is a University, then announcements begin to be made to SLP students informing them of the screening. Also, flyers can be printed and posted on campus.
- NSA Chapter Leader will fill out and submit information to local media (newspaper and online) for inclusion in Community Event Calendar Listings.

3 Weeks Out

- The Screening Partner sends an email to their database promoting the film.
- The NSA Chapter also send an email to its database promoting the film.
- NSA Chapter attendees are encouraged to invite their friends and family to the event but sharing the Facebook Event posting online and talking about it with friends/family.

2 Weeks Out

- The Screening Partner and Local Chapter Leader identify Local Media personalities that might be inclined to do a story about the screening.
- Identified Local Media personalities are informed of the Screening.

1 Week Out

- Follow-up with identified Local Media personalities.
- The Screening Partner and Local Chapter Leader do a "technology test drive" at the venue. If issues arise, they are noted and an action plan is created to solve for the issues. A follow-up date is set to redo the "technology test drive" to determine if the issues are solved.
- If registrants are low, then the Screening Partner and Local Chapter Leader will develop ideas for how to increase registrants.
- On-site "Screening Hosts" are assigned to welcome attendees at the Screening.

Movie Screening Day

- The Screening Partner and Local Chapter Leader show up an hour before before the Screening to setup and problem-solve for issues if needed.
- Panelists, Screening Hosts and Emcee arrive 30-minutes before the Screening.
- Emcee welcomes attendees, explains what will happen (movie then panel discussion).
- A custom video from John Gomez is shown before WHEN I STUTTER plays.
- Movie is shown (55 minutes).
- Panel Discussion to follow (50 minutes).
- Event concludes.