

From the Director of **WAITING FOR SUPERMAN** and Academy Award® Winner **AN INCONVENIENT TRUTH**

# HE NAMED ME **MALALA**

ONE CHILD, ONE TEACHER, ONE BOOK AND ONE PEN  
CAN CHANGE THE WORLD.



Host A Screening Toolkit For Partners

PG-13

IMAGE NATION

IN THEATRES OCTOBER 2015

[www.MALALA.org](http://www.MALALA.org)

Participant media

SEARCHLIGHT

# Host A Screening Toolkit For Partners

*Thank you for your interest in hosting a screening of  
HE NAMED ME MALALA in support of girls' education!*

Our hope is that the film will spark dialogue and action in communities across the world to ensure that every girl receives a free, quality, and safe secondary education.

Enclosed you'll find everything you need to host the event, but please contact Ashli Alberty at [ashli@malalafund.org](mailto:ashli@malalafund.org) if you have any further questions.

## WHAT YOU NEED:

- Approval to host a screening.
- A downloaded copy of the Discussion Guide to help facilitate an active conversation after the film screening.
- Someone to host/moderate the discussion.

## GETTING STARTED:

**Step 1:** Review the “Hosting Guidelines” to ensure you’re able to host a screening and to determine the format of your event.

**Step 2:** Please email [ashli@malalafund.org](mailto:ashli@malalafund.org) to request to host a screening in your area.

**Step 3:** Once approved to host a screening, visit [Malala.org/film](http://Malala.org/film) to list your event on our events page.

**Step 4:** Create your invitation from the templates provided and send them out!

**Step 5:** Review the “Press / Media and External Communications Guidelines” to determine how you’ll advertise your event.

**Step 6:** Visit [Malala.org/film](http://Malala.org/film) to download the Discussion Guide to start preparing for the event discussion.

**Step 7:** Print out Call to Action Postcards to distribute to guests and *HE NAMED ME MALALA* film posters to help guests identify the screening room.

**Step 8:** Host your event!

# Hosting Guidelines:

## HOSTING REQUIREMENTS

- While the film is still in pre-release or in theaters, you will need to work with the Malala Fund to get approval from the film distributor, Fox Searchlight, to host a screening.
- If the film is in theaters in your location, you will need to buy-out a theater or find a donor to sponsor the buy-out in order to host the screening event. Visit [HeNamedMeMalala.com](http://HeNamedMeMalala.com) for a list of theaters showing HE NAMED ME MALALA in the US.
- If the film is not in theaters in your location, you will need to get approval before confirming a venue.
- During the pre-release of the film and while it is still in theaters, any public screening events must only include the showing of HE NAMED ME MALALA and cannot include additional film screenings.
- Once the film is out of theaters and available on DVD, you will need to work with the Malala Fund to get approval from the film distributor to host a public screening.
- Individuals and organizations are not permitted to fundraise or solicit funds in connection with HE NAMED ME MALALA screening events.

## EVENT FORMAT

- All screening events should be followed by a discussion focused on the topic of girls' secondary education, whether through a panel, formal discussion or Q&A.
- The discussion should also include at least one Call to Action (CTA) outlined below. You can combine a CTA tied to your organization's work, but it must be aligned with messaging approved by the Malala Fund. Visit [Malala.org/film](http://Malala.org/film) for more details.
  - Spread the word about the film on social media, telling your followers that you Stand #withMalala and asking them to pledge to see the film.
  - Sign the #withMalala online "anthem" and petition in support of girls' secondary education.
  - Donate to the Malala Fund's local projects directly providing girls with secondary education.
- HE NAMED ME MALALA screening panels or events must have at least one girl formally included in the panel, discussion or Q&A.
- These are just guidelines. Be creative, setup the event however you think is best, and own the night!



# Press / Media and External Communications:

- Any pre-arranged press or media coverage of the screening event must first be approved by the Malala Fund and include the language provided in the Press Release Template below.
  - When possible, the Malala Fund encourages coverage of events by girls themselves, and has partnered with the UN Foundation's Girl Up project to provide Teen Reporters to cover screenings. Please contact Ashli Alberty at [ashli@malalafund.org](mailto:ashli@malalafund.org) to enquire about the availability of Teen Reporters in your area.
  - For any social media promotion of HE NAMED ME MALALA and the Stand #withMalala campaign, please include the Malala Fund's social handles and logos on the relevant channels.
- Facebook: [facebook.com/MalalaFund](https://facebook.com/MalalaFund)
  - Twitter: [@MalalaFund](https://twitter.com/MalalaFund)
  - Instagram: [@malalafund](https://www.instagram.com/malalafund)
- Individuals and organizations are free to use the campaign logo on any Stand #withMalala materials, but need prior approval to use the Malala Fund logo.

# Screening Templates and Materials:

Visit [Malala.org/film](https://Malala.org/film) for the following templates and materials for your screening event.

## INVITATIONS

- Facebook Event Invitation Template
- Email Invitation Template

## PRESS/MEDIA AND EXTERNAL COMMUNICATIONS

- Stand #withMalala Logo
- Press Release Template
- Op-ed Template
- Blog Template

## EVENT HANDOUTS

- Call to Action Postcards
- HE NAMED ME MALALA Posters