



## **PLANNING AN AUDIENCE ENGAGEMENT CAMPAIGN**

*The following outline reflects Working Films' methodology and process in the development of community engagement campaigns with non-fiction films.*

### **Purpose and Vision**

Articulate the need and importance of the effort, and the anticipated long term outcomes. The purpose and vision provide a context for moving forward and give criteria against which you can weigh choices you make through the entire planning, implementation, and evaluation process. Your initial purpose and vision should be revisited as you establish partners and develop shared goals.

### **Prioritizing the Issues and Assessing the State of the Movement.**

Orient yourself on the relevant issue areas connected to the film, the players in the movement, their priorities, and the power dynamics involved.

### **Identifying Strategic Target Audiences and Potential Partners**

Assess the film's content and make an initial determination of the natural and strategic niche audiences and how to reach them. This includes an investigation of where they are and what infrastructure exists to reach them and engage them in action. (e.g. Through organizations, associations, networks, agencies, etc.).

### **Inviting Potential Partners into the Process, Gaining Buy-in and Commitment**

Introduce the film and envisioned campaign to organizations inviting them to become involved and asking them to consider how the film can be used to advance their work. An in-person or virtual summit meeting can be convened in this phase. A summit is a brain trust among allies intended to hone a shared purpose and vision, and clarify relevant issues, expand strategic audiences, identify opportunities to reach them, and determine concrete outcomes. Summits help lay the foundation of the community engagement plan. The next step is to gain clear commitment from partners that will participate in the implementation of the campaign.

### **Developing a Timetable for the Community Engagement Campaign**

Identify key points in time to leverage, taking into account the life of the film, the issues, and the calendars of partners, while staying flexible to unexpected opportunities. This can be covered in a summit or through one-on-one communication with potential partners.

### **Determining the Structure and Components of the Campaign (Including Take Actions, Tracking and Benchmarks for Evaluation)**

Work with partners to determine the structure and components of the campaign. Together the audience engagement coordinator and partners define the primary areas of focus for the campaign, what the "asks" will be for each, and what platforms online and on the ground will be utilized.

### **Communications and Support Materials: Messaging, Promotion, and Engagement**

Together with partners develop resources to support audience engagement. These resources may include screening guides, the film's website, online actions, social



networking, and get-the-word-out tools, such as posters, fliers, press releases, etc. At this stage partners can help to develop key messages that can be used in press opportunities.

### **Implementation**

This is the point in which all of the plans and tools are put into action. As festivals, broadcasts, theatrical and/or community screenings take place, document the process and capture the successes. Assessment and tracking is ongoing.

### **Evaluation**

Employ both qualitative and quantitative evaluation. Quantitative goals can be developed with campaign partners during the planning process and measured through surveys, interviews, follow up calls, report backs from screenings events, etc.. Audiences surveys, numbers of people who take action online, and other quantitative measures can also be used.

### **Wrap up and Reporting**

Plan for the end of a campaign or the end of your personal role in it. If the campaign is to continue longer than initially planned, a reassessment should take place that involves a review of quantitative and qualitative data and compilation of learnings to inform appropriate changes to your strategic plans. Ongoing tracking in narrative form will assist you when it is time to produce an interim or final report.