



HMI Fundraising Film Screening Suggested Agenda/Process

1. Complete the HMI Fundraising Film Screening Order Form. Give us at least 3 weeks' notice so we can ship you materials and help advertise your event.
2. Begin local promotion and networking.
3. Make sure you have plenty of popcorn and other snacks. You can charge for them and let folks know the proceeds are part of the fundraising. Get your friends to help out by bringing some creative dishes!

Event Schedule

1. Have someone greet people at the door and make sure they fill out the lead forms.
2. Formally welcome everyone and thank them for coming.
3. Tell them how you are connected with HMI or know about Holistic Management and why you think it is so important.
4. Show the film.
5. Encourage discussion about what people learned and how they feel about their role in the food system now and what they would like it to be.
6. Let them know about the work that HMI and the Holistic Management community is doing and suggest a goal for how much money you want to raise during the event and what you'd like it to go to (local programs or a particular type of program).
7. Ask them to write a check right then or fill out a pledge card or donate online via their smart phone.
8. Thank them all for helping to create healthy land and thriving communities.
9. Have someone take pictures and send them to you.

After the Event

1. Collect lead forms and mail with checks to HMI (address shown below).
2. Email pictures to hmi@holisticmanagement.org and a little write up or write a guest blog we can post on our blog.
3. HMI will total the amount of checks and donations that occurred the night of your event and send an email to your group to let you know how much was raised.

HMI
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