

“Sisters” movie - women to women crowdfunding campaign

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STEPS OF THE CRF CAMPAIGN

ANSWER BASIC QUESTIONS SO AS TO PLAN THE CAMPAIGN

TIMELINE

PREPARE A PITCH

ENGAGE INFLUENCERS

PREPARE TEXT/VIDEO MATERIALS

COLLECTION OF REWARDS

TECHNICAL EXECUTION

CRF CAMPAIGN

DISTRIBUTION OF REWARDS

REACH YOUR AUDIENCE - WHAT YOU ACHIEVED?

TO PLAN THE CAMPAIGN - ANSWER BASIC QUESTIONS

- 1 What is the purpose of the collection? What do we want to fund?
2. Brief description of what we are raising money for.
3. Some facts about the issue we deal with.
4. Who is the implementer of the project and why should it be trusted?
5. How much money do we plan to raise? (a minimum amount)
6. How many people is the team that can be involved promotionally in the campaign? What resources are needed, who?
7. Is there any portfolio, team of achievements that you can boast of ?
8. What has been done so far in the project?
9. Are there media and organizations that have already supported the project at the production stage?
10. What communication channels does the brand have? Ask for the organization's fanpage, if any, website, etc.

<https://www.facebook.com/StowarzyszenieAktywneKobiety> - 7337 fans, we can also bump this up further

<https://www.facebook.com/EVSinAWA/> - 8874 fans

<https://www.facebook.com/WyprawaMocy/> - 4334 fans

<https://www.facebook.com/GEPLLEEU/> - 237 - page of the project of women's leadership education activists - international

FP profiles of female leaders of organizations - public figures :

Monika SObanska profile - <https://www.facebook.com/monika.sobanska.33> - 4405 friends

Halina SObańska FP - <https://www.facebook.com/halina.sobanska/?ref=ts&fref=ts> - 611 fans

Halina Sobańska profile - <https://www.facebook.com/profile.php?id=100001556304311&fref=ts> - 3659 friends

DRAFT OF THE PITCH

1. Title + slogan : “Sisters - women for women”
2. Short description
3. The aim of our project
4. About the project - what we want to do?
5. Heroines / with photos/ - their life, their story
6. Why did we choose crowdfunding?
7. We are supported by...

DRAFT OF THE PITCH

8. Friends of the action: *Our initiative and the production of the film are supported by fantastic Polish women leaders (and leaders)! Artists, social activists, journalists. They are all committed to publicizing the problem of women in Afghanistan through this campaign. [Graphic: Our project is supported by]*

9. *What will we do?*

10. *What have we done so far?*

11. *Authors*

12. *List of awards*

Engage Influencers / Supporters

We created list of potential influencers / what contacts do we have?/, checking the availability of the person, her/his outreach, popularity, whether they are willing and will give us time:

1. Prof. Magdalena Środa - maybe dedications and lunch, she is in Masuria, we are struggling to record with tel....

2. Ludwika Wlodek - there will be a video and dedication on the book - 10

3. Sylwia Chutnik

4. Karolina Gruszka? is not available until the end of July

5. Maja Ostaszewska?

6. Maria Peszek?

7. Paulina Przybysz? - we are recording

8. Wanda Nowicka - we are recording

9. Robert Biedroń

10. Szymon Majewski

11. Arkadiusz Jakubik is not available until mid-July;[

12. Czesław Moził

13. Dorota Warakomska - head of the Women's Congress - we are recording on Wednesday

there will also be K. Janda, Agata Młynarska - but they will not make it now, because they are on vacation, Janda in Italy

14. Rogucki - yes, a video

15. Kayah - support us for sure

16. Martyna Wojciechowska

What do we expect from influencers/authorities?

Now:

-What can you give us as rewards? Something that will be of value to backers while promoting your work.

-Shoot a video with a statement to use

It should be 1-1.5 minutes long and give us the freedom to carve out an excerpt for the main video and use the full version on social media.

Videos provide us with coverage in the crf campaign. We ask for the the best possible quality of the video (4-8 people)

What do we expect from influencers/authorities?

Examples:



<https://www.facebook.com/StowarzyszenieAktywneKobiety/videos>

Others can record a statement on their own (those above also, if we can not reach them)

The rest of the influencers and authorities - please make a statement (2-3 sentences) to be posted on the graphic + photo.

The statement is to relate to the issue of the film and encourage support

What do we expect from influencers/authorities?

In the near future

We will ask you to share our campaign in your circle, including social media

possibly recording one more video - at the end of the campaign - again encouraging everyone to support (already on their own)

Elaborated by us samples-phrases to use in statements:

I am a woman, I am a leader. And I want to support other women leaders - everywhere. That's why I support the film "Sisters", which can realistically change the situation of women in Afghanistan.

Male version: I support women and women leaders. That's why I support ...
We are sisters. We share a bond - across borders.

All women are sisters. let's help our sisters!

We all equally want freedom, love and respect. For ourselves and for our sisters - no matter where they come from.

Women for women!

What is it like to be a free woman? The women of Afghanistan don't know that.

In Poland, we fight for our rights. There, women can't take to the streets. There, women cannot shout loudly that they want change.

Afghanistan. The worst place in the world for women to live.

If you support the collection, you will help the women of Afghanistan, the protagonists of the film, to come to Poland and promote their film. But most of all - you will contribute to change. I support "Sisters." And you? Go to: polakpotrafi.pl/sisters

The film "Sisters" will be a short documentary that we intend to show at special screenings, and our further goal is to screen it at European film festivals. We want to educate the public.

Women are not allowed to decide anything there: about their appearance, their education, etc.

What we did there was politically incorrect. But it was very, very necessary. Women in Afghanistan need strengthening to go further and infect more women with this

We want to speak out about what women's rights are in Afghanistan - we want to shout, because they don't have the right to vote.

REWARDS

10 PLN | Named thank you in a collective Facebook post

Your contribution helps amplify the voice of women in Afghanistan. Thank you! Your name will go into a collective post with a list of all the fantastic people who supported our initiative.

60 PLN Afghan delicacies /dried fruits, nuts and almonds/ for which Afghanistan is famous - 20 gifts. Price: 60 zł.

40 PLN | Postcard from Afghanistan with thanks from the leaders and authors.

photo of Afghan women leaders participating in the project with signature of the director, activists and heroines

PLN 100 | DVD with the film "Sisters".

A pre-release version of our documentary film "Sisters", which we will send you on DVD.

+ a thank you in a Facebook post

REWARDS

200 zł | 15 pieces | Named video thank-you from the heroines of the film

One of the three sisters, heroines of our film - Zohra, Gaisu or Parastu - will personally and by name thank you for your support in a special video recording
+ a thank you in a Facebook post

250 PLN | DVD of the film "Sisters" signed by the heroines of the film | 50 pieces

Your commitment inspires us! We will send you a limited version of our film, which will be signed for you by its protagonists, director Justyna Tafel and project author Monika Sobanska.
+ a thank you in a Facebook post

300 PLN | Empowerment coaching session or "How to give direction and strength to dreams" |

Limit: 3. Join us for an empowerment coaching session with Agnieszka Pietrzak! We will teach you effective business tools with "empowerment" tools, i.e. empowering yourself so that choices and goals come from the heart, not the head.

REWARDS

Book / movie / CD of one of the friends of the action with a personal dedication from...

price: **300 zł.**

Books from Wanda Nowicka /influencer/ with dedication: Scandal mongers, stories of women who are unconcerned - Elisabeth Kerri Mahon, Afternoon - the collapse of the Solidarity elite after gaining power - Robert Krasowski, The Black Book of Women - edited by Christine Ockrent
How not to make a career, or skirmishes with show business - Lidia Stanislawska

10 books by Ludwika Wlodek "It is enough to cross the river - about Central Asia" with dedication

Paulina Przybysz's latest album with dedication / comes out in October 2017, title secreted yet/ -
13 pcs .

10 solo albums by Piotr Rogucki <J.P. Sliwa> with autograph and name dedication.

REWARDS

600 PLN | Lunch with the filmmakers and heroines | September | limit: 6 | cities: Krakow, Warsaw, Poznan.

Your chance to meet with the filmmakers and the heroine sisters, who will surely want to thank you for your commitment to the cause! Plus a delicious lunch together. We invite you to a meeting in September in Krakow, Warsaw or Poznan.

+ a thank you in a Facebook post

1000 PLN | Participation in a gala dinner with heroines and authors and presentation of a statue | Limit: 5.

Not only will you have the opportunity to meet the authors and heroines of the film and attend a gala dinner in Warsaw, Krakow, Poznan from September 5-10. You will also receive a special statuette from us for your extraordinary contribution to the pom



Erasmus+

Thank you for your attention

