

FROM THE MAKERS OF **RACE TO NOWHERE**

# BEYOND MEASURE

## OUTREACH CALENDAR

### **NOW**

Post the event on your website, Facebook page and local community calendars. Be sure to include your ticketing and electronic postcard links.

Add your event information to a “save the date” in your email signature.

Create a list of local contacts.

Create a list of other schools and organizations in your community. (See our Outreach Guidelines)

### **THREE WEEKS BEFORE YOUR EVENT**

Send out a press release.

Send out postcards: mass mail, students’ backpacks, local cafes, libraries, and public venues.

Send another email invitation and Facebook update to your community and to other schools and organizations.

### **ONE WEEK BEFORE YOUR EVENT**

Send one last email and Facebook update to your community.

Have facilitator(s) participate in a conference call with Vicki Abeles, director of *Race to Nowhere* and *Beyond Measure*, and other facilitators from across the country. (See “Getting Started” email for call-in information)

### **THE DAY BEFORE YOUR EVENT**

Check in with your volunteers and make sure they are available to help at the event.

Print your email sign-up sheets, facilitation guide and flyers.

### **THE DAY OF YOUR EVENT**

We will be sending you your attendee check-in list four hours prior to your event start time. If you do not receive it, please call 925-310-4242 or email Sara@ReelLinkFilms.com

**Thank you for taking the lead to ring the film and conversation  
to your community.**