



How to Host a *Smile Pinki* Screening



- 1. Download the screening kit.** This Screening Guide, Pinki Update video, Discussion Guide, and film poster are all resources that will help enhance your event. Visit smiletrain.org/smilepinkiresources.
- 2. Recruit a co-host or committee.** Gather a few friends, colleagues or family members to help you organize the screening.
- 3. Choose a venue.** Potential venues could include your home, school auditorium, church, library, community center or local movie theatre. In addition to a sound system, be sure that your venue has either a DVD player or a strong internet connection to stream the film.
- 4. Pick a date, time and fundraising format.** The film and Pinki Update video will take approximately 45 minutes. If you plan to have a Q&A session or serve refreshments after the film, your event should be 1.5-2 hours. It is usually helpful give yourself 3-4 weeks to promote your screening. Decide if you will charge for tickets or collect donations at the screening itself. Your employer or a local business may also be interested in sponsoring your event with a financial contribution.
- 5. Promote your event.** Spread the word to your own contacts via email and social media. Contact your local media outlets and other local organizations and ask them to promote the event to their networks. Related local organizations may include hospitals with cleft or craniofacial teams, NSSLHA chapters or Indian cultural groups. Notify Smile Train and we will promote your event on our website. You can also create an evite on a third party site such as Facebook, Eventbrite or Paperless Post.
- 6. Host your event.** The week before your screening, visit the venue to test their AV equipment. Make sure that you have seating and refreshments (if applicable) for your anticipated number of guests. Visit the Materials page to order Smile Train pamphlets and wristbands to distribute. Prepare a short introduction about the film and the purpose of the screening. Have fun!

If you raised funds at your screening, you can donate them to Smile Train in one of the following ways:

Mail: Make check out to 'Smile Train'.

Send to *Smile Train, Attn: Adina Lescher, 41 Madison Ave., 28th Fl, New York, NY 10010*

Online: <https://my.smiletrain.org/donation/donate/pinki>

Phone: Call Smile Train at 646.829.0980

- 7. Be entered to win a chance to visit Smile Train's programs in the field.** The drawing will be held on June 6, 2018. Winner will be notified by phone. Remember to ask your party's participants for permission before posting their photos on social media or sending the photo to Smile Train. Smile Train may use your photo to spread awareness for its programs and you should ensure that all participants are comfortable with such usage.

TO BE ENTERED TO WIN

Post a photo of your screening on social using *#SmileTrain* and *#SmilePinki* and/or

Email your photo to community@smiletrain.org.