

perfect strangers

one gently used kidney — free to a good home

a film by jan krawitz



SCREENING KIT



A screening of *Perfect Strangers* raises awareness about the growing crisis in organ availability and promotes dialogue about the complex issues surrounding kidney disease. Your screening will bring your community together to share in Ellie's journey and galvanize discussion about organ donation, altruism, and the choices we make in our lives.

Before your event, please read the information pages included in this Screening Kit to ensure that you maximize the potential of *Perfect Strangers* to foster understanding, awareness, and community engagement. The screening kit includes an overview of the issues, a discussion guide, and other elements that will help you organize and facilitate a dynamic event.

I first met Ellie in 2007 after she had taken the initial steps to become an altruistic, non-directed kidney donor. Articulate and sometimes irreverent, Ellie was an ideal protagonist for this experiential, character-driven film as she was forthright, insightful, and willing to grant me unprecedented access to her story. Her decision to become a donor cannot be easily dismissed by the viewer as she was motivated by nothing more than a genuine motivation to help someone in need and the recognition that, like many of us, she had the ability to do so.

As the population ages, the need for organs increases and the wait list for a kidney from a deceased donor steadily grows. Altruistic kidney donation from a living donor is the new frontier that could significantly increase the supply. But many people feel discomfited by the idea and policymakers are wary of the implications. Through the prism of one kidney's journey, *Perfect Strangers* confronts thorny philosophical questions about acts of compassion, altruism, and ultimately, who deserves a second chance at life and at what cost.

--Jan Krawitz, Director, Producer, Editor



Getting Started

1) Secure Permission to Show the Film

License the film for your event by emailing info@perfectstrangersmovie.com or fill out the Host-a-Screening form at www.PerfectStrangersMovie.com/Host.

2) Find an Event Location

Secure an accessible location in your community where you can host a screening and discussions. Possibilities include:

- University campus or high school
- Community center
- Hospital or Medical Clinic Auditorium
- Local movie theater
- House of Worship

3) Select an Event Date

Plan your event at least FOUR weeks in advance to give enough time for publicity, posting on your website, and placing a notice in local newspapers. Check your campus or community calendar to ensure that no conflicting events have been scheduled that could interfere with attendance at your screening.

4) Engage Community Partners

Invite a local kidney awareness organization, patient support group, university, or medical center to join your efforts. These potential partners may also offer a venue, bring in volunteers to help with the event, share the licensing cost, and provide participants for a post-screening panel discussion. University groups could include ethics centers, medical centers, or professors teaching philosophy, bioethics, and other related topics.

To maximize impact, your event partners can expand the network by identifying local advocates, recent organ donors, organ recipients, or family members of a deceased donor to speak at your Q&A. Professionals in the transplantation community (transplant social workers, transplant coordinators, medical personnel) can introduce additional perspectives in a post-screening discussion. Jan Krawitz, the Producer/Director, of *Perfect Strangers* is also available to travel and speak at events, or via Skype, for additional fees. Please contact Info@PerfectStrangersMovie.com for further details and pricing.

5) Find Your Audience

Compile a list of guests and community organizations that can do outreach via phone, email and social media platforms. Potential audiences for Perfect Strangers can be found through universities and high schools, medical facilities, campus groups, patient support groups, and faith-based communities.

6) Spread the Word

Once you have customized the downloadable materials, print copies and ask campuses and local organizations if you can post your flyers on windows or bulletin boards. To further spread the word, send email invites and print out flyers to share with community partners. Encourage interested groups to share news about the event on their social media and share links on Facebook at [Facebook.com/PerfectStrangersMovie](https://www.facebook.com/PerfectStrangersMovie) and on Twitter at [@PerfStrangrsDoc](https://twitter.com/PerfStrangrsDoc). Embed the film's trailer on your own site, and create a Facebook event or Evite to alert your networks of event details.

7) Get Ready For Your Event

You will need to make sure that your event venue is equipped to show the film. Required are a projector, screen, DVD or Blu-Ray player wired into speakers, and, if needed, microphones for use in a panel discussion following the film. Play the first few minutes of the film before the audience arrives to make sure the image is projecting properly and that the sound is set to a good level for the room size. Eject the DVD so that it will restart at the beginning once the audience has arrived.

Create a document that details the schedule so that all partners, volunteers and guest speakers can be prepared and efficient. Send these details 2-3 days prior to your event to that everyone is prepared. Meeting at the event at least one hour prior to start time allows an opportunity for your team to debrief about the evening. The host or moderator may want to provide an overview of how he/she envisions the panel discussion.



"If somebody raised a question of whether it was ethical, whether my health would be compromised, whether I really knew what I was doing and getting into... then I would pull back a little bit. But it wouldn't be long before I would come back to center and feel really strongly that I was doing what I wanted to do -- at the time I wanted to do it."

-- Ellie

Downloadable Materials

Download the items available at www.PerfectStrangersMovie.com/Materials. These include flyer templates, discussion guide questions, an overview of the issues, event handouts, a press release template and more. Personalize the materials by inserting your event's date, time, admission/donation request, directions and sponsoring partners. The publicity materials can be printed and posted or sent electronically to your guests, partners and local media. Handouts including the Issues document, Take a Stand, sign-in sheet, and questionnaire should be available for distribution when your guests arrive.

- a) Audience Sign-Up Sheet** – collect attendees' contact information if they would like to get updates about the film. You can keep copies for your records and please send us copies with the return DVD.
- b) Discussion Guide** - suggested questions to launch the post-screening discussion before opening the conversation to questions from the audience.
- c) Event Impact Form** - List the number of attendees, discussion topics, unusual questions or comments, etc. Please send a copy with the return DVD as it helps us understand the impact and outcome of your event.
- d) Film Poster** - PDF and JPG formats of the *Perfect Strangers* poster
- e) Flyer Templates** - these documents are fully designed flyers that you can open in Word or Acrobat and insert your events details before printing
- f) Issues Handout** – this document provides some salient facts about kidney disease and organ donation. You can make it available as a handout and/or incorporate the information into the post-screening discussion.
- g) Take A Stand Handout** – this document provides information on how individuals can get further involved in the cause and make a difference.
- h) Press Release Template** - this document allows you to insert your event details and alert local media about the screening.
- i) Synopsis of the film**
- j) Perfect Strangers logo**
- k) Production Team Bios**
- l) Production Stills**
- m) Trailer embed code/links**

Tips for Your Event

A well-organized screening with extensive outreach will result in a successful event and a meaningful experience for your audience. The steps below will help you achieve that goal.

1) Start Your Event

A sign-in sheet at the door will allow attendees to stay connected to the film as we can follow up after the screening and invite them to join us on various social media platforms. Begin your screening no later than 10 minutes after the start time advertised. Welcome your guests and tell them a little bit about yourself and your organization. You can explain what motivated you to host the event and a bit about how *Perfect Strangers* has affected you. Encourage your guests to stay at the end of the screening for the post-film discussion. If you have invited special guests or panelists after the film, you could briefly introduce them with their bios.

2) Viewing the film (69 mins)

Make sure the audio and image has been tested before the arrival of the first guests. The volume should be set and the DVD ready to begin from the first frame. As the film is about to start, ask those in attendance to silence their cell phones. Once your audience is settled, dim the lights and hit play.

3) Post-Film Discussion (30 mins or more; total event running time should not exceed 2 hours)

After watching *Perfect Strangers*, your audience may feel inspired, overwhelmed, or ready to ask questions. If you do have a post-screening discussion, announce how long it will be. If your audience is aware of an end time, they will be less likely to drift out during the question-answer session. If you have a guest speaker or discussion moderator and panel, introduce them to the group. If the conversation will be audience-generated, or if your group is small, you may wish to offer a few initial observations about the film before opening it up to questions or comments. We have provided a handout that amplifies some of the issues raised in the film and can be used to help broaden the conversation. The "Discussion Questions" handout can be used to launch a focused post-screening dialogue with the audience.

4) Audience Connection with the Film

At the end of the evening, encourage your guests to take a moment to "Like" *Perfect Strangers* at [Facebook.com/PerfectStrangersMovie](https://www.facebook.com/PerfectStrangersMovie) and follow @PerfStrangrsDoc on Twitter before they leave. Many audience members will want to know how they can learn more about *Perfect Strangers*, how to purchase a DVD, and whether they can host their own events. Direct them to www.PerfectStrangersMovie.com for more resources. We also can provide informational postcards to distribute at your screening.

5) Post-Screening Questionnaire

If you have the time, we have a brief questionnaire that would ideally be handed out to the audience when they arrive. Encourage them to fill it out before leaving. It will allow us to learn more about your audience, their response to the film, and gather suggestions about other venues that might be interested in hosting a screening of *Perfect Strangers*. These will be collected by you and returned to us after the screening.

6) Document the Event

Please document the event by taking photos and recording stories you hear from attendees. Use the Event Impact Form to share your screening experience with us. Indicate which press attended and forward any links or copies of reviews or local interviews. Post the links and photos to your own Facebook page as well as the Facebook page of *Perfect Strangers* to showcase your success! Also please send any photos or video to Info@PerfectStrangersMovie.com as we would be thrilled to know about the impact you created!

WE HOPE WE HAVE GIVEN YOU THE NECESSARY GUIDANCE TO ASSURE A SUCCESSFUL AND MEMORABLE EVENT!

Should you have any questions, please contact us for more information:

Info@PerfectStrangersMovie.com

www.PerfectStrangersMovie.com

“When I first started dialysis, I’d been on a transplant list for three years. Now it’s five to seven years for my blood type. It really does bring you up short in terms of time ahead, the future.”

-- Kathy

