

UNA-USA – Greater Chicago Chapter  
presents



## GLOBAL WAKE-UP!

*Festival of Film, Literature, and Creative Arts*  
...TO THOSE WHO SEEK JUSTICE AND THE END OF DISPARITY...

A GLOBAL FESTIVAL, OCTOBER 28-29, 2011

IN SUPPORT OF THE  
EIGHT MILLENNIUM DEVELOPMENT GOALS (MDGs)

- 1) ERADICATE POVERTY AND HUNGER
- 2) ACHIEVE UNIVERSAL EDUCATION
- 3) PROMOTE GENDER EQUALITY
- 4) REDUCE CHILD MORTALITY
- 5) IMPROVE MATERNAL HEALTH
- 6) COMBAT HIV/AIDS, MALARIA
- 7) ENSURE ENVIRONMENTAL SUSTAINABILITY
- 8) DEVELOP A GLOBAL PARTNERSHIP

## CALL FOR VOLUNTEERS!

We are always interested in hearing from you, and we are always interested in finding people who care about our cause. If you have time to give, we will surely be able to find ways you can help.

If you are interested in volunteering for the Global Wake-Up Festival, please send an e-mail to Roxxy Cooley, Director of International Film at [rcooley@unachicago.org](mailto:rcooley@unachicago.org). **The festival runs for two days at Columbia College, Film Row Cinema, 1104 S. Wabash, 8<sup>th</sup> Floor, on Friday, October 28, 2011 and Saturday, October 29, 2011.**

## Publicity/ Promotions/ Marketing

The Publicity/Marketing Committee develops strategy, creates content, and implements all activities related to publicizing the Global Wake-Up Festival. It includes marketing the Festival and also marketing specific films, as in finding a targeted audience for a film.

This committee needs 2-3 people and works closely with Tickets, Film Selection, and Special Events. Print media, TV-radio, and internet outlets are divided amongst committee members.

Some work is done early on, in planning, and getting word out with dates, general info. The Publicity Committee really kicks in once films are selected, press releases are written (one or more of us works on that), and Special Events are pinned down for the upcoming Festival. Everything is geared to be ready to go in Mid **April**.



## Film Selection

Working collaboratively, the 3-4 members of the Film Selection Committee are charged with researching, acquiring and screening more than 50 films in order to help create a comprehensive and compelling program of films which highlight human issues as it relates to the Millennium Development Goals in the US and worldwide. The committee requires a heavier work load and longer-term commitment as members may spend on average 10 hours a week (including meeting times) from **March** to early September. Members help put the film schedule together, work with film distributors to negotiate usage of film (FREE), and acquire public relations materials on a share of the films. A strong love of film, internet access /email account, basic writing skills, willingness to communicate frequently, make cold calls and advocate on behalf of the Festival are a must. First to see some great films!

## Print and New Media

A 1- 2 member team. The Print and New Media Committee is responsible for the production of all graphic design and web-based materials.

- Graphic Design includes design of the look and feel of all print and web collateral of the Festival (Brand Mark and color palette used on letterhead, business cards, passes, poster, postcards, flyer, brochure, tickets and all web graphics).

- New Media includes development and updating of the web site, Facebook, Twitter, blogs, YouTube and any other new venue that may present itself to be of value to the Festival.

Full knowledge of a myriad of software such as: Photoshop, Dreamweaver, InDesign, Joomla!, CSS, HTML, Graphic Design, Flash, Google Docs, Photography, Videography, Project Management.....Facebook, YouTube, Twitter, Blogs..... Must be able to meet deadlines and work collaboratively on projects.

This job typically begins working from mid-January and then seriously working in February right through to about two weeks before the Festival begins. It usually involves about 1 - 5 hours a week. This position works primarily with the Web Maven, although is in contact with Film Selection, Special Events, Art Show, Publicity/Marketing, and Proofreaders.

## Tickets

The Tickets Committee people will be the line of communication keep the passes and flyers available to outlets such as bookstores and keep them supplied this committee works closely with publicity and marketing. 2-3 people required for this team. Keeping track of any distribution and sales for tickets (award ceremony/workshops, etc.)

## Steering Committee

Planning and overall organization of the Festival. Minimum of one full year of experience working on a Festival is required. Requires communication and teamwork skills. Steering Committee members serve as liaisons to other specific committees. It's a 6 month to year-round time commitment.

## Fundraising: Corporate/ Individual Gifts/ Grants

The Fundraising Committee is responsible for creating the current year's fundraising goals, strategies and plans.

- Prepares written materials and documents as needed for appeal letters to be sent to major donors, individuals and business donors.
- Arranges for printing of letters, envelopes and remittance envelopes. Coordinates mailings of appeal letters, and records receipts.
- Identify organizations and individuals who might be sources of funds through grants; prepares, writes and files grant applications.
- Works closely with the Steering Committee and Finance Committee to inform them of potential funding sources, and to update income received.
- Thank you letters (and visits in the case of major donors) are written within a week of receiving funds.
- Assures that updates to the database are provided to data coordinator.

## Bookkeeper/ Finance/ Festival Accounts

This committee works closely with the Treasurer of the Board of Directors of the UNA-USA Greater Chicago Chapter, the Festival Steering Committee, Fundraising Committee, Volunteer Coordinator, and Data Compilation Coordinator and others as needed.

Major roles are:

- Establish budget for current festival
- Help establish fundraising goals for corporate and individual donations and grants
- Track expenses and income and reconcile to budget
- Prepare, handle and track cash flow throughout the Festival
- Record and track expense and income data. Prepare reports as needed.
- Participate in grant writing by preparing budget figures and providing financial information as needed by grant writers.

This committee meets year round. Monthly meetings from December to November weekly or bimonthly meetings The ideal make up of this committee would be 4-5 members.

Coordinator/Chair

Bookkeeper

Accountant

Cash Flow Coordinator

Record Keeper

## Data Compilation Coordinator

Collect and compile comprehensive information on the Festival, including films, venues, special events, finances, and attendance statistics.

## Web Maven

This person will be responsible for coordinating the delivery of final copy (written, image, or video) from the proofreaders/producers to the New Media/Print Committee. This person needs to be able to pay attention to detail and be familiar with new media (Facebook, YouTube, Twitter, Google Docs and other social media). An understanding of, or at least a familiarity with, file formats, compression and online social venues highly recommended.

## Film Submissions

The Film Submissions Committee may consist of 1-2 members that work closely with the Film Selection Committee for four months.

Their primary responsibilities include:

- Taking care of daily tasks like correspondence with filmmakers
- Previewing submissions and reporting on them to the film selection committee
- Making sure the Festival's treasurer receives the submission fees
- Keeping careful records of all submission activity
- Research websites and conduct inquiries of how other small film festivals manage film submissions to learn how to handle the increasing growth of the festival more systematically.

A highly organized person who has an appreciation of the work and passion of independent filmmakers, as well as the goals of the Film Selection Committee would be a good fit for this task.

## Proofreaders

Responsible for proofreading all written copy before it goes to final presentation on the Web or Print media. This committee will work closely with all other committees in gathering written material and then make sure final copy gets to those who need it. Must be organized and able to work with deadlines. Familiarity with or a willingness to learn how to use online collaborative software, such as Google Docs, is a plus.

## Show-Volunteer Committee

The Global Wake-Up Festival Show-Volunteer Committee is made up of about 10 volunteers, most of whom meet once a month from **March** until the Festival begins in October.

The group includes:

- Show-Volunteer Committee "head" (who oversees the Show-Volunteer Committee)
- Show-Volunteer Committee "office manager" (who prepares and organizes paperwork needed for this committee)
- Steering Committee liaison (who facilitates teamwork between other Festival committees and this committee)

- Show-Volunteers' liaison (who organizes and stays in close contact with the show-volunteers and show-volunteer "leaders")
- Overall Presence/ Organizer at venues (who keeps the venues organized and is a helpful presence at many of the shows)
- Show-Volunteer Trainers (who train show-volunteers and show-volunteer leaders before the Festival begins).

The Show-Volunteer Trainers are also Show-Volunteer Leaders (who organize show-volunteers and are the go-to "point person" at the show). We welcome volunteers who are interested in taking on a Show-Volunteer Committee position and ask them to, ideally, make a 4-6 Festival commitment to the Festival in this role; you will be trained over the course of 2-3 Festivals by the volunteer presently in that position, taking on the role when you feel confident, and will begin to train another volunteer to take over your role when you're ready to retire from it.

## Show-Volunteers

There are usually 3 - 5 Show-Volunteers at each Festival show. A Show-Volunteer Leader coordinates the Show-Volunteers and acts as the "point person" at the show, available to answer movie patrons' questions, etc. (The Show-Volunteer Leader also prepares and completes paperwork before and after the show and often reads the "introduction" before the show.)

The Show-Volunteers, under the direction of the Show-Volunteer Leader, work as a team, choosing from jobs that include:

- Selling individual show tickets (this includes handling money)
- Keeping a tally of tickets and passes sold, punching passes (that are purchased either at this show or before this show)
- Giving out a "receipt ticket" to every movie patron entering the theater
- Giving out "comp tickets/ passes" and crossing off names as they're picked up
- Handing out "comment cards" and pencils and collecting "receipt" tickets at the theater door, and collecting "used" comment cards and pencils after the show.

Show-Volunteers and Show-Volunteer Leaders will receive an individual "comp" ticket for each show s/he volunteers for, to be used at this or any other Festival show. Show-Volunteers/ Leaders should not plan on attending the show they are working at, though often it works out that s/he can. It is helpful for Show-Volunteers and Show-Volunteer Leaders to attend at least one Show-Volunteer Training before the Festival begins.

## Hospitality

Responsibilities include :

- Checking w/ Steering Committee to see what we are providing for visiting directors/filmmakers
- Get director/filmmaker info from Film Selection Committee and contact that person to see what their needs are: When will they arrive? Leave? Traveling alone or with partner? Driving? Train? Directions? Any food requirements? (Are they vegan? Etc)

- Solicit meals from Local Restaurants; Get breakfast vouchers from other more typically Breakfast establishments.
- Put meal vouchers, welcome letter, reservation confirmation and festival brochure in packet and distribute for arrivals at the event and/or other noted location as agreed to from the Steering Committee
- Solicit 10-20 \$3.00 vouchers from local coffee shops to be presented to speakers and panelists as a token of appreciation.

This should all be finished within the last 3 weeks before the Festival.

## Opening Night Reception/ Final Wrap-Up Party

The opening night party occurs on Friday, October 28, 2011, at 6pm, Columbia College - Film Row Cinema, 8<sup>th</sup> Floor. Solicitation of food donations from identified (and newly acquired) vendors; preparing and serving food, setting up buffet tables for food and beverages. You will also need to procure paper goods. It is helpful to have 1 or 2 people soliciting donations and 3 - 4 doing set up and clean up.

## Film Trackers

The Film Tracking Committee is fairly small and works from late April, most intensively just before and during the Festival, and then for a couple of weeks after the Festival ends.

The work is to:

- Have the films in hand, a week or two before the films are to be shown
- Have contact with the venue managers
- Organize a plan for which films need to be where by when based on the film schedule,
- Get the films to the screening rooms in time for the managers to make sure they work in their equipment
- Check to see if any special arrangements have been made with filmmaker for pick up.

After the Festival is over all the films must be picked up and then organized and sent to the Steering Committee.

## Best in Festival Coordinators

The Best of the Fest Committee gathers the comment cards after each evening of film. The results are tabulated, and the favorite film will be announced on the website and other media outlets. If possible – Best of Fest can also be announced at the end of the evening. A fondness for math is helpful. Two to three people are needed to work during the days of the Festival.

## Program Advertising Sales

Solicit orders for ads to be placed in Festival Program Book and on website. Follow up on orders to make sure artwork and ad copy have been received by designer, and that payment has been received. Participate in proofreading and copy editing of Program Guide/ website copy as needed. Once Program Guide Draft has been presented, check to make sure that all ads were in fact included, and if an ad did not appear in Guide or on website,

take action to ensure inclusion. If ads were NOT included, write an apology and refund fees as needed, and prepare a separate page for inclusion in the printed document.

## Banner Coordinator

Reserve date for large banner hanging over the outside of the venue, if possible – or follow up with the venue leads to ensure where corporate banners can hang. (really need to be secured a year ahead of time), pick up banner after it has been taken down. Deliver for storage or return. Handle all signage needs for the event.

## Other Volunteers

This is an “as needed” position. We need about 6 - 8 volunteers who can do tasks such as picking up tickets from the printers; escorting the visiting film directors/filmmakers or special VIP guests, distributing water and snacks for workshops, etc. Helping to put up posters. This is a great volunteer job if you don't have a huge amount of time to give. It is an ongoing job throughout the Festival.

## Photographers

Skilled photographer(s) who is/are willing to take candid photos of the Award Ceremony and Benefit Reception, workshops and film screening activities, including the patrons in line for tickets; the directors and filmmakers; etc. Looking for someone who can capture the “feel” of the Film Festival. Credit provided on the website for photographer as well as a bio. Also looking to have a photo booth set up for the Award Ceremony and Benefit Reception.

## New Media Voice

This person needs to have a passion for getting the word out about the Global Wake-Up Festival. Skills needed are writing, first and foremost, and then knowledge of Twitter, Facebook, blogs, and web sites are helpful. This person will be working mainly with the Print and New Media Committee and also with proofreaders, marketing people, and others. Journalism and reporting experience a plus.

---

Contact:

**Roxy Cooley**

**Director, International Film**

**UNA-USA Greater Chicago Chapter**

[rcooley@unachicago.org](mailto:rcooley@unachicago.org)