

PITCHING YOUR VISION

The E's & the P's

- ▶ **Email**

- ▶ Get on one's radar
- ▶ Reach many people quickly

- ▶ **Phone**

- ▶ Build a relationship
- ▶ Dialogue — learn from your potential partner

**SHORT, DESCRIPTIVE,
AND LEGITIMIZING**

subject line: _____

Hi _____,

This is _____, Producer for the feature documentary about _____. Our film is called _____ and we thought our film's message may be of interest given your commitment to _____.

[.....short ~2 sentence description
[.....of the film's message

[.....short ~2 sentence description
[.....of the way you've gotten it into
[.....the world

Watch the trailer and learn more at www._____.com

At your earliest convenience, I'd like to speak with you about how our film may be of use to you and your _____. Are you free for a quick conversation sometime in the coming week or so?

Thank you for your time and consideration. I look forward to _____.

**SHORT PARAGRAPHS
THAT ARE EASY TO
READ**

**NO ATTACHMENTS AND
ONLY ONE LINK**

**ASK FOR A CALL AND
THANK FOR THEIR TIME**

subject: PBS Doc Film — change your story, change your life

Hi _____,

This is Nick Kelso, Producer for a new documentary about how people are re-writing their stories by confronting painful stories of failure, addiction, and childhood trauma. Our film is called *Is Your Story Making You Sick?* and we thought its message may be of interest given your commitment to mental health wellness.

Our film illustrates the power of the mind-body connection and challenges viewers to reconsider how their own stories affect their lives.

It will broadcast on PBS and has been praised by leaders in the mental health field including Cheryl Sharp of the National Trauma Council as, “one of those films you watch when you want to understand health on a deeper level.” Watch the trailer and learn more at www.story.movie

At your earliest convenience, I’d like to speak with you about how our film may be of use to you and your community of mental health professionals. Are you free for a quick conversation sometime in the coming week or so?

Thank you for your time and consideration. I look forward to hearing from you!

All my best,

Nick

Delivering an intro phone pitch

- ▶ Jump right in and think fun
- ▶ Underscore legitimacy and relevance
- ▶ Schedule a follow up call

SHORT & PIQUE THEIR INTEREST

Who am I?

- Hi I'm _____, Director of the documentary _____
- Our film(*short description in relevant terms*)

**FILM INDUSTRY
CREDIBILITY AND
THEIR INDUSTRY
CREDIBILITY**

How am I legit?

- Our film premiered at _____ and has been _____ (*short description of impact already made by the film*)
- We're getting fantastic feedback from _____ (*short description of aligned organizations or influencers that are fans of the film*)
- In addition to what we've already done with the film we want to collaborate with like-minded organizations like yours

NEXT STEPS

Book a call

- May I send you an email with the trailer & more info?
- After you have a chance to watch the trailer I'd love to schedule a call at your convenience. How's next week?

What is a pitch deck?

- ▶ Simple written & visual tool
- ▶ For communicating with potential partners
- ▶ **Purpose**
Push conversations forward with partners

Effective pitch decks are...

- ▶ Professional but interesting
- ▶ Persuasive
- ▶ Concise
- ▶ Balanced between written and visual content
- ▶ Clear about how a partner could work with you

Pitch deck format

- ▶ Two to three page PDF
- ▶ **Three main components**
 - ▶ Persuasive and concise written words
 - ▶ Alluring and/or illustrative images
 - ▶ Compelling quotes



SAME GOD

Embodied Solidarity Comes at a Price.

A film by Linda Midgett



THE FILM

When a professor at an Evangelical Christian University decided to wear a hijab in solidarity with Muslim women, the world took notice. Some hailed her as a hero. Others labeled her a heretic.

Same God is a timely and thought-provoking documentary that follows Wheaton College professor, Dr. Larycia Hawkins, from a December 2015 Facebook post to months of headlines in the *NY Times*, *Time* magazine, and *Fox News*. Dr. Hawkins' Facebook post sparked intense debate by claiming that "Muslims and Christians worship the same god." As a result, she was harassed, received death threats, and lost her tenured position at Wheaton College.

Same God is an exploration of faith, Islamophobia, academic freedom, and the growing split among conservative and progressive Evangelicals—all while revealing the inspiring story of a woman who risked everything to embrace what unites rather than divides us.

WHY THIS FILM

Animosity toward Muslims, immigrants, and those perceived as "the other" is growing in the United States. Sadly, the polarizing and hateful rhetoric is often perpetuated by those who claim that "God" is on their side.

How can we pursue justice and harmony in an increasingly polarized society? How can people of different creeds and cultures find common ground or are we banished to echo chambers of hate and fear? These are some of the big questions audiences are discussing after seeing *Same God*.

Same God contrasts Dr. Larycia Hawkins' unifying message of "embodied solidarity" with the racism and hypocrisy infecting our charged political and cultural climate. And Dr. Hawkins' message is resonating deeply with diverse audiences—from university students to faiths leaders to community activists. The film ultimately points to a higher path of kindness and sacrifice.



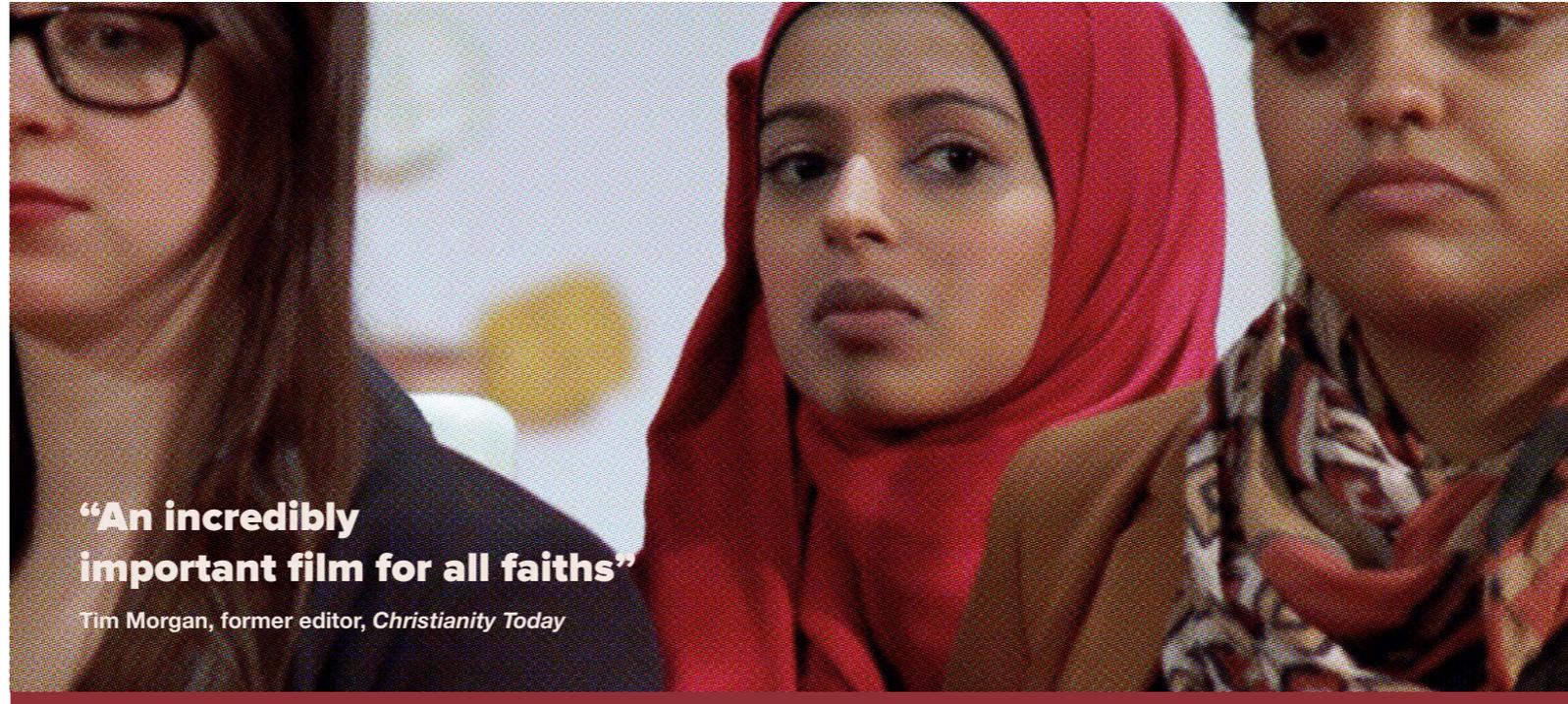
"Brilliant. The most important film I've ever seen on religion in America."

Dr. Kurtis Schaeffer, University of Virginia



"Same God contrasts the love of the majority with the intolerance of a powerful few."

Sue Obeidi, the Muslim Public Affairs Council



“An incredibly important film for all faiths”

Tim Morgan, former editor, *Christianity Today*

JOIN US

One story can move mountains. Through our strategic approach to distribution and community engagement, *Same God* will reach a national and international audience. Our goal is to further the movement of “embodied solidarity” aimed at transforming our polarized, fractured culture into one of mutual respect and unity. Here’s how we’ll do it:

- ▶ **Red carpet film festival screenings** to build awareness
- ▶ **Theatrical release** in select cities earning audience and press coverage
- ▶ **Partnerships with influencers** in the areas of faith, academia, and media
- ▶ **Screenings & discussions** at top universities and libraries
- ▶ **Grassroots faith outreach** to churches, mosques, and community centers
- ▶ **Educational & discussion materials** to facilitate important conversations
- ▶ **National television broadcast** on PBS or CNN
- ▶ **Digital release** on iTunes, Amazon, and Netflix

“

“A beautiful portrait of sacrifice revealing the incredible power in standing with all neighbors”

Jan Martinet, Screenwriter, Documentary Filmmaker

”

“An eye-opening portrayal of a deep rift within the Evangelical community... powerful and evocative.”

Maurice Possley, New York Times best-selling author



THE DIRECTOR

Director Linda Midgett has writing and producing credits on many major networks, including NBC, The History Channel, A&E, Discovery, PBS, National Geographic and Lifetime. Her work has won numerous awards, including two Emmys. An alumna of Wheaton College ('92), Linda's documentary work often deals with the intersection of social justice and faith. Her documentary credits include *The Line*, a film about people living below the poverty line, and *The Stranger*, a film on immigration reform commissioned by the Evangelical Immigration Table and Sojourners.

Written word guidelines

- ▶ Write concisely — keep it short and sweet
- ▶ Write persuasively
 - ▶ Hook the reader's attention

Imagery guidelines

- ▶ Front and center: compelling image
- ▶ Use images throughout your deck
 - ▶ Tell a story visually

Quotes guidelines

- ▶ Keep them short
 - ▶ 20 - 35 words
 - ▶ Wordsmith as needed
- ▶ Niche quotes > Mainstream quotes



THE FILM

TO BE OF SERVICE follows veterans with Post Traumatic Stress Disorder, who, often after years of struggle, embrace a more innovative way of beginning to heal from the invisible wounds of war — being matched with a service dog.

When man's best friend becomes a 'battle buddy' by their side, these veterans begin forging a sustainable path back to life. The film depicts how within a matter of months, each veteran makes remarkable progress. Being matched with a service dog does not offer a cure, but opens a way to healing and hope.

WHY THIS FILM

Approximately 500,000 veterans suffer with PTSD, from the Iraq and Afghanistan wars alone. The shortcomings of our current approach to treating PTSD are well-documented and the stakes could not be higher. Fewer than one percent of Americans are currently serving in the military yet veterans account for 20% of all suicides in the U.S. — with 22 veterans committing suicide daily.

The benefits of the human-animal bond have been well-established. Pets save an estimated \$11.7 billion a year in health care costs. It is our hope that TO BE OF SERVICE will stimulate important conversations about how veterans, their families and communities can more effectively manage PTSD using this heart-warming approach to recovery.



/// THAT'S THE GREAT THING ABOUT HAVING A SERVICE DOG — A VET WITH PTSD CAN RELAX AND LIVE AND BREATHE AGAIN. ///

Tom Tackett
Patriotic Service Dog Foundation



/// I'D BEEN IN A HOLE FOR 10 YEARS FULL OF ANGER, HATRED AND FEAR. BUT MY FIRST SERVICE DOG SAVED ME. SHE WAS MY UNIVERSE COMING BACK. ///

Terry Henry
Veteran, U.S. Air Force



/// AS GOD IS MY WITNESS, HIS EYES
LOOK INTO THE SOUL OF MY HEART AND
PULL THAT ANXIETY OUT, AND I KNOW I
WILL BE OKAY. ///

Walter Parker
Veteran, US Army

OUR MISSION

From conversations with leaders in the veteran, service animal and policy-making communities, we know TO BE OF SERVICE aligns with efforts to educate the public about the impact of PTSD on veterans and the shortcomings of our status-quo approach to treating it. The film highlights an innovative approach to healing with a proven track record.

Our mission is to educate veterans and their families desperate for paths to recovery, to raise further awareness about the issues involving the mental health and well-being of our soldiers when they return to civilian life, and to encourage further research and understanding about the power of the human-animal bond for healing and growth.

JOIN US

As a partner, we'd like to collaborate with you as we release TO BE OF SERVICE to audiences across the country through our *National Outreach Campaign*. Our release will reach a broad audience and achieve our mission objectives through the following initiatives:

- ★ **Festival & Theatrical Release** to build audience and engage national press
- ★ **Veteran Groups Screening Campaign** reaching veterans and their families, through conferences, conventions, local events
- ★ **Service Dog Screening Campaign** reaching training organizations and their communities (dog owners and lovers, veterinarians)
- ★ **Policymaker Engagement Campaign** in DC and legislatures across the country
- ★ **Digital Release** commercially through iTunes, Amazon and Netflix
- ★ **National Television Broadcast** reaching millions of viewers



THE DIRECTOR

TO BE OF SERVICE is the latest documentary by award-winning director Josh Aronson. His film SOUND AND FURY, about the battle over the identity of deaf children, premiered at the Sundance Film Festival and was nominated for an Academy Award. Josh's numerous films have broadcast nationally on Showtime, PBS, Nickelodeon and Discovery Channel and screened for audiences across the globe. For more information: aronsonfilms.com.



THE CAST

TO BE OF SERVICE features servicemen and women from a variety of different ages and backgrounds, all of whom carry the trauma of their experiences in war. Among them, we meet **Greg**, who lived with unbearable guilt about his buddies who never made it home, leading him to attempt suicide, which put him in a coma for nineteen days; **Tom**, whose fragility and hyper-vigilance made it impossible for him to hold down a job and relate to his wife and daughters; and **Sylvia**, who spent years misdiagnosed and on an excess of prescribed medications. These are just a few of our troubled characters whose lives begin to turn around with a service dog through training, daily life and the unconditional love they experience.