



# DRESSEMBER SCREENING PARTY GUIDE

# THE DRESSEMBER DOCUMENTARY

*It's bigger than a dress.*

Hear from our Founder/CEO Blythe Hill about how a style challenge became a global movement to disrupt the \$150 billion trafficking industry. Listen as DresseMBER advocates, staff members, and survivors bravely share their stories and articulate why advocacy matters. Finally, learn how you can be a part of ending exploitation for good. Together, we're fighting for the dignity of all people and showing the world that you can do anything in a dress.





# STEP ONE: SELECT A LOCATION

*Start by determining how big you want your gathering to be. Then, start looking for spaces to host your screening! \* Here are some ideas and options:*

## YOUR FAVORITE RESTAURANT

Does your fav dining out spot have a projector or TV? Ask them about using the space to share the film. Some restaurants may charge a fee and others may be willing to donate the space for your event.

## YOUR SCHOOL

Ask your school (or child's school) if you can use a room to share a short film. They may even let you promote the screening at the school!

## YOUR LIVING ROOM

Hook your laptop up to a TV or use Apple Play to stream the documentary in your own home or a friend's house!

\*We encourage you to follow local COVID-19 guidelines and gather when and if you feel safe to do so.



## STEP TWO: CHOOSE A DATE

Once you've decided on where you'd like to host the screening, it's time to pick a date. Choose a time that works best for you and others. Is there a weeknight or time over the weekend when most of your friends and family are free?

## STEP THREE: INVITE YOUR COMMUNITY

Invite your friends, family members, colleagues, and neighbors to join you for a special screening of the Dresseember Documentary.

# WHAT TO SAY

*I'm hosting a screening party for the new Dresseember Documentary!*

I advocate for an anti-trafficking organization called Dresseember. Every December I wear a dress or tie for 31 days and share with my community about human trafficking. The reality is that this injustice exists in every country in the world; it's a \$150 billion dollar industry and it's the world's fastest growing criminal enterprise. Dresseember pairs the quirky style challenge with education on this issue to raise awareness and funds to combat trafficking from every angle, from prevention to intervention and survivor empowerment.

This month they launched a documentary about the movement, which has grown to over 35,000 advocates worldwide! I'd love for you to hear about a cause that's become so meaningful to me by attending my screening party.





# AND WHERE TO SAY IT

Try sending a personal invitation via email to each of your contacts. Your community is most likely to show up when they know how personal this issue is to you.

Post about the event on social media. Share the date and location details (or ask people to DM you for the address) and invite your network to join the fun.

Is there a neighborhood board, school or workplace announcement forum, or local coffee shop you could post about the event?

A photograph showing the backs of two people sitting on a concrete bench in a dark room, watching a film on a large screen. The screen displays a scene with a window and some text in Turkish. The person on the left has long, wavy brown hair and is wearing a white t-shirt. The person on the right has long, straight brown hair and is wearing a grey sweater over a white shirt and blue jeans. The screen shows a scene with a window and some text in Turkish, including "Cebelitarıkta gemiden ayrılacak olmalarına" and "diğer İspany".

# STEP FOUR: PLAN YOUR PARTY

Now that you've nailed when and where you will screen the film, it's time to plan your party. Whatever you choose to include is up to you, but here's a few ideas!

Remember, your guests will remember how you (and the film!) made them feel the most. No matter how casual the event is, your guests will appreciate the thoughtfulness you put into making the night a positive experience for them.



## HAVE A SNACK BAR

Set out bowls of your favorite chips, dips, and other snacks for people to enjoy during the screening. Make it easy with paper plates and finger foods!

## PROVIDE BEVERAGES

Stock a cooler with water and soda or pre-make a batch of cocktails or lemonade for guests to self-pour.

## PLAN YOUR PITCH

Before the film starts, plan to say a few things introducing the film and sharing about why Dressemer is important to you. Your guests want to know why this matters to YOU!

## PREPARE FOR QUESTIONS

Once the documentary ends, create space for Q&A with you (and any other Dressemer advocates in the audience). Don't forget to share ways that your audience can join you this year. This will be a great opportunity to recruit people to join your team or donate to your campaign!