

From the Director of **WAITING FOR "SUPERMAN"** and Academy Award® Winner **AN INCONVENIENT TRUTH**

HE NAMED ME MALALA

ONE CHILD, ONE TEACHER, ONE BOOK AND ONE PEN
CAN CHANGE THE WORLD.



Now available on Digital HD and DVD

FOX SEARCHLIGHT PICTURES in association with IMAGE NATION ABU DHABI and PARTICIPANT MEDIA with NATIONAL GEOGRAPHIC CHANNEL PRESENT A PARKES-MACDONALD AND A LITTLE ROOM PRODUCTION
A FILM BY DAVIS GUGGENHEIM "HE NAMED ME MALALA" INSPIRED BY THE BOOK I AM MALALA ADAPTED BY JASON CARPENTER MUSIC BY THOMAS NEWMAN DIRECTOR OF PHOTOGRAPHY ERICH ROLAND EDITOR GREG FINTON ACE BRIAN JOHNSON BRAD FULLER
EXECUTIVE PRODUCERS MOHAMED AL MUBARAK MICHAEL GARIN JEFF SKOLL SHANNON DILL PRODUCED BY WALTER PARKES LAURIE MACDONALD DAVIS GUGGENHEIM DIRECTED BY DAVIS GUGGENHEIM

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Host A Screening Toolkit

Today, over 60 million girls are out of school globally. We believe that we can do something about this. It is time for action, and we need your help.

Stand #withMalala is a global social action and advocacy campaign that accompanies HE NAMED ME MALALA, a film by Academy Award-winning director, Davis Guggenheim. Through audience engagement, localized calls to action and advocacy workshops with girls, the campaign aims to raise mass awareness and drive policy change. Join the millions of people worldwide who stand #withMalala as champions for free, safe and quality education for girls.

We know that girls and women around the world can be positive change-makers in their communities. In order to transform their communities, every girl needs access to education. You are a part of making that a reality. Hosting a screening of HE NAMED ME MALALA is an excellent first step to take action and advocate for girls' education. Our hope is that the film will spark dialogue and action in communities across the world to ensure that every girl receives 12 years of free, quality and safe education.

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What you'll need

Here's everything you need to bring the inspirational message of HE NAMED ME MALALA to your home, community or school.



- **A copy of the HE NAMED ME MALALA DVD or VOD (streaming on HULU in US)**
- **A venue with a DVD or VOD player and screen**
- **A screening license for public events**
(any event held outside of your home)
- **A downloaded copy of the Discussion Guide**
to help facilitate an active conversation following the film screening
- **Someone to host or moderate a discussion**
- **An information table**
to distribute action postcards and collect attendee information



How To Host A Screening

Follow the steps below to host your own screening of HE NAMED ME MALALA.

1. Secure a copy of the DVD/VOD and a public screening license, if applicable

- › You can purchase HE NAMED ME MALALA on [iTunes](#) or [Amazon](#), or stream on [HULU \(US only\)](#).
- › To host a public screening of HE NAMED ME MALALA, you will need to obtain a public screening license in addition to purchasing a DVD/VOD.
- › Please contact Suzi Hitchon at suzi.hitchon@geemedia.com for information on securing a license.
- › If you live outside of the U.S. and Canada and would like to host a screening of HE NAMED ME MALALA, please contact Albina Terentjeva at Albina@hollywoodclassics.com.

2. Select a date and find a location

- › Make sure you give yourself enough time to plan the event, we suggest 2 weeks in advance at the latest. This will allow you time to set a date, location, and promote the event.

3. Select your speaker and panel members

- › Will there be a speaker or panel after your screening? Include speakers that are passionate about girls' education! We encourage hosts to include adolescent girls on their panels as either moderators or panelists to ensure you're hearing from girls themselves on what education means to them.



4. Order Schoola clothing donation bags for guests to raise money for the Malala Fund (US only)

- › If you are located in the US, guests can donate gently used kids' and women's clothing after the screening to fundraise for the Malala Fund. Be sure to order Schoola bags so they arrive in time for the event!
- › Learn more about Schoola and order your Malala Fund Schoola fundraising bags [here](#).

5. Create invitations and spread the word about your event

- › **Create invitations** from the templates provided (or create your own) and send them out!
- › Promote your event to your community

online or through local media outlets. Make sure to tag **@MalalaFund** in your social media posts and use **#withMalala**.

6. Download discussion materials

- › Make sure you and your speakers review the HE NAMED ME MALALA [Discussion Guide](#) ahead of the event.
- › Teachers and educators, you can also download the campaign [curriculum](#) and check out this [Facing History webinar](#) to learn more about how to use the film and curriculum in your classroom.
- › Educate your audience about the issue using our [What Works in Girls' Education factsheet](#).

- › Need help with opening and closing remarks for your screening? Download our **Screening Talking Points** to help you facilitate the event, including information about Malala and Malala Fund.

7. Print event handouts

- › Have copies of our **Call to Action Postcards** ready to distribute to guests and HE NAMED ME MALALA **film posters** to help guests identify the screening room.

8. Host the event

- › Give yourself enough time to set up. We recommend arriving at the venue at least an hour before the event begins. You should use this time to make sure all tech is working properly — test the projector and film, microphones and lighting.
- › Set up your information table. Set out the Call to Action postcards and Schoola bags. If you're a campus or school club, feel free to use this table to promote your club as well!
- › Post updates from the event on social media, including photos. Tag **@MalalaFund** and use **#withMalala** so we can see what you're up to!

Suggested Timeline

*The key to a successful screening is planning ahead.
Use this step-by-step checklist to make sure your event
goes off without a hitch.*



ONE MONTH Before Event

- ☐ **Secure a copy of HE NAMED ME MALALA and a public screening license** (if needed).
- ☐ **Choose a date and venue for your event.**
- ☐ **Confirm speakers or panelists.**
- ☐ **Order Schoola bags (US only).**



TWO WEEKS Before Event

- ☐ **Create and send invitations using the invitation template** (or create your own!).
- ☐ **Promote your event.**
Make sure to tag **@MalalaFund** in your social media posts and use **#withMalala**.



One Week Before Event

- ☐ **Print plenty of handouts** — Call to Action Postcards and HE NAMED ME MALALA film posters.
- ☐ **Create buzz around your event.**
by sending an email reminder to guests and continue to post updates on social media.
- ☐ **Draft and practice your opening and closing remarks.**
Remember you can use our Talking Points if you need ideas.



Day of the Event

- ☐ **Arrive early at the venue to set up and test all tech**
- ☐ **Bring handouts, Schoola bags and other resources for your information table**
- ☐ **Get your guest list in order and set up an easy way for guests to check-in**
Don't forget about walk-ins! Make sure you have a way to gather email addresses of everyone in attendance to follow up after the event.
- ☐ **Post updates from the event on social media, including photos**
Tag **@MalalaFund** and use **#withMalala** so we can see what you're up to!



After the Event

- ☐ **Don't lose any momentum**
Be sure to let your guests know that they can take action #withMalala year round by joining the movement at malala.org.
- ☐ **Follow Up**
Send a follow-up to guests a day or two after the event. Thank them for coming and let them know what they can do next to take action for girls' education.
- ☐ **How did it go?**
Fill out our quick **post-event survey**.

*Thank you for standing #withMalala
and supporting Malala Fund in advocating for 12 years of
free, safe and quality education for girls worldwide!*

FAQ



Can Malala attend, speak at, or Skype into my screening or event?

At this time, Malala is politely declining all invitations, proposals and requests so she can remain fully focused on her overriding priority — her school studies.

Can someone from the Malala Fund attend, speak at, or Skype into my screening or event?

The Malala Fund is made up of a small team so we can only occasionally accept speaking requests for large events and conferences. Please contact film@malalafund.org with your request, and we can try to connect you to a partner organization if we're unable to participate.

Does it cost money to host a screening?

You will need to obtain a copy of the DVD for your screening. You can purchase the film online on [iTunes](#) and [Amazon](#), or stream online through [HULU \(U.S. only\)](#).

If you live in the U.S. or Canada and are planning to host a public screening of HE NAMED ME MALALA, please contact Suzi Hitchon at suzi.hitchon@geemedia.com to discuss how to secure a public screening license.

If you live outside of the U.S. and Canada, and would like to screen HE NAMED ME MALALA, please contact Albina Terentjeva at Albina@hollywoodclassics.com to discuss how to secure a public screening license.

There are no other fees included in screenings, except of course the charges you may incur from your venue.

Where can I learn more about Malala Fund?

Visit malala.org to learn more about the Malala Fund.

How can I start a club to support girls' education?

If you want to empower girls year round, **start a club!** Our friends at [Girl Up](#) have an amazing program to help you host events, raise funds, and consistently take action around this issue.

I am interested in teaching my students about Malala. Do you have any materials?

As a teacher, showing your students HE NAMED ME MALALA and educating them about the issues she stands for is one of the most powerful ways you can make an impact. We have created a [curriculum guide](#) for you to use with your students after they see the film. The guide includes lesson plans, worksheets and resources to guide classroom discussions and encourage students to take action on their own. Also reference the [Facing History Webinar](#) as a guide for the curriculum

I am a student. How can I raise money to help girls everywhere get a quality education?

Malala Fund invests directly in local leaders and organizations that are delivering quality secondary education for girls. We currently focus our efforts on Pakistan, Nigeria, Kenya and countries hosting Syrian refugees. Please visit malala.org/fundraise to learn how to raise funds for Malala's efforts.

You can also donate your gently used clothes and raise money for Malala Fund through Schoola. Learn more about Schoola and order your Malala Fund Schoola fundraising bags [here](#).

I am not a student. How can I raise money to support Malala and the Malala Fund?

Our [fundraising page](#) has all the information you need to get started! We encourage you to personalize your fundraising story, share your own pictures, and set fundraising goals. All donations received through your fundraising page will be sent directly to the Malala Fund.

You can also donate your gently used clothes and raise money for Malala Fund through Schoola. Learn more about Schoola and order your Malala Fund Schoola fundraising bags [here](#).

How can I donate to the Malala Fund?

You can help us empower girls through education by donating via our [secure online platform](#).

Where does my donation go?

Your contribution supports the Malala Fund's work to ensure all girls have access to quality secondary education. Malala Fund invests in and advocates for girls' secondary education and amplifies the voices of adolescent girls globally.

How can my organization partner with the Malala Fund?

At this time, the Malala Fund is not accepting unsolicited proposals for funding or partnership.

The best way to partner with the Malala Fund is by sharing information about HE NAMED ME MALALA and the Stand **#withMalala** campaign with your organization and its supporters. Visit malala.org/film for more details and resources.

What are the UN Sustainable Development Goals?

“On September 25th 2015, countries adopted a set of 17 goals to end poverty, protect the planet and ensure prosperity for all as part of a new sustainable development agenda. Over the next 15 years, with these new goals that universally apply to all, countries will mobilize efforts to end all forms of poverty, fight inequalities and tackle climate change, while ensuring that no one is left behind.”

<http://www.un.org/sustainabledevelopment/sustainable-development-goals/#>

The UN Sustainable Development Goals, under Goal 4, will help “ensure inclusive and equitable quality education and promote life-long learning opportunities for all.”

This is a huge step in not just further establishing the importance of girls’ education, but also urging governments to be a part of prioritizing girls’ access to 12 years of free, safe equitable education around the world.

<https://sustainabledevelopment.un.org/sdg4>

What is the Global Partnership for Education?

“The Global Partnership for Education supports developing countries to ensure that every child receives a quality basic education, prioritizing the poorest, most vulnerable and those living in fragile and conflict-affected countries. The GPE focuses on enhancing countries’ capacity to improve results in basic education in access, equity, quality, and stronger and inclusive education systems. They are comprised of 61 developing countries, more than 20 donor governments, and international organizations, the private sector and foundations, teachers, and civil society/NGOs.”

<http://www.globalpartnership.org/about-us>