



**American  
Red Cross**



## **Fundraise for Haiti Relief Efforts using *Road to Fondwa* documentary**

### **About the documentary**

*Road to Fondwa* is a documentary that tells the story of the people of Haiti; a story of resilience and resistance, of hope and solidarity, a story of the human spirit. The documentary provides a great opportunity to learn and understand more about the Haitian people, witness their daily struggle and small victories and more important get a sense of how is life in the face of a major catastrophe.

The producers of the *Road to Fondwa* are organizing screenings of the film in cities throughout the country in hopes of encouraging groups and organizations to raise money for Haiti relief through these screenings. The producers have also agreed to share this film with any Red Cross chapter, School or Campus Club, or Youth Group that wants to organize a screening in order to raise money.

### **How to organize a screening for your club or youth program:**

1. **Procure a DVD or stream from YouTube.** Visit <http://fondwa.org/> and get the details.
2. **Contact the local Red Cross unit:** Share with the local Red Cross unit your fundraising idea and coordinate the implementation efforts.
3. **Secure a venue and proper equipment:** Find a local venue that has the hosting capabilities to show a film. Things to keep in mind include space and equipment that the venue may already have for use (you will need a screen, AV equipment such as speakers, chairs, etc.). Consider using your school's auditorium or even the local movie theater.
4. **Advertise the event:** College campus clubs and high school clubs can promote within their schools to students, parents, faculty by sending out emails via club list servs, newsletters to parents, school announcements. Create a Facebook event to promote to fellow students who may or may not be in the club or other organizations.
5. **Collect funds:** Sell tickets before and at the event. Most screenings ask for a \$5-\$10 donation. Ask club members to help sell tickets to family and friends and encourage donations from those who may be unable to attend. Keep track of the number of tickets sold and money raised.
6. **Raise awareness at the event:** Take advantage of bringing a large group of people together to help raise awareness for what the Red Cross is doing for international relief in Haiti. Also talk about opportunities to get involved as a volunteer with your club or local chapter.
7. **Tell us how you do!** We want to know about your event and how successful you were in your fundraising. Go to [www.redcrossyouth.org](http://www.redcrossyouth.org) and click on "I Helped the Haiti Relief Effort" to tell us more about your fundraising efforts.

### **Optional ideas and tips:**

- Ask venues to donate space and help advertise event.
- Find local businesses to sponsor event or match funds raised.
- Sell refreshments.
- Collect additional donations at the event.