

# The Unquiet Collective Impact Generator

UNQUIET

## First steps brainstorming tool

### FILM\* NAME

\*or other artwork

### FILM SYNOPSIS (ONE LINER)

### OUTREACH OVERVIEW

What do you most want the film to do in the world? *Dream big – what is your guiding star here?*

### THE POLITICAL CONTEXT

Add a paragraph about the sensitivity and complexity of the context in which the film will be launched.

### FIRST GOALS BRAINSTORM

Reach  
(audiences)

Change  
(policy, laws)

Change  
(attitudes, behaviour)

Raise money for

### CONNECTING AUDIENCES TO EXISTING LOCAL CAMPAIGNS

Who is already working on these issues? What are they calling for? This relates to partnerships – these campaigns and the orgs and activists work on them could also become your partners

**AUDIENCES**

Our base audience (our 'choir') *This may include the community in the film or other impacted communities or advocates already working on the issue.*

Who do you most want to see the film? *Who do you need to reach to take action on the issues in the film? Who needs to see the film to make decisions relating to your goals above?*

How do they watch films (which will help you think about how to reach them in the distribution strategy) – ie on streaming platforms, in cinemas, on tv etc

**KEY MESSAGES**

In dot points what are the key things you want to discuss / have people consider when they watch the film?

**PARTNERS**

Who else is already working on this issue? *(Advocacy orgs, NGOs, legal and policy teams, grassroots movements?)*

Which organisations have aligned politics that you could work with?

**AUDIENCE JOURNEYS**

What do you want an audience to do AFTER they see the film?

- Host a screening and discussion
- Screen film at their workplace / school
- Go to a website
- Sign something - IE petition or pledge
- Commit to attending a follow up event
- Join an organisation
- Donate \$
- Start their own action group
- Connect with a partner org or join a campaign
- Sign up to your list
- Follow you or a partner org on social media
- Share something on social media
- Other

## DEEPER ENGAGEMENT & MATERIALS YOU MIGHT CREATE FOR THESE

- Host a film screening and discussion in community linking audiences to campaigns and action groups - Discussion guide and how to guide
- Host a film screening and discussion in lounge room combined with letter writing campaign - Letter writing templates and guide
- Write a letter to the local press or call talk back radio - Templates and scripts
- Send a letter to a local politician - Templates and scripts
- Join a local action group - List of groups that people could join
- Start a local action group - How to guide

## Distribution Strategy

### KEY PITCHING EVENTS FOR THE FILM

### DISTRIBUTION – GLOBAL

Festivals? Broadcast? Airlines?  
Streamers? Cinemas?

### WEBSITE & SOCIAL MEDIA

### EDUCATION

Schools or universities  
Will you make a screening guide or school guides?

### KEY CHARACTERS

Who is in the film?  
Will they be available to speak with the film / tour / do media?

**TEAM**

Team and production company info  
Who will be available to tour with  
the film and host Q&As?

**IMPACT BUDGET\***

\*See Unquiet Impact Budget template  
Have you raised \$ you need?  
Do you need to raise more?  
Who might support your  
campaign?

**SCHEDULE / TIMELINE**

What is your release schedule for  
the film?  
What other major political events  
and opportunities are happening  
during this period?

**EVALUATION / MEASURING  
SUCCESS**

This is an example only – have a  
think about what you want to see  
happen to know you have had an  
impact?

The evaluation can include a mix of  
qualitative and quantitative data.  
Tracking audience reach, media  
mentions and concrete changes to  
legislation or industry practice.  
Harder to track are attitudinal  
shifts.

Key goals that will be tracked  
include;

- Impact on film participants and  
their community
- Audience reach
- Media coverage of the film,  
characters and issue
- Legislative change achieved
- Attitudinal shift in audiences

This document is part of the Impact  
Producing Toolkit produced by the  
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