

Outdoor Movie Night -

For a community support or recruitment event, or a members-only fundraiser, try something different with an Outdoor Movie Night!

THE SNAPSHOT

White sheet - projector, DVD player, speakers and access to power movie - park, vacant lot or other venue - snacks - promotional materials.

THE SCREEN

Ask high schools, restaurants and/or businesses if you can use their parking lot after hours, or contact your local city office to have the screening in a park. Do you have a friend who owns property you can use for free? Even better! For a smaller club event, someone's backyard will do just fine.

Materials (www.designsponge.com)

- two buckets filled with rocks or gravel (we poured cement in ours)
- three 6 ft long 2 x 4s
- one twin-size flat sheet
- staple gun
- extra fabric and twine to cover the buckets

Lay your sheet flat on the ground. Staple each side to a 2 x 4, circling the fabric around each board once. Once secure, lay your third 2 x 4 across the top, perpendicular to the two stapled boards. Nail/screw into the boards.

Place the bottom end of each board into a bucket, making sure there is enough weight in each bucket so the screen doesn't topple over.

Cover each bucket with fabric and tie with twine, ribbon or extra fabric.

Don't have a projector or PA system? Ask friends and family, or check out your local volunteer or community centre for rentals. For a very large event, you will need professional equipment/service provider.

THE MOVIE

Ensure your movie is appropriate for your audience. Choose a theme for the evening (for example, "school's out for the summer" theme with Ferris Bueller's Day Off, etc.) For an event open to the public, be sure to visit to obtain the rights to the movie you will be showing. For a smaller event, prepare for a cost of around \$200. If you anticipate 100 or more, the cost can be closer to \$400. For a private club event, no license is necessary.

At A Glance

BY LINDSAY IRVINE, PROJECTS COORDINATOR

THE SNACKS

For your concession stand, use a wagon or something mobile for extra convenience. Stick to the basics: popcorn, chips, chocolate, pop, water, etc. If you are holding a fundraiser, ask local stores for snack donations, letting them know how the money will benefit their community.

THE PROMO

This is key to a successful movie night, if you intend to raise funds or recruit members. Use social media and place posters in high population areas (community centres, libraries, etc.). Don't forget to have Kin materials on hand to give to interested attendees or to attach to a movie ticket for more information. Use our communications guide in the member centre for more tips!

ANYTHING ELSE?

Suggest a \$5 donation minimum for admission rather than charging admission. This will help offset licensing fees for getting the rights to screen the movie.

If you want to do something special, have some pre-movie entertainment. How about some local high school talent such as jugglers, comedy club, glee clubs, etc.?

Why not decorate the area a little bit to make it feel like a special event? Think about playing music in the background beforehand to set a fun tone.

And finally, don't forget to check with National Headquarters to ensure you are properly covered.

Have a success story to share?

Contact Lindsay at lirvine@kincanada.ca to spread to word! ■

