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PRISMS FUNDRAISER

MOVIE NIGHT

A Movie Night is a great way to spend time with friends, family and other SMS families and enjoy an evening together.

Approximate Planning Time: 1 month in advance

Approximate Volunteers Needed – 16-18 (3 for set up, 2 for check in, 4 for activities, 4-6 for food serving, 3 for cleanup) You may need to adjust according to the size of your event.

Step 1:

Determine your location and date. Check with local churches, schools or community centers to see if they can project a movie and if they would be willing to donate space. Once you have your location, set a date and time for the event.

Step 2:

Choose your movie. It's best to pick a newly release DVD or possibly a classic movie that a lot of people will enjoy.

Step 3:

Advertise your movie and sell tickets (see the attached flyer). Suggest price would be \$10 per child (allow the adults to join in for free – they will be the volunteers assisting with the evening). This price would include pizza, popcorn and water. In your advertisement, suggest that people come in the pajamas and bring a blanket and pillow so they can be comfortable on the floor for the movie.

Step 4:

Gather your supplies! Call local pizza restaurants. Ask for donations of pizza or discounted prices (see the attached flyer). Purchase disposable cups with lids & straws for the water. Ask

friends and family members if they have a popcorn maker that you could borrow for the event or purchase popcorn (some movie theaters will sell a huge bag for around \$25.00)

Step 5:

Come up with some events that correspond with the movie for the children to do prior to the movie starting. Possibly coloring pages or physical games.

Here are some ideas on how to promote your Movie Night:

E-Mail a flyer	E-mail a flyer to your distribution list. Try to include anyone in the area that may be able to attend your event
Post on Social Media	Post the flyer on your Facebook, Twitter and Instagram and even local Facebook community sites and request that it be posted on the PRISMS Facebook page. Encourage friends to share the information
Share on your Website	Request that PRISMS share information about your fundraiser on the PRISMS website.
Print, Post and Pass Out Flyers	Post flyers on community boards in common and community areas.
Questions	Contact Casey Gorman at cgorman@prisms.org

Here is a sample invitation letter to share on via email or social media:

Hello _____,

In an effort to raise awareness for PRISMS (Parents and Researchers interested in Smith-Magenis Syndrome) we are planning a Movie Night!

Here are the details:

Location: _____

Date: _____

Time: _____

Cost: _____

We hope that you are able to attend! If you aren't and would simply like to make a donation, you can do so by going to our website www.prisms.org and clicking on the tab "Donate Now" at the bottom of the home page.

PRISMS is a non-profit organization dedicated to providing information and support to families of persons with Smith-Magenis Syndrome (SMS), sponsoring research and fostering partnerships with professionals to increase awareness and understanding of SMS. Our Federal Tax Identification Number is 54-1652029.

Thank you for your time and we hope to see you there!

Here is a sample letter to share with local stores, friends and family:

Dear _____,

We are in the process of planning a Movie Night to raise awareness for PRISMS (Parents and Researchers interested in Smith-Magenis Syndrome). I'm writing you this letter to request food donations. We would greatly appreciate anything you are willing to donate and would be happy to coordinate a date and time to pick up the donations.

Here are the details:

- Pizza
- Popcorn

For more information about PRISMS, please see our website at www.prisms.org. In addition, if you would like to donate to PRISMS, you can do so by going to our website www.prisms.org and clicking on the tab "Donate Now" at the bottom of the home page.

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Thank you for your time and we hope to hear back from you.

Sincerely,

Here is a sample of a thank you letter to send to stores, family and friends and volunteers for their help in making the Movie Night a success:

Dear _____

I wanted to personally thank you for your time and effort to assist us with the PRISMS Movie Night. We appreciated your help and wanted to let you know that we raised \$_____. Those funds will assist PRISMS in ongoing research of Smith-Magenis Syndrome. Without your help, this wouldn't have been possible!

Thanks again for your time and assistance!

Sincerely,
