What do we lose when intelligence is a number?

intelligent lives

a film by dan habib

@intelligencedoc / intelligentlives intelligentlives.org @danhabibfilms

a film by dan habib

intelligent lives

THE FILM

From award-winning filmmaker Dan Habib comes INTELLIGENT LIVES, a catalyst to transform the label of intellectual disability from a life sentence of isolation into a life of possibility for the most systematically segregated people in America.

INTELLIGENT LIVES stars three pioneering young American adults with intellectual disabilities—Micah, Naieer, and Naomie—who challenge perceptions of intelligence as they navigate high school, college, and the workforce. Academy Award-winning actor and narrator Chris Cooper contextualizes the lives of these central characters through the emotional personal story of his son Jesse, as the film unpacks the shameful and ongoing track record of intelligence testing in the United States.

INTELLIGENT LIVES challenges what it means to be intelligent, and points to a future in which people of *all* abilities can fully participate in higher education, meaningful employment, and intimate relationships.

On the following pages, you'll find step-by-step tips for hosting a successful screening event. We've designed this toolkit for use in conjunction with the website, www.intelligentlives.org, so you will find links throughout the guide.

Host INTELLIGENT LIVES screenings to:

- Celebrate
- Educate
- Fundraise
- Advocate

OPENING DOORS

COLLABORATING FOR IMPACT

We invite you and your community to participate in our dynamic impact campaign: **Opening Doors to Inclusive Education and Employment**.

INTELLIGENT LIVES and the four companion films on post-secondary transition can be used as powerful tools to educate the public and advocate for expanding inclusive practices and policies in education, employment, and community life.

The films and campaign resources are highly relevant to:

- Schools and colleges
- Businesses
- Young adults (middle school and older)
- Non-profit organizations and agencies
- Family groups
- Everyone in your community

The INTELLIGENT LIVES films and Opening Doors campaign can help you and your community shift attitudes, beliefs, and behaviors, and advocate for broad-based systems change.

Together we can create a world where everyone's abilities and talents are valued.

HOW TO HOST A SUCCESSFUL SCREENING

Tools to Prepare, Promote, and Pack the House

Encourage the planning group to visit www.intelligentlives.org to watch a clip from the film, sign up for the newsletter, and follow us on Facebook, Twitter, and Instagram.

We've outlined a series of actions you can take in the weeks leading up to your screening of INTELLIGENT LIVES to ensure a well-planned event with maximum turnout and support from your community.

Below are some helpful hints for how to:

- Build early momentum
- Plan the event goals, theme, and format
- Publicize the event
- Involve your audience in meaningful action

PARTNER UP

Collaborate with other individuals and organizations to make your INTELLIGENT LIVES event more dynamic, share the workload, and increase the number of attendees and diversity of the audience. Your partners will also extend the reach of your "get-the-word-out" efforts. Reach out to regional organizations that are directly involved in the film's central issues, such as family groups, schools and colleges, policymakers, youth/disability-focused non-profits, and businesses.

SET EVENT GOALS

Work with your partners to identify a shared vision and purpose for the event.

Do you want to:

- Raise awareness and inspire attendees to take action on an issue?
- Create a celebratory event to engage and expand your membership?
- Influence decision makers?
- Raise funds for a non-profit organization?
- Point attendees toward opportunities and resources?

Work with your partners to identify a shared vision, purpose, and format for the event.

Review our Take Action page, which will help you frame your event outcomes and determine your format.

HOW TO HOST A SUCCESSFUL SCREENING (cont'd)

YOUR SCREENING, YOUR WAY

Choose the best format for you and your community.

Visit our Host a Screening page to learn more about the two ways to screen the film in your community:

- You can host an INTELLIGENT LIVES screening at a local theater through the Gathr Theatrical On Demand® model. Gathr will ship the film to your local theater, and our Gathr page contains additional tips for hosting a successful screening—with no financial cost to you!
- You can host an INTELLIGENT LIVES screening at a venue of your choice by purchasing the INTELLIGENT LIVES Education Kit.

If you purchase the Education Kit, arrange for a venue that will accommodate the number of attendees you expect and provide a comfortable atmosphere for your group—a school auditorium, a community center, a library, a place of worship, etc. Be sure that your venue is wheelchair accessible, including accessible bathrooms and adequate wheelchair seating. It's also easier if the venue has built-in audiovisual equipment (a DVD player, screen, and quality projector and sound system).

SET A THEME

Some possible themes for your event:

- INTELLIGENT LIVES: **Opening Doors to Inclusive Policies:** Host a film screening followed by a panel discussion with young adult self-advocates, parents, educators, business leaders, and/or school board members advocating for more inclusive schools, workplaces, and communities.
- INTELLIGENT LIVES: **Opening Doors to Inclusive Pathways:** Partner with local community organizations and businesses to pair a screening with an "opportunity fair." Invite community non-profits, schools, businesses, and agencies to set up information tables before and after the screening.
- INTELLIGENT LIVES: **Opening Doors to Youth Self-Advocacy:** Pair a screening with an online workshop by one of our team members—the renowned disability rights advocate/leader, LeDerick Horne. Workshop schedules will be posted on our website and Facebook page.

Your local community. Your local venue. Your opportunity to raise awareness and create change. It's easy!

HOW TO HOST A SUCCESSFUL SCREENING (cont'd)

Add fun and impactful elements to events:

- **It's Soup Day!** Building on a scene from INTELLIGENT LIVES, use our discussion guides to share food and conversation at a film viewing.
- Host a Fundraiser. Gathr makes it easy!
- **Let's Vote!** Use the tools from the Rev Up campaign to hold a voter registration drive. Screen the film, discuss the issues, then encourage everyone to register to vote!
- **Or come up with your own ideas and share them with us!**

PLAN THE FORMAT

The total running time of the film is 70 minutes. Schedule a two-hour event so you have plenty of time for an introduction, post-film discussion, and planning for action. Download and review our discussion questions ahead of time.

Salon style screening:
Sometimes the best conversations happen with fewer people—in intimate, informal spaces where some feel more at ease sharing stories or ideas through an unstructured discussion.

Panel discussion:
Include young adults with disabilities and other key stakeholders in a post-film panel discussion with an experienced moderator. The moderator and panelists can connect the film to local/state data and personal experiences to help place the story in context. Leave plenty of time for questions.

Facilitated small group discussion:
Making time for small-group discussions when you have a larger audience can help ensure everyone has an opportunity to share and be heard. Each small group can then report-out to the larger group with their reflections on the film.

GET THE WORD OUT!

At least 1 month before the event:

- Create an online RSVP link (platforms like EventBrite are free and easy) and send us the link so we can help publicize your event.
- Download our Facebook cover photo and then create a Facebook event that points people to the RSVP link. Invite your partners to co-host the Facebook event, and then all of the co-hosts should invite friends, colleagues, and family members.
- Consider a small budget for promotion of your Facebook event, which will enable you to reach more of your followers as well as new audiences in your region.
- Use our customizable event flier to create a PDF invitation. Email your friends, colleagues, and family members, and reach out to community leaders, such as school administrators, teachers, and elected officials.
- Ask partner organizations to share the invitations/links through their social media, e-newsletters, and websites.
- Use our customizable poster for your event, and hang it in highly visible locations throughout your community.
- Submit your event to local community calendars—newspapers, radio and TV stations, colleges, etc.
- Send information about the event, along with your version of our customizable press release, to local media. Contact reporters and editors who are responsible for education, employment, health, and entertainment coverage. Give them the local angle: How do the issues raised in the film resonate in the community? What local people will take part in the discussion?

2-3 weeks before the event:

- Use our social media kit to regularly post about the event.
- Write a letter to the editor of your local paper or online news sources to draw attention to the event and the related issues.
- Provide regular event updates via your Facebook event and RSVP platforms.
- Share posts from the INTELLIGENT LIVES social media platforms, especially video clips.

1 week before the event:

- Ask all of your partners to re-send the event flier to their networks and re-post on social media.
- Follow up on all media outreach by email and/or phone.

In the days leading up to the event:

- Send out updates about the event and/or quotes from the film.
- Make follow-up calls and emails to the VIPs you hope will attend the event.
- Generate excitement by sharing your planned actions to create positive change.

KEYS TO STRONG ATTENDANCE:

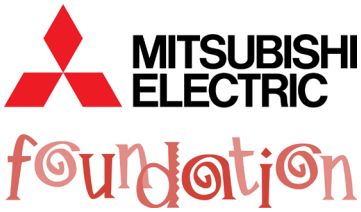
- Partners. Partners. Partners. Working with organizations near you that have access to your target audience is one of the strongest ways to make your event relevant, accessible, and well-attended.
- Track your RSVPs. Keep in mind that free events will have a 30-40% no-show rate. Continually build the buzz for the event and don't be afraid to "overbook" your space by 25% or more.
- Reach out to 10 trusted contacts and ask each one to get three people to commit to attending. That's 30 people right there!
- Keep it relevant to your local community. People are motivated when they have an opportunity to make a difference in their lives and the lives of their friends and neighbors.
- If budget allows, offer refreshments and time for post-screening socializing.

AT YOUR EVENT

- Set up a table with information about the hosting organizations.
- Assign someone to introduce the film and describe the flow of the event. We recommend playing the film with captions to maximize accessibility.
- Consider asking a couple of people to make "ice-breaking" comments in case the post-film conversation starts out slowly.
- Assign someone to take videos and photos! Share them on your own social platforms and tag #intelligentlives and our social media platforms as well. We'd love to see and share photos and videos from your event!
- Circulate our sign-in sheet so that you can share follow-up actions with your audience, and so that we can keep them up to date on INTELLIGENT LIVES news. Send a photo or PDF of the sheet(s) to us at intelligent.lives@unh.edu.
- Get your audience to TAKE ACTION. Distribute the INTELLIGENT LIVES Take Action Guide to audience members.

CREDITS & SUPPORTERS

Lead Supporter



Major Supporters

American Federation of Teachers

Center for Community Inclusion and Disability Studies at the University of Maine

Center for Disabilities at the University of South Dakota

Center for Disability Resources at the University of South Carolina in partnership with the SC Developmental Disabilities Council

Center for Leadership in Disability at Georgia State University

The HSC Foundation

Institute for Community Inclusion at the University of Massachusetts Boston

New Hampshire Charitable Foundation

North Dakota Center for Persons with Disabilities at Minot State University

Strong Center for Developmental Disabilities at the University of Rochester

Additional Supporters

John P. Hussman Foundation

National Association of School Psychologists

New Hampshire Association of Special Education Administrators

New Hampshire Department of Education

Artwork: Naieer Shaheed

Photos courtesy of: Ashland Film Festival, the Institute for Community Inclusion, and Syracuse University

Design: Nikki Guntz

National Outreach Partners

2Gether-International

American Association of People with Disabilities

American Association on Intellectual and Developmental Disabilities

American Federation of Teachers

Association of University Centers on Disabilities

Autism Society of America

Autistic Self Advocacy Network

Boys & Girls Clubs of America

Council for Exceptional Children

Disability:IN

Girl Scouts of Nation's Capital

IDEA Partnership

Kids Included Together

Learning Disabilities Association of America

Mitsubishi Electric America Foundation

National Association of School Psychologists

National Council on Independent Living

National Disability Rights Network

National Down Syndrome Congress

National Down Syndrome Society

National Education Association

National Technical Assistance Center on Transition

National Youth Transitions Center

Ollibean

PACER Center

RespectAbility

School Social Work Association of America

Special Olympics

TASH

Think College

Urban Special Education Leadership Collaborative

Contact us: intelligent.lives@unh.edu | intelligentlives.org/contact | 603.228.2085 ext. 26