

How To Host A Screening

**FOR
LOVE &
LIFE**

NO ORDINARY CAMPAIGN



I AM ALS

“When Brian Wallach was diagnosed with ALS, he was given six months to live. [Brian and Sandra’s] film, For Love & Life: No Ordinary Campaign, chronicles their incredible journey, and proves that all of us are far more powerful than we know. I hope you’ll watch it on Prime Video and get involved with their work to find a cure for ALS at iamals.org.”

-Barack Obama

WELCOME

Thank you for being a champion for ALS and for your commitment to changing the world with us! Hosting a screening of the film For Love & Life: No Ordinary Campaign for the people you know & members of your community is a great way to raise awareness about ALS and other neurodegenerative diseases, spark important conversations, and broadcast the incredible ALS community’s pain-to-progress story.

For Love & Life: No Ordinary Campaign isn’t simply about ALS; it tells the story of grassroots organizing, including patient-centered care, caregiving, civic engagement, and community power. There are many ways to create an event around your own experience or mission.

YOU CAN HOST...

- Friends and family watch parties for caregivers, patients, friends, and community members impacted by ALS and other neurodegenerative diseases.
- Workplace screening events for organizations and Employee Resource Groups (ERGs) interested in bringing awareness to the important topics raised in the film.
- Community screening parties to generate awareness, inspiration, and donations to the ALS mission.

HOW DO I HOST?

There's no wrong way to host a screening! The film is almost 90 minutes, but the program you plan around it can vary in length and format. A successful event can take many forms depending on your goals and constraints. We recommend one of the following types of events:

1. In-person group event on a screen where you can project directly from Prime Video.

- **Venue considerations:**

- Room capacity, accessibility, and comfort.
- Accommodations for a diverse audience, including family members and people living with ALS.
- Audio/visual capabilities, projection and Amazon Prime account compatibility.
- Space, time and equipment for a guided discussion following the film.

- **Program options:**

- Offer introductory remarks to welcome your guests and highlight your passion for the mission.
- Convene guest speaker(s) for a post-watch panel to engage the audience, share perspectives, and answer questions.
 - Guest speakers and moderators might include I AM ALS representatives; industry leaders; patients/advocates; media; stars of the film (on a limited basis and contingent on their schedules)
- If you are able, host a post-screening reception to allow time for organic discussion among attendees.
- Make sure you tell attendees how they can get involved and become a part of the movement by volunteering, signing up for, or donating to I AM ALS (iamals.org).
- Let I AM ALS know if you'd like to offer bracelets or other swag to your attendees as a thank you for donating and/or attending.

2. Hybrid or virtual gathering where attendees watch on their own Prime accounts and then gather for a Q&A or town hall to discuss on a webinar platform.

- **Technology considerations:**

- Avoid surprises by testing the technology and quality ahead of your event.
- Test the film ahead of time, making sure the sound and video work all the way through. For virtual gatherings, test the technology on different browsers and devices.
- Consider whether you want to record any parts of the event discussion.

- **Program options:**

- Offer introductory remarks at the beginning of the webinar to welcome your guests and highlight your passion for the mission.
- Convene guest speaker(s) for a post-watch panel to engage the audience, share perspectives, and answer questions.
 - Guest speakers and moderators might include I AM ALS representatives; industry leaders, patients/advocates; media; stars of the film (on a limited basis and contingent on their schedules)
- Make sure you tell attendees how they can get involved and become a part of the movement by volunteering, signing up for, or donating to I AM ALS (www.iamals.org).

A Young Father Was Diagnosed with ALS and Fought to Change the Fate of the Disease. Now His Story Is a Movie

Brian Wallach and wife Sandra Abrevaya have worked to increase funding and access for ALS research, detailed in the film 'For Love & Life: No Ordinary Campaign'

By [Kate Hogan](#) | Published on June 5, 2024 04:24PM EDT



PREPARATION FOR THE EVENT

- Use [this template](#) to draft an invitation to text, email or send to guests via invitation platform (evite, etc.)
- Send invitations well in advance of the screening and follow up a few days before the event to get an accurate headcount.
- For virtual and hybrid events, be sure to include clear instructions for how to access the screening platform.
- If the screening is public and/or features a speaking program, consider inviting local press and relevant stakeholders.
- Engage I AM ALS to help share with community members in your area!
- Use the Amazon [social media toolkit](#) to share graphics, the film trailer, clips from the documentary, sample captions, and hashtags on your social media channels.

AFTER THE EVENT

- Send attendees and any special guests a thank you note for participating in the event.
- Let guests know that they can give at www.iamals.org/give, [get involved](#), and share the film with others to help the movement in ending ALS.

CONTACT

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