

Audience Engagement and Impact Worksheet

Personal Inventory

Why did you feel compelled to tell this story?

What is your interest and appetite to be involved in the impact effort?

Do you envision yourself outsourcing the campaign to an engagement company/consultant or managing the effort yourself?

Is there a social impact film campaign that you see as a model or inspiration?

Mapping the Landscape

What key themes and issues does your story illustrate?

Does your film expose/uncover a new issue, or reframe/examine a known issue?

How might the film support current conversations, organizing or legislation around the issue?

Vision and Strategy

When the lights come up what do you hope people will feel, think or do after seeing your film?

What would it take to move the meter on the issue?

Four Kinds of Change	If so, how?
Change minds - increase awareness, increase empathy, change media coverage	
Change behavior - spur new buying, spending, habits, donations, activism	
Build communities - support grassroots organizing	
Change structure - laws, funding	

Who can drive that change?

Affected community members and families	
Civic leaders and organizations	
Media and academics	
Lawyers	
Law enforcement / military	
Government and business leaders	

Audience and Partners

What are the specific audiences you want to ensure see the film?

What local and national organizations can help you reach these people? Which organizations have you consulted with during the production?

Who are the influencers, writers, artists that reach your audience and can champion the issue?

What websites, blogs or social media platforms reach/shape the opinions of your target audience?

Activities

What ways will you engage your audience and maximize your impact?

Screening events	
Website	
Social Media	
Curricula or discussion materials	
Training	

Impact Distribution

Considering the rights you have retained, your change goals and the issue, what are the viable pathways to reach the broadest audience to make impact and a return?

Pathways for Distribution	Cost / Benefit
Non-theatrical / grassroots distribution	
Festival release	
Television broadcast	
Educational distribution	
Theatrical release	
Online streaming	

Want more guidance?

Review the BritDoc Impact Field Guide (www.impactguide.org)