

THE SINGING REVOLUTION!



A UNIQUE FUND-RAISING OPPORTUNITY: A MOVIE SCREENING

Here is a chance to stand out from the plethora of non-profit fund-raising events. Choirs can host a screening of the acclaimed film “The Singing Revolution”, and raise substantial funds for their choir while also attracting a new audience for future concerts.

WHAT IS “THE SINGING REVOLUTION”

“The Singing Revolution” is a feature film that chronicles the four year nonviolent revolution won largely through music. The film took the cinema art world by storm, and was cited by *The New York Times* as one of five films that are revolutionizing the independent film industry. Said the *Times*, “Imagine the scene in *Casablanca* in which the French patrons sing *La Marseillaise* in defiance of the Germans, then multiply its power by a factor of thousands, and you’ve only begun to imagine the force of *The Singing Revolution*.”

Most people don’t think about singing when they think about revolutions. But in Estonia, song was the weapon of choice for hundreds of thousands of Estonians who played a critical, though little known, role in the collapse of the Soviet Union.

WHAT CHOIRS WHO HAVE HOSTED “THE SINGING REVOLUTION” SAY

“The audience was rapt and in tears by the end. I cannot thank you enough for the help you have given the Bach Society.”

“How often does a choir get an opportunity to reach beyond its usual base in such a significant way? *The Singing Revolution* allowed Chamber Singers of Iowa City to connect with lovers of cinema and history through your wonderful film. The community response has been fantastic. Thank you!”

WHAT THE CRITICS SAY:

New York Times: “Can singing change history? *The Singing Revolution* shows that it already has.”

Chicago Tribune: “*The Singing Revolution* is an undeniably important film.”

ReelTalk Movie Reviews: “It’s one of the most inspirational and powerful documentaries I’ve ever seen.”



HOW YOU CAN RAISE MONEY FOR YOUR CHOIR

The film and its filmmakers are available to help choirs raise money. Arrange a movie screening with filmmaker Q&A. Attract not only your traditional supporters, but find new prospects who will come to see this film...film buffs, film students, history buffs, Eastern Europeans, nonviolent peace activists or many other demographic groups who attend cultural events. In addition to raising much-needed funds, you have a chance to enlarge your support base. Have your choir perform a brief concert before or after the film!

HOW DO I DO THIS?



We will work with you as a team. You will be provided with posters and custom flyers. The filmmakers will make themselves available for a local talk radio interview, which is very likely to happen at least once and will generate wide publicity for your event. You can generate local newspaper coverage for the event. And the filmmakers have a database of 30,000 website members sorted by zip code, so they can email local supporters on your behalf. They also have a Facebook page with 2,500 members. And one of the filmmakers could come to your event and talk about the film. In short, we will partner with you to make the event a success.

HAS THIS BEEN DONE BEFORE?

“The Singing Revolution” has been used dozens of times as a non-profit fund raiser, including fund raisers for regional choirs. We are now launching a concerted effort to help choirs specifically.

HOW DOES THIS WORK FINANCIALLY?

The basic concept is that proceeds are split 75/25...with 75% going to the choir. In addition, the filmmakers bring Estonian choral music CDs, home DVDs of the movie, and the companion book to sell at the event...sharing these proceeds with the local choir as well. A few autographed items for silent auction income are also part of the package.



WHO DO I CONTACT?

Contact filmmaker Maureen Castle Tusty at maureen@singingrevolution.com and mention that you are interested in exploring the use of the film as a fund raiser.