



Social Impact Strategy for Filmmakers on a Mission

**“Let’s change the world
together - one film at a time!”**

*SHEILA D. JACKSON, M.ED.
Writer-Producer-Strategist
eveslime.com*

Scope of Services

Social Impact: The Other Distribution Strategy

The greatest illusion in this world is the illusion of separation. Film is an incredible medium that allows us to share compelling stories and connect people to experiences outside of their purview, and stimulate dialogue and new thought on the issues that impact us.

I am also a filmmaker. So I know that the journey to funding often becomes an exercise in positioning your project to hit certain entertainment goals and distribution targets. As a Social Impact Strategist, I uphold and protect the high ideals and original intent of your project, and develop strategy to ensure your film creates value far beyond the box office, and adds momentum to existing movements - or maybe even starts a new one.

narratives docs
shorts feature-length episodic



Step 1: Mapping & Assessment

“My goal is to understand the landscape of your project as well as you do - maybe even better. I will immerse myself in the subject and become an expert on your issue.”

- ❖ Review and assess the landscape of the issue and the status of the current movement including:
 - ❖ all relevant stats and data
 - ❖ organizations/stakeholders
 - ❖ related conferences
 - ❖ similar films or media
 - ❖ political policy
- ❖ Assess the role the film can play to support or advance the current movement
- ❖ Review film footage or read transcripts
- ❖ Provide a written assessment (summary and analysis)



Step 2: Partnership & Audience Development

“It takes a village to make an impact. I build a strong community around each project.”

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- ❖ Identify 15-25 Collaborators/Partners
 - ❖ Identify and reach out to organizations and stakeholders who meet the criteria for “ideal” partners
 - ❖ Confirm partner commitments
 - ❖ Cultivate and maintain relationships with partners
 - ❖ Determine target/core audience and their demographic makeup



Step 3: Set Campaign Objectives & Activities

“Action tempered with thoughtful, innovative strategy has the power of a freight train.”

- ❖ Develop and outline Social Impact Campaign elements
- ❖ Create a budget and timeline for execution
- ❖ Make recommendations for funders to approach
- ❖ Secure rates and make recommendations for any additional personnel needed to execute the campaign
- ❖ Develop methods to evaluate effectiveness of campaign



Step 4: Communications Strategy

“I help you refine the message of your film and establish your voice within the current dialogue .”

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- ❖ Set up Feedback screenings
 - ❖ Assess challenges
 - ❖ Create talking points for filmmakers for discussions and interviews
 - ❖ Develop angles for news stories for press releases and media outreach





Sheila D. Jackson, M.Ed.
sheila@eveslime.com