**INITIAL EMAIL EXAMPLES**

EXAMPLE 1

Subject Line:

New PBS Film - Student Roboticists at World Robot Olympiad

Hi \_\_\_\_\_\_\_,

I am a producer for [*Me & My Robot*](http://meandmyrobotfilm.com/partner/), a new short documentary film following student roboticists from 65 countries as they compete for gold at the World Robot Olympiad. Our goal is to help make STEM learning fun and engaging as we share our film in classroomsacross the globe. I’m hoping to share more information about our film and discuss how our work may complement the commitment of \_\_\_(company name)\_\_\_ to supporting STEM learning.

In *Me & My Robot*, we meet the next generation of engineers, inventors, and scientists—a diverse group of school-aged competitors that design and build robots to address some of the world’s most complex problems. In the process, they are having fun and making like-minded friends, while building technical and leadership skills.

We are taking a two-pronged approach to the distribution of *Me & My Robot.* Our film will be released widely on PBS and streaming platforms next year. But before that, we are sharing our story with educators and students through grassroots engagement and collaboration with partners committed to supporting STEM education.

At your earliest convenience, I’m hoping to speak with you to discuss how we might collaborate. In the meantime, [here is a link to the trailer](http://meandmyrobotfilm.com/partner/) and more information about the film and our vision for distribution. Are you available in the coming week or so for a quick call?

I look forward to speaking with you.

Best regards,

Amy

EXAMPLE 2

subject: Doc Film — Is Your Story Making You Sick?

Hi \_\_\_\_\_,

This is Nick Kelso, Producer for the feature documentary *Is Your Story Making You Sick?* which intimately portrays how eight people from all walks of life confront painful stories of failure, addiction, and childhood trauma over four workshops spanning six months.

Viewers witness participants as they share their pain, transcend past demons, and rewrite their stories to heal from both psychological and stress-related illness. *Is Your Story Making You Sick?* illustrates the power of the mind-body connection and challenges viewers to reconsider how their own stories affect their lives.

This film is the latest from Emmy award-winning director Frances Causey and has been praised by leaders in the mental health field including Cheryl Sharp of the National Trauma Council as, “one of those films you watch when you want to understand health on a deeper level.” Watch the trailer and learn more at [www.story.movie](http://www.story.movie)

At your earliest convenience, I’d like to speak with you about how our film may be of use to you and your community of mental health professionals. Are you free for a quick conversation sometime in the coming week or so?

Thank you for your time and consideration. I look forward to hearing from you!

All my best,

Nick

EXAMPLE 3

Residents at Community for Retired Actors Perform Shakespeare — PBS Film

Dear \_\_\_,

I’m \_\_\_\_\_, Producer of the award-winning documentary *\_\_\_\_\_\_*, which follows residents at an assisted senior living community for former actors and artists as they rehearse and perform Shakespeare’s A Midsummer Night’s Dream. At your convenience, I am hoping to speak with you regarding our our film and the possibility of collaborating with \_\_\_\_\_\_. Given \_\_\_\_\_’s support for \_\_\_\_\_, I thought our film may be of interest.

*\_\_\_\_\_\_,* follows a handful of residents including a retired Broadway entertainer in her late 70s, a pitch-perfect octogenarian pianist, and 92 year old tap dancer who performed in the original Broadway run of *Guys & Dolls*. The film shares the message that creativity is a powerful force for renewal and that we’re never too old to see our dreams come true. Our film has screened in festivals across the globe, won ‘best documentary’ at the \_\_\_ Film Festival, and was hailed by *Variety* as "intriguing and evocative.” Here is a link to the trailer and more information.

I am hoping to schedule a call to share a bit more information about our film and details on collaborating to further your mission to \_\_\_\_\_\_\_. Are you free for a quick conversation sometime in the coming week or so?

Thank you for your time and consideration. I look forward to hearing from you at your convenience.

All my best,

Keith

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**FOLLOWING UP**

Dear \_\_\_\_\_,

Please forgive my following up. I know it's a busy time! I want to check in to ask if you received my last email regarding our documentary, *\_\_\_\_\_*, which follows residents at an assisted senior living community for former actors and artists as they rehearse and perform Shakespeare’s A Midsummer Night’s Dream.

Any chance we can schedule a brief phone call in the coming week or so? I would love to share the film and ask your advice about collaborating as we reach audiences across the country and inspire audiences to \_\_\_\_\_\_\_.

All my best,

Keith

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**INTERESTED AFTER A CALL**

Dear \_\_\_\_,

It was a pleasure speaking with you. Thank you for your interest in our film and the opportunity to collaborate as we reach audiences across the country and inspire audiences to \_\_\_\_\_\_\_.

For your review, I have attached a bit more information about *\_\_\_\_\_*, our organization, and the opportunity to collaborate.

As you loop in your colleagues, I thought it may be helpful to share the short description and link to the trailer and extended clip you can easily share:

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*\_\_\_\_\_\_,* follows a handful of residents including a retired Broadway entertainer in her late 70s, a pitch-perfect octogenarian pianist, and 92 year old tap dancer who performed in the original Broadway run of *Guys & Dolls*. The film shares the message that creativity is a powerful force for renewal and that we’re never too old to see our dreams come true. Our film has screened in festivals across the globe, won ‘best documentary’ at the \_\_\_ Film Festival, and was hailed by *Variety* as "intriguing and evocative.” Here is a link to the trailer and more information.

*\_\_\_\_\_* will broadcast nationally on PBS April 2018 reaching over 2 million viewers. We are also partnering with NextAvenue, which focuses on the 50+ population and reaches 1 million unique visitors each month.

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As I mentioned over the phone, for the benefits outlined, our team requests a sponsorship fee of $\_\_\_\_\_ for \_\_\_\_\_\_.

I’m looking forward to re-connecting at your convenience. Let me know if you have any questions or thoughts in the meantime.

Thank you for your time and consideration, \_\_\_\_.

All my best,

Keith

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**PHONE SCRIPT**

**Who am I?**

* Hi I’m \_\_\_\_, Director of the documentary \_\_\_\_\_\_
* Our film *(short description)*

**How am I legit?**

* Our film premiered at \_\_\_\_ and has been \_\_\_\_\_ *(short description of impact already made by the film)*
* We’re getting fantastic feedback from \_\_\_\_\_ *(short description of aligned organizations or influencers that are fans of the film)*
* In addition to what we’ve already done with the film we want to collaborate with like-minded organizations like yours

**Book a call**

* I sent you an email with the trailer and want to make sure you received it
* I’d like to begin the conversation about how best our film can contribute to your organization’s mission
* After you have a chance to watch the trailer I’d love to schedule a call at your convenience