

# Watch. Learn. Act.

Planning a screening of *The Devil Came on Horseback: An Activist's Guide*

## International Version



Thank you for hosting a screening of *The Devil Came on Horseback*! We hope you will find this film a useful tool for educating new audiences about Darfur. We also hope you will take this opportunity to engage your audiences to Take Action to help bring an end to this ongoing crisis. In this section:

**Act:** Do Something for Darfur

## **Act: DO SOMETHING for Darfur**

*You've seen the pictures and heard the stories. Now Take Action to help resolve this crisis.*

### **Launch an Action Pledge**

Use your film screening to Take Action for Darfur—launch an Action Pledge. Pick an action, set a goal, and get your audience involved.

These Action Pledges are suggestions for how you can encourage your audience to get involved with Darfur beyond your event. Each pledge has an accompanying action you and your group can take. Some of these actions can be accomplished at your event; others require more long-term commitment and planning. All are crucial components of the overall effort to end the genocide and bring security to Darfur.

Got a great idea that doesn't fit in these pledge suggestions? Run with it! Contact us if you'd like help and definitely let us know how your idea turns out.

### **Make a Difference NOW: Actions You Can Take at Your Event**

1. Pass out *The Devil Came on Horseback* Action Cards to your audience members! Ask them to put the cards in a visible place as a reminder to take action regularly.
2. Host a letter writing or petition table before and after the film. Provide letters, envelopes, stamps, and address labels to make it easy for your audience to write their elected leader.
3. Pass around a donation hat for an organization working to help Darfurian refugees
4. Collect short video messages about Darfur from your audience and send to 24 Hours for Darfur. All you need is a video camera, or a laptop and webcam. See [www.24hoursfordarfur.org](http://www.24hoursfordarfur.org).
5. Set out a sign-up sheet—ask audience members to fill out their name and email address so you can send them updates about Darfur related events and action opportunities.

**Action Pledges: Pledge to Help Darfur at Your Event and Beyond**

Pledge #1: Start a Darfur Group

Pledge #2: Pressure the Decision Makers

Pledge #3: Fundraise for Efforts on the Ground

Pledge #4: Divest for Darfur

Pledge #5: Pressure China

Pledge #6: Learn more about Darfur

**Pledge #1: Start a Darfur Group\***

**We have strength in numbers.** Develop a group of people who care about Darfur and start working together to spread awareness and action. Many countries have national Darfur Advocacy Coalitions—seek these out and get linked into campaigns at a local, national and international level.

Students: visit [www.standnow.org](http://www.standnow.org) to learn about STAND (Students Taking Action Now Darfur), the student movement for Darfur.

**Act:** Hold a follow-up Darfur group meeting 1-2 weeks after your event. Publicize the meeting at your film screening and encourage your audience to attend.

*And please keep track of how many people come to your meeting because of the film event and let us know the results!*

**\*Already have a Darfur Group?**

*Build your coalition.* Reach out to new community organizations that can help get the Darfur message out to a wider audience.

*Build your network.* Link up with other Darfur groups nationally and internationally.

## Pledge #2: Pressure The Decision- Makers

Let your representatives know that your community cares about Darfur.

**Pick your issue:** Pick a relevant policy or legislative issue to support when you contact your representative. Contact your national Darfur coalition for more information about pending legislation.

**Pick your communication method:** Letter writing campaign, petition, phone calls, lobby day? Pick the method that works best for your group and your event settings.

### Act: Suggestions for Advocacy at your Event

- Set up a letter writing or petition table: provide template letters on your issue, envelopes, stamps and address labels for the person or office you are contacting.
- Collect video message appeals for the 24 Hours for Darfur grassroots advocacy campaign. All you need is a webcam and a computer to collect video appeals and post them on the site. Visit [www.24hoursfordarfur.org](http://www.24hoursfordarfur.org) for video suggestions and appeals.

### Act: Suggestions for Advocacy after your Event

- Plan a lobby day at your elected official's office.
- Hold a rally or other public awareness event and invite elected officials to attend— try to coordinate with national campaigns and find community partners to support you!
- Have a bake sale for letters—instead of charging money for your cookies, ask your bake sale patrons to sign a letter or petition on a Darfur issue

## Pledge #3: Divest for Darfur

A growing international movement, the Sudan Divestment Task Force (a project of Genocide Intervention Network), is working to end the crisis in Darfur through targeted divestment from companies doing business with the Sudanese government. Visit [www.sudandivestment.org](http://www.sudandivestment.org) to learn more about the targeted divestment movement.

**Act:** Support divestment legislation in your community—use your event to inform your audience about this movement and request their support. If there is not divestment activity in your area, use the event to launch your own divestment campaign!

## **Pledge #4: Fundraise for Efforts on the Ground**

The Devil Came on Horseback has partnered with Global Grassroots to provide on the ground support to Darfurian women refugees in eastern Chad. By hosting a screening, you are already contributing to efforts on the ground to help Darfurian refugees build a better future. Visit [www.globalgrassroots.org](http://www.globalgrassroots.org) to learn more about Global Grassroots' social entrepreneurship programs.



You can use your event as a fundraiser to make a direct impact on the lives of the people who have been affected by this conflict. Contact [info@thedevilcameonhorseback.com](mailto:info@thedevilcameonhorseback.com) for more information about turning your event into a fundraiser and to get a licensing agreement for fundraising purposes.

**Act:** Pick a group with a focus that appeals to you and ask your audience to support their efforts, either at the screening itself or at a follow-up event (or both!). If possible, invite a representative from that organization to speak about their work for Darfur. Set a fundraising goal and ask your audience to help you reach it, either at the film screening or over a series of events.

## **Pledge #5: Pressure China**

China's strong economic relationship with Sudan puts it in a unique position to urge Sudan to stop the violence in Darfur. As Beijing prepares to host the Olympics in 2008, an international movement led by Olympic Dream for Darfur is using the Olympics as an opportunity to pressure China to act on Darfur.

*The Devil Came on Horseback* is already an integral part of this effort— Break Thru Films has produced a ten minute clip of the film that highlights China's involvement in the genocide. Olympic Dream to Darfur is distributing this clip as part of their educational package for Olympic athletes. Contact [info@thedevilcameonhorseback.com](mailto:info@thedevilcameonhorseback.com) to learn more about this project.

**Act:** Use your event to highlight China's relationship with Sudan— visit [www.dreamfordarfur.org](http://www.dreamfordarfur.org) to learn more about ongoing campaigns and events in your area. Invite local athletic teams to see the film and encourage your sports teams to join the effort to speak out to China.

## Pledge #6: Learn more about Darfur

Learn the background and keep up-to-date with the current situation. Then, inform your community about new developments and encourage them to get involved. Go to [www.thedevilcameonhorseback.com/action](http://www.thedevilcameonhorseback.com/action) or visit the websites of our supporting organizations for more background information on Darfur. Please also check out the Useful Resources listed below.

**Act:** Continue the educational efforts that you started by holding a follow-up event for Darfur. Bring a special speaker or scholar for a lecture or panel discussion. Reach out to the Darfurian community in your area to hear their first-hand testimonies and experiences.

*Students and Teachers:* Discuss Darfur in the classroom! Check out our Learn section for a Classroom discussion guide developed by the Council of Holocaust Educators.

Useful Resources:

- Steidle, Brian and Gretchen Steidle Wallace. The Devil Came on Horseback: Bearing Witness to the Genocide in Darfur. PublicAffairs, 2007.
- Cheadle, Don and John Prendergast. Not on Our Watch: The Mission to End Genocide in Darfur and Beyond. Hyperion, 2007.
- Flint, Julie and Alex De Waal. Darfur: A Short History of a Long War. Zed Books, 2005.
- Power, Samantha. A Problem from Hell: America and the Age of Genocide. Perennial, 2003.
- Prunier, Gerard Darfur: The Ambiguous Genocide. Cornell University Press, 2007.

### ***The Devil Came on Horseback***

A Break Thru Films Production

in Association with Global Grassroots and Three Generations

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