

Watch. Learn. Act.

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



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. Tell your audience to call 1-800 GENOCIDE to express support for Darfur legislation.
3. 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.
4. Pass around a donation hat for an organization working to help Darfurian refugees
5. 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.
6. 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. Then, link your group in to the national movement. Visit these sites for national campaign resources:

- Save Darfur Coalition: go to www.savedarfur.org to learn more about the national coalition and start your own Communities United Darfur group.
- STAND: visit www.standnow.org to learn about STAND (Students Taking Action Now Darfur), the nation-wide student Darfur movement.

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?**

Register your group on the Save Darfur Coalition website (www.savedarfur.org) or make a Meetup Group (www.darfur.meetup.com) to keep in touch with your group, plan events and recruit new members.

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

Pledge #2: Pressure The Decision- Makers

Let your representatives know that your community cares about Darfur. There are many pressure points– the President, the U.S. Ambassador to the UN, your Congressional Representatives, Chinese embassies, and even the presidential candidates.

Pick your issue: Pick a relevant policy or legislative issue to support when you contact your representative. Learn more about pending Darfur legislation at these sites:

www.savedarfur.org

www.genocideintervention.net

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.

Other Resources:

Find out how your representatives rate on Darfur legislation: www.darfurscores.org

Learn how to pressure presidential candidates on Darfur: www.askthecandidates.org

Act: Suggestions for Advocacy at your Event

- Ask your audience to dial 1-800 GENOCIDE to get continual updates on Darfur legislation. The hotline service provides talking points on legislation and connects callers to their representatives on-the-spot.
- 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 for video suggestions and appeals.

Act: Suggestions for Advocacy after your Event

- Plan a lobby day at your representative'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!
- Call 1-800 GENOCIDE on a regular basis. Stay updated on current legislative efforts.

Pledge #3: 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 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 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. Contact vsmith@globalgrassroots.org for ideas.

Pledge #4: 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 to learn more about the targeted divestment movement. Check for ongoing campaigns in your area or find out how you can start a divestment movement in your city, state, university or business.

Visit <http://investorsagainstgenocide.googlepages.com/> to learn about Investors Against Genocide's work to pressure mutual fund companies to withdraw their investments from targeted companies doing business with the Sudanese government.

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 #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 to learn more about this project.

Act: Use your event to highlight China's relationship with Sudan— visit 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 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.
- Prurier, 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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