

ABOUT BRAVE NEW FILMS

Brave New Films is a production company dedicated to making cutting edge films about the most relevant subjects. They frame their films to win: the reasons for the war, propaganda disguised as news, and now corporate welfare kings. The critical function is strategic and long-term -- setting the agenda by telling stories so people can organize to rebuild our country.

THE PROJECT

In the summer of 2005, Brave New Films announced their new documentary, Wal-Mart: The High Cost of Low Price, which uncovers the retail giant's assault on families and American values. Brave New Films relied heavily upon online volunteers for movie screenings and getting the word out and help they did! **Over 70,000 people participated in a screening** making this the largest grassroots mobilization in film distribution history.

BRAVE NEW FILMS MEETS DEMOCRACYINACTION.ORG

Using DemocracyInAction.org's API (application programming interface) and distributed event tool, over 7,000 volunteers in all 50 states organized local screenings and house parties by churches, small business owners, teachers, and more.

"With DemocracyInAction.org as our technology platform we were able to organize the largest grassroots mobilization in movie history -- over 7000 screenings in all 50 states -- on virtually no budget. These tools are the greatest bang for the buck any organization could ever invest in. DIA is providing essential infrastructure for long-term change. They are smart, passionate, and most important of all, very responsive to our needs."

-Jim Gilliam, Brave New Films



At www.WalMartMovie.com visitors could sign-up to host a screening or find a screening near them.

TARGETED EMAIL COMMUNICATIONS & LIST GROWTH

Using DIA's email blast and supporter management tools, Brave New Films was able to personalize content to its myriad of supporters whether they were organizing a screening, wanted more information, or attending a screening. DIA's tools allowed BNF to manage the volume of new supporters – **averaging 500 a day** – and to segment their supporters appropriately.

FUNDRAISING VICTORY

Brave New Films not only pulled off a great campaign, but found their supporters were eager to support the cause with an **average gift of \$400**. Using DIA's real-time donation processing and reporting made it a snap.