**Information and Instructions for Roots Presentations**

*Please read carefully*

**Long Before the Event**

We are interested in doing more than one event in the communities that we visit. Please reach out and help us to arrange such events. These events can be nighttime or daytime. If daytime events are scheduled over and above at least two other events, we may be able to do them for a reduced fee.

We are very interested in doing events that build bridges between different segments of your community. Reach out to synagogues, churches, mosques, universities and different community organizations to offer them co-sponsorship.

Within universities, reach out to academic departments, and associations of Christian, Muslim and Jewish students.

We would also be happy to meet rabbis, pastors, imams, community leaders and university professors who might be interested in our project. We wish to arrange one on one meetings with potential donors. Please help us with all this.

**Publicity**

Most communities will want to prepare a flier. *Sample fliers are found in this file*. Further information about Roots and its speakers can be found in the original document sent out introducing our speaking tour and well as on our website.

Please be sure that the flier and the other publicity surrounding the event includes – where applicable –

* Our full name – Roots/Shorashim/Judur
* Our tag line – A Local Palestinian Israeli Initiative for Understanding, Nonviolence and Transformation
* Our logo – *found in this file*
* Our URL – www.friendsofroots.net
* Pictures of the speakers – *found in this file*
* You might also want to include pictures of Roots activities – *there is one in this file and more on our website.*

Please email to us all PR material that is prepared and disseminated. All material should be sent to us before being disseminated so that we can catch possible errors or misunderstandings. After corrections are made, please email us the final edition.

Please reach out to local newspapers, radio and television stations and as far as possible to national media and news media to cover the event, and to interview the speakers before or after the event. And/or invite local/campus media to come to the event and to write about it.

**The Event Itself**

In most cases and unless other agreed, the event lasts for two hours. It can be shortened if necessary.

Audiovisuals for the event:

1 First Video - <https://vimeo.com/215496587/1c7c3035e2> (This link may be disseminated in any fashion that you like)

2 Map - *attached to this email or sent to you in separate email*

3 Second video - <https://youtu.be/neRIqUeK1i8> (This link is only for the event itself and is absolutely not to be disseminated or shared without explicit prior permission)

4 Word document – “What you can do”

Please prepare the following for the event:

1 Computer hooked up to projector (make sure that if the computer is a Mac you have the proper cords!)

2 Speakers (do not rely on the computer’s speakers!)

3 Screen

4 Clicker

5 Someone to be in charge of turning the lights on and off

Please have someone appointed to take pictures. The pictures can be transferred to Hanan’s laptop at the end of the event, by way of a card reader that Hanan carries, or they can be send to Hanan. They should be sent immediately.

The format of the event is usually as follows:

1 Short Introduction by local organizers

2 Hanan speaks for 3-5 minutes

3 First video – 2 ½ minutes

3 Hanan speaks again for 20-25 minutes

4 Shadi speaks for 20-25 minutes

5 Second video Roots video - 6 minutes

6 Q and A

7 Hanan closes for 3 minutes

The map should be projected from the moment Hanan begins to speak and should stay on the screen until the video begins. When Hanan closes the document “What you can do” should be shown on the screen.

At most events the speakers will make available a brochure about Roots. Please help us to get it into people’s hands at the event. Sometimes we may arrange to have a quantity of the brochures sent beforehand to the contact person in your community.

We would also like to ask people to sign up for our Quarterly Newsletter by giving us their email addresses. For this purpose please prepare sign up sheets and pens and have them displayed on a table before the event. In addition, the sheets should be passed around during the Q and A.

Please be aware that at some events the Roots speakers will ask audience members to donate to Roots. The best-case scenario is when the local organizers make an extensive, personal, impassioned appeal at the end, asking people to support our work. The brochure explains how to support us. We also travel with a credit card reader connected to Hanan’s cell phone such that credit card donation can be accepted on the spot.

**Lodging, Food and Transportation**

In most cases, the communities hosting us are responsible for travel within the USA to the event from the location of our previous engagement, and for food and lodging while we are in your community. Kosher food is necessary for Hanan. We prefer not to stay in hotels but rather to be hosted in private homes. For local ground transportation and for food en-route, we may charge a standard $100 surcharge per venue over and above the honorarium.

Sometimes communities may arrange to drive us from our previous engagement to our present one and other times we may have to book our own travel arrangements, whether by plane or train (or rental car). We will try to submit these travel expenses before the event. Since we book multi-destiny plane tickets, please note that it is not always possible to give the exact price of a certain segment of our flights, so we may give you a figure that is based upon an estimate.

**After the Event**

The speaker’s fee of $3,000 (or the amount agreed upon if different), the $100 surcharge, and the transportation costs should be paid in the form of a check made out to Friends of Roots. Please note that Friends of Roots is registered with the IRS as a tax exempt non profit and our Employer ID number with the IRS is 47-4308704. The check should be given to Hanan at the event. Even better is to send it in the mail before the event. The other option is to send it in the mail immediately after the event. It is not acceptable to send the check more than three weeks after the event; and it is certainly unacceptable to make us run after the check once three weeks have passed. Please note also that we cannot allow the fee to be divided among different institutions that each send us their check separately. If the fee is being collected from more than one institution, one of them will have to be responsible to collect the checks and then write one check to Friends of Roots.

The address is –

Dave Paller

4901 Libbit Avenue

Encino, CA 91436

Please keep the memory of the event alive after it takes place. If you have a newsletter or an eblast, or can send out a special email, please print there impressions from the events as well as pictures. We ask that you mention our website – [www.friendsofroots.net](http://www.friendsofroots.net) - and that we are always appreciative of donations, which can be forwarded to us through the Paypal portal on the homepage.

Please email us after the event with positive and negative feedback, and with links to anything published about the event in the local media. If you had a positive experience, we would appreciate testimonials that we can post on our website, and we also appreciate referrals to other institutions.

If we did not get from you the photographs at the event, please send them as soon as possible. If a video of the event is filmed, please send the link to Hanan as soon as possible after the event.

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Last minute checklist for the event:

-make sure speakers know if less than two hours are allotted for the program

-please remind the speakers of the character of the audience

-make sure person in charge knows the order of program  
-brochures

-sheets to capture email addresses

-person to take pictures

-microphones

-AV setup, including projector, screen, necessary cables, speakers

-someone to dim lights for video

-water for speakers

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Please immediately copy the following into the body of an email to Hanan and provide answers to questions 1 through 11 in a different color. Roots will not commit itself to the event until this is taken care of. If full answers are not immediately available, please provide as much information as is presently available.

1. Name and address of the venue and (if different) the sponsoring/partner organizations. Please include also the names of contact people at the sponsoring organizations and their titles and email addresses.
2. Name and contact info (email and cell phone) of main contact persons for logisstics. Please tell us if there is any information that we have that you DO NOT want us to publicize (cell number, email address, home address)!
3. Name and land address to which to send the brochures beforehand, and how many to send
4. Transportation (flights to your city, airport pickup and return, ride to and from event) arrangements if relevant
5. Food arrangements
6. Lodging arrangements if relevant
7. Beginning and ending times of event or events
8. Fee we have agreed upon.
9. Name, cell number and email of photographer
10. Nature of event, if anything beyond the standard speaking event
11. Special comments or requests
12. I hereby confirm that my organization obligates itself to execute the event as agreed, to pay the full fee cited above plus the $100 surcharge, to reimburse the full cost of plane or train fare (or rental car) from the previous event to the community in which our event is taking place, and to take car of food and lodgings while the speakers are present in our community.

Contact details:

Hanan Schlesinger, [ravhanan@gmail.com](mailto:ravhanan@sbcglobal.net) / US cellphone – 214- 789 7241

Looking forward,



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