

TIME FOR UNREST



ABOUT TIME FOR UNREST

Time For Unrest is a global impact campaign launching in September 2017 designed to strengthen the growing movement advocating for more recognition, education, research, and funding around ME. Through tailored calls to action worldwide, *Time for Unrest* intends to:

- ▶ Gain mass and strategic recognition of ME/CFS as a debilitating illness suffered by millions
- ▶ Mobilize a community of people with ME/CFS and allies to advocate on behalf of those with ME/CFS and other complex illnesses
- ▶ Promote a culture of knowledgeable and empathetic care for ME/CFS within the medical community
- ▶ Inspire new scientists to the field, and inspire a concentration of work around ME/CFS from new scientists and funders

These goals will be achieved through a number of initiatives throughout the next year, with particular emphasis on the United States, United Kingdom and Australia.

CALLS TO ACTION

After the film, we will be asking audiences to visit timeforunrest.org, where we will have three calls to action available:

1. Share the film
2. Advocate for ME/CFS
3. Pledge to be an ME/CFS Ally

Tailored calls to action will shift throughout the course of the length of the campaign.

How to get involved in the *Time for Unrest* Campaign

We will need your help to maximize impact of *Time for Unrest* and change the way the way the world sees, supports, treats, understands, and funds ME. Below are key ways to get involved now:

1. Host a screening of *Unrest* in your community

Bring *Unrest* to your community! Engage your friends and family, local medical providers, colleges and universities, community leaders, church groups, membership organizations, local media, and your representatives and policymakers.

Sign up here: www.unrest.film/host-a-screening

Already hosting a screening or are on the fence? Join the [#TimeforUnrest Facebook group](#) where you can discuss, learn and share the hosting process with others!

2. Become an *Unrest* Film captain

As a *Time for Unrest* Film Captain, you will act as a representative of the film throughout the length of the *Time for Unrest* impact campaign. Harnessing your interests and strengths, the Impact Team will periodically ask your help to promote the film and campaign initiatives.

Below are ways you can help promote the film and campaign as a Film Captain:

A. Be a superhost

Make your screening go above and beyond! Bring *Unrest* to your local cinema, help create a campus-wide or community event!

- ▶ Host a screening in your community and share your experience in the [Time for Unrest Facebook Group](#).
- ▶ Reach out to local press about your screening (or about a screening in your community) and the *Time for Unrest* impact campaign.
- ▶ Use your community screening for concrete activism

B. Be a *Time for Unrest* social media liaison

Throughout the campaign, the *Unrest* Impact Team will be asking you to share on social.

What do I post about? Community screenings in your area, *Time for Unrest* campaign advocacy moments (calls to action), and the film.

What audiences do I share with on social? We encourage you to share with your ME community, family and friends, as well as other non-ME advocacy communities.

A social media toolkit will be available for the launch of the campaign in September 2017.

C. Sign up to live tweet for certain events

Periodically throughout the campaign, the Impact Team may ask volunteers to live-tweet during certain events.

3. Share Why It's Time For Unrest

The *Unrest* Impact team is asking you to post **Why It's Time for Unrest** to Facebook, Twitter, and Instagram with the following guidelines:

- ▶ Limit your story to 250 words or less (140 characters or less for Twitter)!
- ▶ Add a photo if you have one - it can be of you or something that represents your story best!
- ▶ Use the hashtags: #TimeforUnrest, #myMEstory and #Unrest

More information to come!

Questions?

Join the [Time for Unrest Facebook Group](#)

Contact impact@shellafilms.com