



CAPTURING MOMENTS FROM SUMMIT TO SEA.

# Do we need a film?

A reflection and planning guide for NGOs,  
associations, and impact projects



# Your impact

Many organizations do important work—but it's not always easy to make it visible. This document will help you organize your ideas and figure out whether a documentary film can support you.

You can simply answer the questions for yourself and send them to me later when you make your initial inquiry.

## **Goal: Understand the core of the project.**

What are you committed to?

What specifically do you want to change?

Why is this issue important right now?

Who benefits from your work?

What makes your project special?

## **Goal of the film**

The film should help with:

Raising donations

Attracting sponsors

Attracting members

Public relations

Campaigning

Events/screenings

Funding applications

Social media

Something else: \_\_\_\_\_

## **Addition:**

What specifically should the film change?

# **The story**

This is where the dramaturgy begins.

Are there people who can represent the project?  
Are there places where your work is particularly visible?  
What moments in your project touch you personally?

## **Addition:**

“Which scene could appear in the film?”

## **Audience & network**

This is important for financing and impact.

### **Who do you want to reach?**

Local community  
Supporters  
Companies  
Politicians  
The public  
Members  
Others: \_\_

### **Do you already have access to:**

Events  
Associations/networks  
Sponsors  
Partner organizations  
Educational institutions  
Festivals

**Have you ever held screenings or events?**      Yes      No

# Financing & Framework

Documentary films can vary greatly in length—from short accompanying films to extensive productions.  
That's why it helps to have an initial assessment.

## Have you already planned a budget?

Yes

Partially

Not yet

## How long should the film be?

0-5 minutes

5-20 minutes

20-45 minutes

45 minutes +

Series

## Possible financing options:

Sponsors

Subsidies

Foundation/association

Campaign

Still open

## Time frame:

Is there a specific date or event?

When should the film be finished?

# Let's connect, let's talk.

Perhaps new ideas came to mind while filling out the form. Perhaps some questions remain unanswered.

If you like, you are welcome to send me your answers. This will give me an initial feel for your project, and we can consider together whether and how a documentary film could be a useful tool for you.

An initial conversation is non-binding and serves primarily to clarify things. I look forward to reading about your project.

You don't have to have everything perfectly worked out. Sometimes an idea or a gut feeling is enough.

**[contact@mountain-wavestories.com](mailto:contact@mountain-wavestories.com)**

**I'm looking forward to hearing your story!**

**Your Janika**