
PLOUGHSHARES FUND

Request for Proposals – Rapid Response Audience Drive for *Countdown to Zero*

1. **Purpose:** To catalyze a public movement in support a nuclear weapon-free world. Participant Production and Magnolia Picture's new film *Countdown to Zero* creates a unique movement to engage in mass public education and action on nuclear nonproliferation and disarmament. Produced by Academy Award winner Lawrence Bender, whose recent credits include *Inglourious Basterds* and *An Inconvenient Truth*, the documentary graphically makes the case for "zero" – worldwide nuclear disarmament. Premiering at this year's Sundance Film Festival to critical acclaim, it features international leaders Mikhail Gorbachev, Jimmy Carter, Tony Blair, Pervez Musharraf and Valerie Plame-Wilson.

In order to ensure the longest possible run in theaters, audience turnout on opening day and the first weeks after release is critical. **We are currently considering proposals for these cities in what are considered "key states"** for the ratification of the Strategic Arms Reduction Treaty (START). Tallahassee and Jacksonville, FL; Tempe, AZ; Columbus, OH; Nashville, TN; Fort Wayne, IN; Greenville, SC; San Antonio, TX; Portsmouth, NH. Special screenings may be announced in Nebraska, Mississippi, New Hampshire, Wyoming, Maine, and Arkansas.

2. **About Us:** Ploughshares Fund is the largest grantmaking foundation in the U.S. dedicated exclusively to security and peace funding. For more than 25 years, we have identified and supported the smartest people with the best ideas for preventing the spread and use of nuclear weapons and building stability in regions where nuclear weapons may be factors. Ploughshares Fund is engaged in an aggressive strategy to seize the unprecedented opportunities before us to achieve a safe, secure, nuclear weapon-free world. Combining high-level advocacy, an enhanced grantmaking capacity and our own expertise, we are helping to fundamentally change nuclear weapons policy.
3. **Call for Proposals:** We seek to support activities that will turn out audiences to see *Countdown to Zero* in select cities (see above). We expect to cap funding projects at \$5,000 each. **Required Deliverable** – evidence of audience drive to theaters and/or participation in social action campaign.
4. **Assumptions and Criteria for Selection:**
 - a. Focus of project is on driving audiences to film and mobilizing action through the social action campaign.
 - b. Project will help audiences engage in "what they can do" about the challenges posted by nuclear threats.
 - c. Ideas for activities include: printing and distributing discussion guides (to be available soon), organizing group rates at theaters and filling seats including buying out a showing of the film for your constituents with a panel discussion held afterwards, participating in the social action campaign by driving constituents to the START petition (to be coordinated by Participant Media).

Priority will be given to projects that: enhance the existing work of local organizations; emphasize collaboration; engage new audiences; build the capacity for winning upcoming policy battles.
 - d. **Timeline for projects:** between now and at the end of November 2010, depending on ratification vote.
 - e. Funds may be used to "buy out a theater" as long as the project complements the buyout with other outreach and encourages constituents to attend when/wherever they can.

(continued on next page)

5. Proposal format: MS Word

Cover Page

- Organization name, address, telephone number and website address
- Name, address and email address (if available) of contact person
- Contact person, address and telephone number of fiscal sponsor (if applicable)
- Amount requested
- Total project and organization budgets
- List of organization Board of Directors
- Summary: objective of project; key strategies and brief description of organization
- Names and contact information of two references

Proposal – 2 page maximum

- Strategy
- Activities
- Evaluation: what are the benchmarks and metrics by which you will judge the project's success
- Project Budget

Send proposals to proposals@ploughshares.org and include “Countdown to Zero RFP” in the subject line.