

“Waiting on the Alchemist” Outreach Event

Devin Tressler

Use a short film to reach students on your campus!

“Not going back to school isn’t going to change anything around here.” Frankie wrestles with meeting the expectations of his family while reaching for his dream and being the first in his family to go to college. How many students at your school have gone through this? *Waiting on the Alchemist* is a film by award-winning director Oscar Torres, produced in partnership with Destino. Use this step-by-step guide to invite people to a showing of *Waiting on the Alchemist* on campus, and start conversations about destiny, expectations, dreams, and hope.

Step 1: Download

Waiting on the Alchemist for free in HD by visiting [http:// www.globalshortfilmnetwork.com/waiting-alchemist-p-714.html](http://www.globalshortfilmnetwork.com/waiting-alchemist-p-714.html). Watch the film.

Step 2: Find a group you can co-sponsor the event with. This step is really key to building good relationships! This other group will help you publicize and help you network and learn to serve the Latino community on campus better. This should be another Latino cultural organization, probably not a religious organization. Think about how the issues in the film speak to what other

groups on campus are addressing: speaking up for marginalized students? Helping first-generation college students? Pray about who you should approach.

Step 3: Contact the leaders of the organization you want to partner with. If you aren’t already friends with them, then email/message them and ask if you can meet with them about your organizations partnering to put on an event on campus. When you meet, show them the film, and explain how you want to start a conversation

on campus about what it’s like to be a minority on campus (obviously not every student has this same experience, but it’s a starting point), and why you think their organization has valuable things to add to the conversation. Invite

them to collaborate with Destino in hosting and publicizing the event.

Step 4: Pick a date for your film showing and reserve a room on campus. Be sure to get access to a projector and speakers.

Step 5: Plan the details:

- *Snacks at the event* (popcorn is a really inexpensive way to go if your budget is small).
- *Advertising* (see next step).



- *A way to get contact info.* When people come in the door, get their contact information by a simple sign-up sheet to receive more information about your groups. Destino members can use this to personally invite people to your activities.

Roles for the event: Greeters to welcome people who come, two emcees (one from each group), and discussion leaders.

- *Schedule for the event:*
 - The emcee will welcome people and introduce the film.
 - Then you'll show the film, and afterwards the emcees will direct people to break into groups of 6-8 people.
 - Print out the discussion questions that are online where you downloaded the film. Give about 20 minutes for discussion.
 - After discussion, each emcee should share from up front how they personally connected with the film.

Note: This is a chance for the emcee representing Destino to share a bit of their own testimony of how a relationship with Christ has influenced how they see their destiny, family, and dreams! Think carefully and pray about this!

Step 6: Publicize it! Spend at least two weeks getting the word out by Facebook events/ pages (or even targeted ads), handing out paper flyers on campus, chalking sidewalks, and asking groups if you can announce it at their meetings. Here is an example of a phrase to use: “Not going back to school isn’t going to change anything around here..? Destino and _____ present the short film *Waiting on the Alchemist.*” (Whatever you say, don’t forget to include date, time, and place!)

Step 7: Host the event! Be sure to spend some time praying regularly for God to use this to build relationships for His sake on campus and start spiritual conversations!

Step 8: Follow up! Contact the people who attended, and invite them personally to come to Destino, or better yet, to get together for a coke and see what they thought about the film. Your goal is to make a friend, listen, and get to know what this person’s hopes and dreams are. Here are some great questions: “Do you think God has dreams for you? Or a destiny for you?” “How do you approach a situation that needs to change but doesn’t seem like it can? What would it look like for God to intervene in these situations?”