

Project Team Roles and Timeline for Just 14 The Movie

Just 14 The Movie is a community-driven independent film project. To drive it forward, we have defined key volunteer roles – each with specific duties – and a clear six-month timeline. The roles include Social Media Manager, Events Organiser, Media Officer, Fundraiser, Investment Seeker, and Community Outreach. These roles ensure all aspects of funding and promotion are covered in a coordinated way. Below is a summary of each role and their core purpose, followed by detailed responsibilities and a 6-month timeline of activities.

Role Summaries

Role	Summary (One-Liner)
<u>Social Media Manager</u>	Energises and grows the film’s online fan community through social networks.
<u>Events Organiser</u>	Plans and runs fundraising events and meet-ups to rally support.
<u>Media Officer</u>	Handles publicity – contacting press and getting the project into the news.
<u>Fundraiser</u>	Leads fundraising campaigns (like crowdfunding) to secure donations.
<u>Investment Seeker</u>	Seeks large-scale funding through private investors and sponsors.
<u>Community Outreach</u>	Engages local groups and fan communities to broaden support.

Roles and Responsibilities

Each role has a brief description and a set of priority tasks (listed from highest to lower priority). The tasks are designed to be clear and jargon-free so that even volunteers with no prior experience can understand and contribute effectively.

Social Media Manager

Brief

The Social Media Manager builds the project’s presence on platforms like Facebook, Twitter (X), Tik Tok and Instagram. Their goal is to keep fans engaged and attract new supporters online. This role involves daily interaction with the audience and creative content sharing.

Key Tasks (in priority order):

- **Launch and Drive Social Campaigns:** Kick off a social media campaign to promote our crowdfunding launch and keep momentum. Post engaging content (teaser videos, behind-the-scenes photos, fun polls) several times a week. Ensure the campaign stays active and exciting.
- **Engage with Fans Daily:** Respond to comments and messages from supporters. Encourage fans to share posts and participate in challenges or quizzes (e.g. an 1980s trivia quiz about Aston Villa) to amplify our reach. Building this two-way interaction keeps the community lively and invested.
- **Collaborate with Influencers:** Reach out to popular Aston Villa fan pages, bloggers, or local celebrities to share our project. A retweet or shout-out from a well-known fan can greatly increase visibility. The manager should kindly ask these influencers to mention our film and crowdfunding link.
- **Update Content Regularly:** Maintain a content calendar. For example, every week share a “Fan Friday” update or a short video from the author or director thanking supporters. Regular updates (progress news, fun facts about the 1980/81 season, etc.) keep people interested over the months.
- **Use UK-English and Tone Suited to Fans:** Write posts in an informal, friendly tone that Villa fans relate to. Use British English spellings and football slang when appropriate (e.g. “claret and blue” for the team colours) to connect with the local audience. Avoid corporate jargon – be genuine and fan-focused.

Events Organiser

Brief

The Events Organiser coordinates in-person events to raise funds and awareness. They handle all logistics – from booking venues to managing event-day activities. No event-planning experience is needed, just good organisation and enthusiasm to bring people together.

Key Tasks (in priority order):

- **Plan a Kick-off Fundraising Event:** Organise an “Evening of 80s Nostalgia” at a local venue (for example, a lounge at Villa Park stadium or a community hall). Include fun activities: show the film’s promo trailer on a loop, hold a quiz about Aston Villa’s 1980–81 season, and maybe invite a former Villa player for a Q&A. Aim to hold this event early (within the first 4–6 weeks) to boost our crowdfunding efforts.
- **Coordinate Community Meet-ups:** Arrange smaller meet-ups such as a pub night at a local pub popular with fans. For example, recreate the success of the *Lock, Stock*

and Barrel pub event where a former player performed. These casual events (karaoke, 80s fancy dress, etc.) can raise modest funds (through donation buckets or raffles) and keep fans excited.

- **Manage Event Logistics:** For each event, handle the practical details – secure the venue, pick a suitable date (avoid clashing with major matches), arrange any equipment (projector for the trailer, microphone for speakers), and ensure any required permissions or insurance are in place. Safety is priority: headcounts should stay within venue limits and any raffle should follow UK rules (e.g. use a licensed platform if needed).
- **Promote the Events:** Work closely with the Social Media Manager and Media Officer to advertise events. Create a simple flyer image for social media. Also notify local news or community bulletin boards (many will list charity events for free). Personal invitations can be sent to supporter clubs via the Community Outreach lead.
- **Lead Event-Day Execution:** On the day, oversee the event. Welcome attendees, introduce any speakers or special guests, and explain how the event supports *Just 14 The Movie*. For fundraising galas, ensure there is a clear moment to ask for donations or sell raffle tickets. After the event, thank everyone and announce any funds raised. This makes attendees feel appreciated and willing to help again.

Media Officer

Brief

The Media Officer is in charge of getting the project featured in the press and media. They will contact newspapers, radio, and TV to share our story. This role is about crafting a compelling message and building relationships with journalists – perfect for a volunteer with good writing skills or just passion for spreading the word.

Key Tasks (in priority order):

- **Write Press Releases for Key Milestones:** Draft short, newsy press releases for local media. For example, announce the launch of our crowdfunding campaign with a human-interest angle: *“Local Aston Villa fan aims to turn novel into movie with community’s help”*. Include the who, what, where, when, and why – and a quote from our team (or an ambassador) about why the film matters. Keep it clear and enthusiastic.
- **Contact Local Newspapers and Radio:** Send the press release to regional papers like the *Birmingham Mail* and *Express & Star*, and follow up by email or phone. Do the same with local radio stations (BBC West Midlands, Free Radio Birmingham, etc.). Offer our spokesperson (e.g. the author Andy Dale or a notable ambassador) for

interviews. The focus: it's a feel-good local story of football and film, which local media love to cover.

- Pitch to TV News and Blogs: Approach regional TV (Midlands Today on BBC) about doing a short segment. A hook could be the fan community angle or featuring a known ex-player involved in our trailer. Also reach out to film industry outlets (Screen Daily, IndieWire) when we hit funding milestones. For instance, if we hit our £18k goal quickly, that's newsworthy – "Fan-backed Aston Villa film smashes fundraising target".
- Maintain a "Press Kit": Create a simple press kit with basics: a one-page info sheet about *Just 14 The Movie*, links to the trailer, and high-quality still images (the book cover, trailer screenshots, behind-the-scenes photos). This makes it easy for journalists to pull details. Share this kit whenever you talk to media or bloggers so they have facts straight.
- Monitor and Share Coverage: Keep track of any media mentions. If a paper publishes an article or a radio show features us, share that on our social media and with the team. It boosts morale and credibility. Also, thank the journalists/reporters who covered us – a quick email or tweet of appreciation helps build a lasting relationship for future news.

Fundraiser

Brief

The Fundraiser spearheads all our fundraising efforts to collect money for the project. The top priority is running a successful crowdfunding campaign, since our first goal is to raise £18,000 for the screenplay writer. This role is about rallying people to donate and making it easy and rewarding for them to do so.

Key Tasks (in priority order):

- Launch the Crowdfunding Campaign: Set up our campaign on the chosen platform (e.g. Kickstarter). Use the materials the team has prepared: the promo trailer video, a clear description of the film, and a list of supporter rewards. Ensure the funding goal is set to £18,000 and the campaign duration (perhaps ~30–45 days) is locked in. Go live with a bang – coordinate with the Social Media Manager and Media Officer so that on launch day everyone knows about it (social posts, press release, emails).
- Manage Backer Rewards: As donations come in, keep track of backers and what perks they are promised. For example, £10 donors get a shout-out, £50 donors get a T-shirt, £100+ donors might get a set visit, etc. It's the Fundraiser's job to log this (spreadsheet or the crowdfunding platform tools) and later ensure each backer receives their thank-you or reward. Prioritise low-cost, fun rewards we can deliver (like digital previews, name in credits) to avoid budget strain.

- **Give Updates and Encouragement:** Post frequent updates on the crowdfunding page – e.g. *“25% reached in 1 week – thank you!”* and *“Halfway there – 100 supporters onboard!”*. Urge people to keep sharing. As the deadline approaches, create urgency: *“Just £3k to go with 5 days left – if you haven’t pledged yet, now’s the time!”*. This motivates both existing and new backers.
- **Explore Other Fundraising Avenues:** While crowdfunding is running, also look at any quick-win opportunities: perhaps a small charity grant or a local business donation. For instance, see if any community arts funds would contribute a few hundred pounds (even small amounts help). Also coordinate with the Events Organiser on proceeds from events and with the Community Outreach lead on any grassroots collections (like a supporters club whip-round).
- **Transparent Money Handling:** Keep a simple account of funds raised. After the crowdfunding, tally the total and subtract platform fees. Work with the project treasurer (if any) to ensure the £18k goes to commissioning the script as promised. This transparency – and announcing when we’ve paid the writer – assures the community that the money is used exactly for the stated priority.

Investment Seeker

Brief

The Investment Seeker focuses on big-ticket financing – finding individuals or companies willing to invest larger sums. This could include private angel investors, corporate sponsors, or partner organisations. The aim is to secure funding beyond grassroots donations, tapping those who can contribute thousands in exchange for a stake or publicity.

Key Tasks (in priority order):

- **Identify Potential Investors:** Make a list of possible targets. Start with local angles: Aston Villa has some wealthy famous fans (business owners, ex-players, celebrities). Also consider regional film investors or businesses that might sponsor the arts. Use personal networks, ask the team/ambassadors if they know anyone who might be interested. Prioritise those with a connection to football or the West Midlands – they’ll be easiest to persuade.
- **Prepare an Investor Pitch Deck:** With help from the Media Officer and author, put together a simple pitch presentation highlighting the film’s story, the fan support so far (number of backers, etc.), and how an investor benefits. Mention the UK film investor tax incentives like EIS/SEIS which make investing financially attractive (30–50% tax relief). Keep it concise (a few slides or a 2-page summary). This will be what you send or present to interested investors.

- **Begin Outreach Early:** Don't wait until crowdfunding ends to start talking to investors. By month 2 or 3, quietly reach out to the most likely candidates. For example, email a friendly note with our press release and an offer to meet or call to discuss investing. If any investor shows interest, arrange a meeting with our project lead where you can walk them through the pitch deck.
- **Pursue Sponsorships:** In parallel, approach a few companies for sponsorship. A local brewery, a sportswear brand, or a regional business might sponsor the film in exchange for product placement or publicity. Draft a proposal letter explaining the mutual benefit (their logo in our events or even in the film credits, and we get funds or resources). Even in-kind support is valuable (e.g. a company donating catering or equipment).
- **Follow Up and Secure Commitments:** Be politely persistent. Investors are busy and may need nudges. After an initial contact, follow up with additional info if requested (like a projected budget or how we plan to distribute the film). If an investor agrees verbally, work with them to formalise it (likely with a simple agreement – we might seek guidance from a legal advisor for that). Any confirmed investment or sponsorship is a big win – make sure to inform the Media Officer so we can publicise major backers, as that builds credibility for others.

Community Outreach

Brief

The Community Outreach lead fosters support from the local community and fan base beyond social media – reaching people in fan clubs, schools, local businesses, and neighbourhoods. The goal is to make everyone feel they can be part of the project, even if they're not online or financially investing. This role is about personal connections and inclusivity.

Key Tasks (in priority order):

- **Liaise with Aston Villa Supporters' Clubs:** Contact regional Aston Villa fan clubs ("Lions Clubs"), both locally and abroad. Introduce the project and provide them with materials (our trailer link, a letter from the author). Ask if they can share it in their newsletters or meetings. For example, after the Cornwall Lions club's enthusiastic event in 2022, we know these groups are keen – we can replicate that with others (London Lions, New York Villans, etc.). Perhaps they might host a watch party for our trailer or a small fundraiser among their members.
- **Coordinate the Ambassador Programme:** We have 14 Just 14 Ambassadors – passionate supporters acting as champions for the film. Work with them regularly: equip ambassadors with updates and ask them to spread the word in their networks. For instance, an ambassador who runs a charity or a sports club can

mention the film there. The Outreach lead should check in with ambassadors, thank them, and encourage their ideas – they are our bridge to various community segments.

- **Engage Local Schools and Youth:** Given the film's coming-of-age theme, reaching young people is valuable. Consider contacting a local secondary school or youth theatre group – perhaps the students could get involved (like volunteering at events or simply following our project). Offer to do a short talk about filmmaking or have an author Q\&A at a school – this builds good community karma and can get families interested.
- **Publicise in the Community:** Use offline methods in the area. Put up a poster or flyer on community noticeboards (libraries, community centres, coffee shops). The poster can have a QR code to our website or crowdfunding page to make it easy. Attend local community days or fairs with a booth if possible, showing the trailer on a laptop and chatting with people about the film. This face-to-face promotion can gain supporters who might not have found us otherwise.
- **Organise Community Updates/Newsletter:** Not everyone is on social media, so consider a monthly email newsletter or even a printed update for community distribution. Recap what the team has achieved each month and upcoming plans. The tone should be inclusive: *“Thanks to supporters like you, we’ve achieved X. Here’s how you can help next...”*. Distribute this via email lists you gather at events or through supporter clubs. Keeping the wider community in the loop ensures no one feels left out, and it builds pride and word-of-mouth support.

6-Month Timeline of Activities

Here is the timeline for the next six months, highlighting when key actions for each role should take place. This plan will help coordinate efforts so that social media pushes, events, media outreach, and investor engagement all complement one another month by month.

August 2025: Campaign Kick-off

Launch **crowdfunding** on Kickstarter (target £18,000) and begin heavy promotion. The Social Media Manager rolls out daily posts and fan challenges to draw attention. The Media Officer sends out press releases to local news about the project launch. The Fundraiser monitors early donations and thanks backers. Community Outreach contacts Aston Villa fan clubs to announce the campaign.

September 2025: Community Events & Mid-Campaign Boost

With the crowdfunding in full swing, host a **fundraising event** mid-month – e.g. an 80s-themed fan night at Villa Park or a local pub. The Events Organiser handles logistics for the event, which helps keep momentum (fans who attend are encouraged to pledge if they haven't). Social media coverage of the event (photos, live video) by the Social Media Manager further spreads the word. By late September, aim to reach the crowdfunding goal and close the campaign successfully.

October 2025: Script Development & Investor Outreach

Assuming the £18k target was met, the project commissions the scriptwriter to start the full screenplay. This success is publicised by the Media Officer (e.g. a story "Local film funds its script thanks to fans"). Meanwhile, the Investment Seeker starts to **pitch to potential investors**. Investor meetings/pitches are scheduled this month, now armed with the news that a professional writer is on board (a selling point). The Fundraiser, while less intense now, may explore any available film grants or prepare for future fundraising rounds as needed.

November 2025: Continuing Engagement & Sponsor Push

The Social Media Manager continues posting updates on the script's progress to keep the community excited. A mid-production **newsletter** or update is sent by Community Outreach to all supporters, thanking them and sharing behind-the-scenes tidbits (perhaps an interview with the screenwriter or a sneak-peek of draft pages). The Investment Seeker follows up with investor leads from October and also approaches corporate sponsors this month (for example, scheduling a meeting with a local company interested in sponsoring). The Media Officer looks for opportunities for a human-interest piece in regional media about our progress as a sustained story (e.g. "Fan-funded film now in script stage").

December 2025: Wrap-up of Funding Phase

By December, ideally some **private investment commitments** are secured or in final negotiation. The Investment Seeker works to get letters of intent or agreements signed before year-end. The team might hold a small "thank you" gathering or online live stream to celebrate the year's achievements with fans (organised by the Events lead in early December, before holidays). This could involve a holiday-themed message from the author and a cameo by a Villa legend thanking everyone. Community Outreach uses this opportunity to tie in a charitable note (perhaps supporting a local charity as a goodwill gesture, given the festive season). Social media content will slow during late December but still acknowledge holidays and lightly remind followers of exciting things to come in the new year.

January 2026: Planning the Next Phase

The new year kicks off with a focus on moving toward production. The script draft is likely ready or near-ready, so in January the team can organise a script read-through or preview event for supporters. The Events Organiser can plan a **script preview night** (even a simple online webinar where selected scenes are read). This keeps community interest high. Meanwhile, the Investment Seeker and Fundraiser evaluate the funding status: if major gaps remain, this is when plans for additional funding rounds (like another crowdfunding for production budget, or applying to film funds) are put in place. The Media Officer updates any investors on progress, and the Media Officer and Social Media Manager together announce the upcoming plans publicly – maintaining transparency and excitement about entering the production planning stage.

Each month's activities build on the previous ones. For instance, the awareness raised in August and September makes investor outreach in October more credible (since we can show community support as "social proof" of the film's appeal). Similarly, engaging the community throughout ensures that when the film is ready to premiere, we already have an enthusiastic audience ready to buy tickets or stream it. By following this timeline, the project team can coordinate their efforts and keep the project's momentum going strong over the next six months.