

## RECRUITMENT KIT

### GENERAL INTRO COPY

The Fresh Films Recruitment Kit was developed to help promote Fresh Films' filmmaking opportunities to young creators. This kit provides everything you need to inspire students, from pre-written newsletter copy to engaging social media posts, making it simple to reach a wide audience. Inside, you'll find all the essential tools to connect with potential participants and inform educators and youth influencers. By using the materials provided, you'll help bring awareness to the opportunity for teens to build real film skills, work with professional equipment, and discover future internships and careers in the industry. **Share the excitement, inspire participation, and join us in empowering the next generation of storytellers!**

### NEWSLETTER COPY

This newsletter is a great way to connect with Teen Influencers—like teachers, coaches, and parents—focused on helping youth explore creative paths in filmmaking, media, storytelling, and building skills that will lead to internships and jobs in the industry.

#### Headline Options :

- Want to work in film?
- Film dreams start here!
- Think the film industry is out of reach? Think again!

Ready to turn your ideas into films? No experience needed—just bring your passion! Starting January 14, join Fresh Films and dive into the world of filmmaking. You'll work with top-tier equipment, connect with Hollywood pros from Sony, Paramount, America's Got Talent, and more, and create projects that could land on The Roku Channel.

You'll complete 4 projects that'll level up your skills and boost your resume, opening doors for college and job opportunities. Plus, we offer paid summer jobs on professional film sets after the program!

#### Fresh Films Weekly Filmmaking :

When: Tuesdays & Thursdays starting January 14

Where: ADD LOCATION

Time: ADD TIME

**Applications are open NOW!** Space is limited, so don't wait! Not sure you've got what it takes? Do it anyway—you might just discover your hidden talent! Sign up today for the program at [freshfilms.org/weeklyfilmmaking](http://freshfilms.org/weeklyfilmmaking)

FIND EMAIL GRAPHICS HERE!



## DAILY ANNOUNCEMENT & TEXT COPY

Curious about media, storytelling, or content creation but not sure where to start? Here's your chance to get hands-on experience! Join Fresh Films' free, after-school Weekly Program and learn from industry pros from Roku, Paramount, Fremantle, and more. No experience needed—just bring your ideas and we'll help you take it from there! Apply today at [\[ADD LOCATION\]](#). [freshfilms.org/weeklyfilmmaking](https://freshfilms.org/weeklyfilmmaking)

Ready to make movies and level up your film skills? Join the FREE, after-school Fresh Films Weekly Filmmaking program at [ADD LOCATION](#)! No previous experience necessary! Show off your creativity. Find your crew. Build your portfolio with music videos, docs, narrative short films and more!

DON'T WAIT! Learn more and apply at [freshfilms.org/weeklyfilmmaking](https://freshfilms.org/weeklyfilmmaking)

Join the Fresh Films Weekly Filmmaking program at [@ ADD LOCATION](#), Tuesdays and Thursdays after school! Build your film skills every week — no cost or experience required! Sign up now and start creating! Learn more and register today at [freshfilms.org/weeklyfilmmaking](https://freshfilms.org/weeklyfilmmaking).

## SOCIAL MEDIA COPY - PARENT / ADULT

**Use this copy on all of your parent/adult focused social media channels. We recommend posting once a week.**

Got a teen who's always creating, experimenting with tech, or dreaming of telling stories on screen? They need to join the Fresh Films Weekly Filmmaking program at [@ ADD LOCATION](#)! Teens ages 13-19 will learn hands-on filmmaking skills, use pro-level tech, and explore careers in film and entertainment—all while making their own projects. No experience needed, they just bring the passion!

Don't let them miss out on this FREE opportunity! Sign up today: [freshfilms.org/weeklyfilmmaking](https://freshfilms.org/weeklyfilmmaking).

Know a teen with a passion for filmmaking, storytelling, or content creation? Send them our way! In our program, teens get hands-on experience with professional equipment, work alongside industry pros, and gain real skills in everything from scriptwriting to editing. This is more than just a program—it's a launchpad for future jobs, internships, and opportunities in the film industry. Help them take the first step toward their creative dreams today! Open to ages 13-19. Apply today: [freshfilms.org/weeklyfilmmaking](https://freshfilms.org/weeklyfilmmaking).

The Fresh Films Weekly Filmmaking program at [@ ADD LOCATION](#) is where they'll level up their filmmaking skills. They'll learn from industry pros, master everything from scripting to editing, and bring their ideas to life on screen.

Don't miss out—this is a FREE chance to build their film career. Open to ages 13-19. Apply today: [freshfilms.org/weeklyfilmmaking](https://freshfilms.org/weeklyfilmmaking).



## SOCIAL MEDIA COPY - YOUTH CREATOR

Hey there creators! Want to make movies, music videos, or docs? Join the FREE @freshfilmsdt Weekly Filmmaking Program starting January 14 at @ [ADD LOCATION](#).

Get hands-on experience with real film tech, learn from pros at Sony, Roku, Paramount, Fremantle, and more, and take your skills to the next level every Tuesday and Thursday. No cost, no experience needed—just bring your creativity! Applications are open NOW. Apply today: [freshfilms.org/weeklyfilmmaking](#).

Ever wonder what it'd be like to tell your own story through film, but feel like you're not 'there' yet? You don't need experience—just your creativity! Join the Fresh Films Weekly Program, and learn directly from industry pros (Roku, Paramount, Fremantle, and more) in a supportive, hands-on environment.

Step in, explore, and see where your creativity can take you. Apply now at [\[ADD LOCATION\]!](#): [freshfilms.org/weeklyfilmmaking](#)

Ready to make movies? The Fresh Films Weekly Filmmaking Program is HERE. No experience? No problem! Whether you're into documentaries, music videos, or short films - we've got you covered. Learn from industry pros, work with real film tech, and build your creative skills every week!

Starts [ADD DATE](#) - it's free, fun, and everything you need to level up your film game. Let's get to work. Apply now: [freshfilms.org/weeklyfilmmaking](#)

If You Want to Work in Film, we'll get you there. For free. Join Fresh Films to get started. Don't miss out—open to ages 13-19. Applications are open NOW. Apply today: [freshfilms.org/weeklyfilmmaking](#).