

## Detailed Instructions

### Free Money Day

#### Before the Event

1. Convert your money to smaller coins/notes

Simply go to the bank, or any willing establishment, prior to the event. Ask the teller or clerk to convert your money to rolls of coins/notes in the denomination of your choice.

Remember: you will be giving two coins or notes to each person, with the hope that they will pass one on to someone else, so you may want to find a happy medium in the size of coin/note you choose - not so small that people find them annoying to accept and not so big that you run out of them in seconds.

2. Select a good public space

The aim here is to ensure you have enough people around to spark interest but not so many that you feel swamped. Here are a few other things to keep in mind:

- Permission. For places like parking lots, parks, busy street corners, university campuses, subway or bus stations, and malls/supermarkets you may have to seek permission prior to Free Money Day before setting up.
- Pre-existing Events. Perhaps there is a public event in your local area that happens to be taking place on September 15? Something like a farmer's market, a music/street festival, or a concert could be a great opportunity for your event to reach a wide population. You may want to contact the event organizer and ask them if you can set up at their function.
- Accessibility. Ideally, Free Money Day will be accessible to all, so try to find a location that can be reached by public transportation as well as people with disability.
- Weather. If you choose an outdoor location, be sure to have a rainy day 'Plan B'. This may be as simple as a pre-existing under-cover space.

3. Make your Free Money Day sign

Find a plain white poster, piece of paper or cardboard (the bigger and stiffer the better). Write in big black text 'Free Money Day!' (can be horizontal or vertical). That's it!



#### 4. Plan your digital media

By capturing events as they happen we can show, together, how people around the world are shaking up status quo ideas about the role of money! The more – and the more diverse – documentation we have, the more powerful the event will be because it will make clear that there are people around the world thinking differently about our economies. Here are some tips related to documenting Free Money Day in your town or city:

- For your Free Money Day event, make sure you have a person (or two, or three) who can be there to document it. If you don't know anyone with a standalone video and/or photo camera, perhaps ask for help from a friend who has a camera built into his or her phone. Tips on filming can be found [here](#).
- Decide how you will deal with getting people's permission to film or document them (it's important to make sure it's okay to take pictures or video of people, and that they understand what you plan to do with the material - that it may end up online, etc.) and prepare any related materials you might need. You do not need to send us any permission materials, it is just to protect you legally and to ensure high ethical standards are maintained by the Free Money Day event. Here are some recommended options for dealing with permissions. Feel free to use more than one option if that's appropriate:
  - Option A: On-Camera Permission – With the video camera rolling briefly explain why you're filming and what you're going to do with the footage. Get the participant's verbal consent on camera that it's okay to film them for that purpose.
  - Option B: A Sign – Post, in a visible location, a sign with text outlining the event. . You can find a downloadable sign 'For the General Public' on the [Participate page](#) of the Free Money Day Site.
  - Option C: Written Release – In addition to, or instead of, a sign and/or an on-camera release you may wish to have a written release. You can find a downloadable 'Photographic and Video Consent and Release Form' on the [Participate page](#) of the Free Money Day Site that can be signed by people who are interviewed, filmed, or photographed during the event (one release form per person).
- Consider how the [location you choose for the event](#) might affect how you'll be able to document it, and what the resulting images might show. For example, in your location how will people be likely to interact with you: is it a place where people will be likely to stop and chat, or not? Is the spot public, semi-public, or private? If possible, choose a location that is visually distinct and special or symbolic to your

city. For example, in New York City, Wall Street might be a good symbolic spot, while people might be more likely to interact with the event if it's held in Union Square (a busy park).

#### 5. Get exposure for your event

Since the purpose of Free Money Day is awareness, finding ways to get exposure in the days and weeks leading up to it can increase its impact. Here are a few ideas:

- Use the Internet or the phonebook to find out the contact number and/or email of your local radio stations and newspapers. Let them know there will be some interesting visuals and a human interest story in it for them; give them the exact date, time and location as well as sending them to the Free Money Day website. If you feel it useful, send them a [short and punchy press release](#). You can find a downloadable 'Media Release Template' on the [Participate page](#) of the Free Money Day Site.
- If there are community-oriented blogs in your local area, email them your press release, asking them if they can share news of Free Money Day with their readers.
- Share news of the event on Facebook (on the [Free Money Day page](#), as well as your own profile wall), and encourage other locals (individuals and groups) to spread the word.
- Tweet about it, using the hashtag #freemoneyday
- Post it on the community calendar in your area (many municipalities host a community calendar on their website).
- Send an email to your network of friends and colleagues, with news of the event. Encourage them to come out and participate, and to forward the email to their networks as well.

### On the Day

- Before the action, make sure your camera's batteries are charged, and you have extra tapes or memory cards.
- If possible, take a variety of shots of the action: distance shots, medium shots, and close-ups. For example, you might take images showing the Free Money Day event in the context of the larger space, as well as close-up images of money exchanging hands.
- Consider keeping each video relatively short, rather than just letting the camera roll. Short videos, from 1 minute (or less) to 5 minutes maximum, will be easier to upload, and more likely to retain an audience online.
- Be creative about what you document. For instance, you could take a picture or 10-second video shot of each person who takes coins. At the end of the day you might have a lot! Alternatively you could do short interviews with participants, asking questions like: What's your first name? What do you think of Free Money Day? Who are you planning to give your second coin to? What are some ways you might already participate in a 'sharing economy'? (And some other more thought-

provoking questions, such as: What type of economic change would you like to see in your community/country?)

## After the Event

- As soon as possible after the event, upload your best photos to the Free Money Day [Flickr account](#), and/or post them to the [Free Money Day Facebook page](#). If you don't already have a Flickr account, it's free and takes only [a couple of minutes to set up](#). If you don't use Flickr or Facebook, feel free to email photos or videos to us at: [info@freemoneyday.org](mailto:info@freemoneyday.org)
- There are a few different ways to share videos depending on how big your video files are and what's most convenient for you. Videos must be smaller than 2GB in size, in an [acceptable file format](#), and less than 5 minutes.
  - Option 1: depending on the size of your video, you may be able to email the video to: [vo9yow81hvn@m.youtube.com](mailto:vo9yow81hvn@m.youtube.com), which will upload it straight to the Post Growth Institute [YouTube account](#). There is also a similar way to [upload straight from your mobile/cell](#).
  - Option 2: Email your videos to the Free Money Day team ( [info@freemoneyday.org](mailto:info@freemoneyday.org) ) using a reliable file transfer service such as [YouSendIt.com](#) (send files of [up to 50MB for free](#)).
  - Option 3: If your video files are on the larger side (e.g. above 50MB), upload them to your own YouTube account. Tag the videos with 'free money day' so others can find them, and send the link to [info@freemoneyday.org](mailto:info@freemoneyday.org) so we can add the videos to the [Free Money Day channel](#).
- Browse and share the images from other Free Money Day events!