

## CREW CALL EMAILS:

A few points to **please** remember when composing an email calling for crew to volunteer... I hope you will excuse this 'standard blurb' with some very obvious reminder points – you would be amazed how many last minute, poorly written crew call requests we've seen – ones that loudly sing 'this person can't even manage a good crew call email, how will they manage a film shoot'? 😊

So please keep in mind while composing your email request some common sense/obvious (but sadly often neglected) points:

1. State who you are.
2. Clearly state the role/s you are looking for.
3. Shoot dates, pre prod required?
4. Day or night, interior exterior shoots?...no point not letting people know what they are in for early....plus people appreciate as much info as possible, it can also guide them re their potential availability.
5. Locations – ie CBD , inner suburbs, outer suburbs, regional etc.
6. **Script synopsis** – plus the offer of a script if they are interested in the role and would like to contact you directly to obtain a copy.
7. What's in it for them? **FOR EXAMPLE, some points you could make to entice potential crew members are:** Why is this film important to you? Are you providing transport or paying travel costs? Providing excellent catering for all potential food requirements, vegans, vego's, gluten free, meat lovers, healthy choices? (we all know how important good catering is!!) Is there a HOD, Assistant or cast member they will be working with that has substantial industry experience? Is there a target audience/marketing plan? Have your previous films/commercials/music clips had any festival success? Are you open to supporting inexperienced people who just want to give it a go? ...so, these are just some ideas of what to include to make your proposal stand out from the many others these potential crew members will be receiving.
8. Please add anything else you can think of particular to your film/script/shoot that will ensure your crew call email will make people feel yours will be a well run shoot managed by thoughtful people who are obviously aiming for a professional approach to their production. After all, we all know how many hours a crew member commits when joining a shoot, even a well organized on schedule shoot is incredibly time demanding!
9. **PLEASE CLEARLY STATE YOUR CONTACT DETAILS!!**

Obviously the earlier you send out a crew call email the better, so hopefully you're not shooting within the next week or two, this may reduce your chances of securing someone so close to your shoot time, **and** an early crew call helps reassure people you are well organized...but should this be a desperate last minute request - then no harm in trying!