**MATERIAL**

**RELEASE FORM**

**Happenstance Films Ltd**

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**Production (working title): *Volunteers Celebration and Recruitment Campaign***

**Contributor Details**

Name:

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**Project details:**

West Midlands Museum Development (WMMD) has commissioned [Happenstance Films](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwestmidlandsmuseumdevelopment.cmail19.com%2Ft%2Fi-l-clutkul-giuhutkc-y%2F&data=04%7C01%7Cmichelle.davies%40ironbridge.org.uk%7C3832fc43e944485337d208d94c38355a%7C8e183573151c4ae39619db32b5cc37d6%7C0%7C0%7C637624626563958915%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=0MjXW6JdL8z6xxTfpcaeKHyJdr1czenMmOIq3iA0EWw%3D&reserved=0) and [Social For Good](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwestmidlandsmuseumdevelopment.cmail19.com%2Ft%2Fi-l-clutkul-giuhutkc-j%2F&data=04%7C01%7Cmichelle.davies%40ironbridge.org.uk%7C3832fc43e944485337d208d94c38355a%7C8e183573151c4ae39619db32b5cc37d6%7C0%7C0%7C637624626563958915%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=fr5Dw%2BqLZDHiM1go%2FSI6Pp8WXZENPW%2F6v2cNrCF1i0c%3D&reserved=0) to develop a marketing campaign to celebrate and thank museum volunteers in the West Midlands. The campaign will showcase and promote the diverse opportunities and museums we work with and aims to encourage more people to volunteer in West Midlands museums.

The campaign will launch in autumn 2021 and consist of a series of short films that signpost viewers to opportunities on the [**WMMD Volunteers Portal**](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwestmidlandsmuseumdevelopment.cmail19.com%2Ft%2Fi-l-clutkul-giuhutkc-t%2F&data=04%7C01%7Cmichelle.davies%40ironbridge.org.uk%7C3832fc43e944485337d208d94c38355a%7C8e183573151c4ae39619db32b5cc37d6%7C0%7C0%7C637624626563968868%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=rtqjuoDpZphE%2Fs71QL88tIfBDL8Y40KfSfI5Jdec9ZI%3D&reserved=0). The films will be released alongside a Volunteer Recruitment Marketing Toolkit, which will include templates and guidance for using the films and resources to construct a bespoke recruitment campaign. Individual museums will be able to use the toolkit to promote their opportunities directly to their local communities and social media followers.

**Your materials:**

We would like Accredited and Working Towards Accreditation West Midlands museums to submit videos and photos that showcase the diverse roles and experiences of volunteers in their organisations.

The materials will be used to create a video montage and may also be included in the Volunteer Recruitment Marketing Toolkit and associated templates.

The films, toolkit and templates will be shared and used in the following ways;

* Social media platforms including (but not limited to) Facebook, Instagram, Twitter, Youtube, TikTok
* Websites (WMMD website and third party websites)
* Press and public relations materials (print and digital)
* Printed materials (posters, leaflets, etc)

**Terms:**

Thank you for taking part in the Volunteers Celebration Campaign. By signing this form, You agree to the following terms.

* That the nature of this Production has been explained to You.

Material Contribution

* You give Happenstance Films Ltd the *non-exclusive* right to record, copy, reproduce, broadcast, transmit and perform all or part of any Material Contribution (whether that be stills, video recordings, sound recordings, drawings, etc.) supplied to the Production by Yourself for and/or in connection with the Production and the Production’s promotion throughout the world.
* You agree to the recording and the broadcasting of the Material Contribution given to be used in connection of the Production and all related media.
* You certify that You are the true copyright owner of the materials and, by signing this agreement, You are entitled to give Happenstance Films Ltd the rights referred to above.\*
* Giving Happenstance Films Ltd these rights, to the best of Your knowledge, does not breach any laws or regulations or entitle anyone to claim payment from Happenstance Films Ltd.
* In consideration of mutual exchange of obligations, You and Happenstance Films Ltd agree to these terms.

**\*Organisations sharing materials such as video or photographic content with West Midlands Museum Development (WMMD) for use in the Volunteers Celebration and Recruitment Campaign must ensure that they have received and recorded permission from all identifiable individuals to be included in this project for the purposes stated above BEFORE sending any materials.**

**If your materials contain images of children or young people under the age of 18 please ensure you have permission from their parent/guardian. Information on best practice is outlined by NSPCC.** [Photography and sharing images guidance | NSPCC Learning](https://learning.nspcc.org.uk/research-resources/briefings/photography-sharing-images-guidance)

**It is the responsibility of the organisation or individual sharing these materials to ensure that this permission is in place and that they have appropriate Data Protection procedures to store this consent securely. For more information on your organisation’s Data Protection responsibilities please refer to the** [**Information Commissioners Office (ICO)**](https://ico.org.uk/)

**For more information on how WMMD uses your data please refer to our** [**Privacy Policy**](https://mdwm.org.uk/privacy-policy/)**. WMMD has Data Processing Agreements in place with** [**Happenstance Films**](https://www.happenstancefilms.com/) **and** [**Social For Good**](https://www.socialforgood.co.uk/)**.**

If you agree with these terms, please fill in the required information and sign below. Send a copy of this document to WMMD and Happenstance Films using the Dropbox link before submitting material.

Submit [here](https://www.dropbox.com/request/9G602iUJ9SurSKErSHcI).

Please save a copy of this document for your own records. If you are unsure of the meaning of any of the terms set out above, the production team will be happy to explain them to you. *Thank you for contributing to “Volunteers Celebration and Recruitment Campaign”.*

**Signature:**

**Date:**

**Submission details**

Please name your files with your museum name and number each file (if uploading multiple submissions). Use the [Dropbox link](https://www.dropbox.com/request/9G602iUJ9SurSKErSHcI) provided to submit your Consent Form, videos and images.

Provide us with a brief description of your submissions in the box below.

Enter your description here

*Please note that we cannot guarantee that we will use all materials submitted.*

*If you have a number of large files above 2GB to upload please contact* *michelle.davies@ironbridge.org.uk* *to make alternative arrangements.*