

# SUSTAINABLE

## Community Screening Toolkit



Thank you for your interest in hosting a community screening of *Sustainable*!

Within this guide, you will find all of the resources you need to make your screening a success, including:

- Steps to host your community screening
- Tips to turn your screening into an impactful event
- A week by week timeline of tasks

# HOW TO HOST A SCREENING

## Step 1: Build a Screening Team

Get some people together who will help you organize your screening. If you don't already belong to an organization, reach out to local groups who will sponsor and promote the event.

- Non-profits involved in sustainable farming, environmental protection, health or food politics
- Coops, farmers markets and food businesses in your community
- Universities (try agriculture, public health or food marketing departments)
- High school agriculture or farm-to-school initiatives

## Step 2: Choose a Venue

Consider hosting the viewing on a farm, movie theater, community center, classroom, church hall, school gym or even a library. If indoors, make sure you have a dark location, preferably without windows. If you're planning to screen the film outside, you will need to screen the film after sunset. Look for a location that has the following, or be prepared to rent necessary equipment:

- BluRay player (we can send a DVD if BluRay is absolutely unavailable)
- Projector
- Screen (10' wide or large white wall)
- Sound System

## Step 3: Pick a Date & Time

The film is 96 minutes long, With set up and a discussion afterwards, you'll need your venue for 3 hours.

## Step 4: Purchase a License

Purchase the appropriate license for your screening at [www.sustainablefoodfilm.com](http://www.sustainablefoodfilm.com). We'll send you a disk in the mail and post the screening on our website.

## Step 5: Promote Your Event!

- Download the Sustainable Press Kit for posters, images and other marketing materials
- Post your event to online community event boards and send out email invites
- Contact the local radio station, newspaper or television station with news of your event
- Put up a few posters (a few well-placed posters work best)
- Contact local organizations and ask them to promote the screening through their networks.

# MAKE IT AN EVENT!

It's more than just a film, it's a way to encourage people to think about where food comes from and to inspire them to get involved. Here are some ideas to transform your screening into an unforgettable event.

## Serve Local Food

The best way to share the story of where our food comes from is to taste it! Anything grown or raised locally, fresh or cooked, can apply. Here are some ideas:

- Invite a local baker and the farmer who grows the grain to serve bread.
- Host a barbecue event with a local butcher or chef and the farmer who raised the meat.
- Create a potluck meal that features locally-grown, seasonal cuisine.

## Add an Interactive Activity

Show people how they can get involved! Combine your screening with a hands-on activity, such as:

- A seed-swap where people bring seeds to share with each other.
- Host your event on a farm and give guests a farm tour.
- Teach people how to plant vegetables or herbs in individual flower pots.
- A cooking class with local chefs or bakers.

## Further the Discussion

After viewing the film, people will have a lot of questions. Invite experts to lead the discussion.

- Ask a farmer, chef, nutritionist, food economist, agronomist or baker to answer questions.
- If you have the budget, you could invite the filmmakers/subjects to do a Q&A.
- Set up a table for local organizations to display information and sign-up sheets.
- Tell people to go to [www.sustainablefoodfilm.com](http://www.sustainablefoodfilm.com) to find more resources, including a local restaurant guide, apps for the grocery store and sustainable food petitions.

## Incorporate Sustainability

- Set up bins for compost and recycling.
- Use real plates, cups, jugs and platters.
- Send leftover food home with guests.
- Keep printed materials to a minimum. Try using social media and email to get the word out.

# TIMELINE OF EVENTS FOR A SUCCESSFUL SCREENING

## 8-12 weeks in advance

- Write down a list of possible venues and contact each of them to check rates and availability.
- Contact local organizations to partner with you in promoting and sponsoring the screening.
- Compile a list of people and organizations to invite.

## 6-8 weeks in advance

- Book the venue.
- Order the movie license/BluRay disc.
- Consider starting a facebook event or using an online ticket application such as eventbrite to send out invites and track your RSVP list.

## 5 weeks in advance

- Post your event to online community events boards.
- Email community groups and university faculties who might be interested.
- Email friends, family and any email lists you may have.

## 3-4 weeks in advance

- Call the local radio with news of your screening.
- Email the local newspaper.
- Test the disk to make sure it works.
- Print a few posters and place them strategically (farmers markets, restaurants, universities, etc.)

## 2 weeks in advance

- Call to follow-up with local newspaper and radio stations.

## 1 week in advance

- Send a reminder to your email lists and people who signed up for your event online.
- Make sure you have enough people to set up, staff the door and serve food if necessary.

## At the event

- Have fun, take pictures and eat well!
- Make sure to post a couple of pictures to @SustainableDoc.