



Tips for Hosting a Film Screening: “Harvest of Pride”

Amended from the Global Oneness Project

Hosting a screening event can be as simple as slipping a DVD into your DVD player and getting friends, colleagues and family to come over to your house for a screening. However, taking your event to the next level doesn't require too much additional work and can be rewarding for all involved. Big or small, some experience or none at all, here is some basic information to help bring people together and inspire action.

Getting Started

Please be sure to pick the films you would like to show on our Web site at: www.huertodelafamilia.org. All films are available for HD streaming via your computer or with a cable connection, to a TV or projector.

Remember to send us an email about your event so we can (a) keep a record that you've shown the films and, (b) publicize the event on our Web site if you want us to!

Purpose

Consider using one, two or all three of the films for your event in order to bring focus to a theme or to highlight a particular issue such as food, community initiatives or multiculturalism. Or create an event around a specific theme that brings together issues from across sectors.

Some themes we've created for events in the past include:

- Supporting efforts toward sustainability
- Pathways to organic farming
- Horticultural therapy
- Expanding identities of how we see and relate to the world

Event Size

The size of your event will depend on whom you plan on inviting and what format you choose for the gathering. Will you host a small, private event and invite colleagues, friends and family? Or will you host a larger event open to your community and the public? Once you have chosen a format, your venue needs will be more obvious.



- *Smaller Events*

Examples: Smaller events can mean a potluck dinner or movie night in your living room with your closest friends or a conference room at lunchtime at the office with your co-workers.

Considerations: Think about arranging a space that encourages discussion. Use a high quality screen or your computer to project the films. Darken the room for the best viewing of the films and make sure everyone can see the screen.

- *Larger Events*

Examples: A school auditorium or lecture hall, a local theatre, barn, church or community space.

Considerations: Choose an event space with good sight lines and a short distance from the stage, creating a more intimate connection between the speaker and the audience. Remember to inquire about sound quality, the ability to project and view films, food and beverage set-up possibilities, and restroom accessibility. If the purpose of your event is for charity, or to raise community awareness, ask if the venue will donate their location to the cause or consider finding a sponsor.

Venues

- *Living Room*

A small gathering of friends, family, and/or neighbors, of up to 30 people in your home or other intimate location. Create or invite a small discussion or reading group. You could share a potluck or even invite a community leader to give an informal talk. Utilize the films to direct conversation, or use your own inspiration.

- *Businesses*

Host a lunch gathering, an after hours dinner and film night, team up with other local organizations or organize a charity event to help raise awareness about important local/global issues.

- *Classroom*

Join educators worldwide already sharing our films in their classrooms and learning environments. Whether you are a student, teacher, or parent, these films and resources provide useful tools for lively discussions in middle and high school classes, university courses, student organizations, and film societies.

- *Community*

Medium to large events. Organize an event that brings your community together to connect around the values and ideas raised in our films. Invite guest speakers, a local band or chef, or create a panel discussion. Rent a community space, a local theatre, or a community church.



Create a Program

Now that you have a sense of the theme of your event, you can begin to get more detailed about the structure of your event. Will you watch films and use discussion questions to engage in dialogue? Will you invite guest speakers, create a panel discussion or include live music or other performers in your event? You could include a cover charge to be donated to a local cause or organization and encourage people to commit to an action.

Here are some tools to help make your event successful, regardless of size or venue:

- *Choose a Date & Time*
Knowing the length of your event and the intended audience will help you choose a date, whether it is a weekday evening, Saturday afternoon or an ongoing monthly event that explores issues and ideas in depth.
- *Inviting Guest Speakers*
Guest speakers can help localize issues raised in a film, and inspire community engagement. Having a solo guest speaker? Or will you have a few speakers for a panel discussion with questions & answers from the audience? Tips for a successful guest speaker(s):
 - Consider inviting informative and passionate speakers to present on your chosen theme.
 - Invite local voices from your community.
 - For a panel discussion, choose speakers that can give diverse perspectives from different backgrounds and experiences.
- *Promotion*
Facebook, Twitter, and other social media resources can help get the word out, which is fundamental to a successful event. Contact familygarden@efn.org if your event is public; we can help announce your event through our social networks.
- *Promotional Materials*
For free posters and flyers to download and print, go to the screening resources on our screening page.

Organizer Resources

- *Playing Films*
Our films are translated from Spanish to English and will eventually be available in English to Spanish as well.
- *Rules*
Please note, you do not need a license to screen the films at private or public screenings and events. All we ask is to gather 10 or more people and pay it forward after your event.



Tools for Taking Action

Looking for ways to turn the ideas from your event into actions? These resources can help you find a resource in your local community and beyond.

- *Huerto de la Familia's Take Action Section*
Be sure to visit our Web site (www.huertodelafamilia.org) to see what types of action you can take locally to support the issues raised in the films.
- *VolunteerMatch*
Find a place to volunteer – simply enter your zip code, city or state and keywords describing the opportunity you're looking for. Or, enter the skills you have or would like to develop. Visit: www.volunteermatch.org.