**TIPS FOR A SUCCESSFUL SCREENING EVENT**

Organizing an effective outreach event is a group effort, so form a team! If you are not already working with an established organization, reach out to people you know: friends, family, your faith community, schools, and clubs.

**Choose a great venue**

* Select a date and time for your event that works for your intended audience.
* Secure a location for your screening that is easily accessible to the community. Places of worship, community centers, and libraries are often good locations, and may offer space free or at reduced cost to nonprofit groups or local residents. House parties are great, too.
* Make sure that the appropriate technology is available (computer and TV monitor or projector/screen, and sound system). Ask staff to show you how to use the equipment, especially if no one will be on-site to provide tech support during your screening.
* Create the optimal viewing conditions for your audience. Evaluate the lighting. If your event will be during daylight hours, darken the room as much as possible during the screening.
* Sound quality is important. Make sure the film is audible throughout the room. Use a speaker system if possible. Consider the needs of any guests who may be hard of hearing.
* Download the film onto your computer’s hard drive in advance, and have a test run at your screening location to make sure any technical issues are resolved in advance.
* Plan the room set-up in advance. Make sure there are enough chairs, tables for refreshments, literature, merchandise, and equipment. What signs will be needed? Is the venue visible from the street?

**Plan an engaging program**

Devote time to planning your program to create a special community event. Consider what type of event will work best with your audience, whether that’s a casual potluck dinner, or a more formal evening lecture-type event.

* Include a guest speaker in your program to add interest to your event. Possible speakers include Veterans for Peace members, authors, peace activists, and environmental activists.
* Consider inviting a local musician or a poet to be part of your program.
* Provide refreshments for your guests. You may wish to organize a potluck, or simply offer coffee and cookies. A local co-op market or health foods store may be able to donate items for your event, or even an entire meal.
* Consider providing age-appropriate activities for children, such as books, games, coloring pages, building activities, and art supplies.
* Plan sufficient time in your program for the guest speaker’s presentation, film screening, and question and answer session. Allow time for guests to enjoy the refreshments and browse the literature table.
* Make a list of what to bring to the event. Remember a donation jar!

**Publicize the event effectively**

A film screening is a great social event, so reach out to local groups whose members may want to attend together.

Contact Veterans For Peace, other veterans groups, students/teachers, women, seniors (senior centers), youth centers, faith-based groups, Friends (Quakers) and Unitarian Universalist Churches, Catholic Worker groups, local chapters of nuclear abolition, peace and justice, climate change and environmental organizations (Code PINK, Greenpeace, 350.org), indigenous tribal councils, service clubs (especially Rotary), progressive political parties (Green Party, Progressive Democrats of America), professional organizations, and community groups. Also - African American churches and organizations (NAACP), Poor People’s Campaign, Japanese American societies, Marshallese groups, Asian groups, yacht and sailing clubs, historical societies, museums – especially maritime museums, National Association of Atomic Veterans, and politicians.

Restaurants, grocery stores, breweries and wineries could support an event with food, drink and post a flyer in their window showing their support as part of the flyers. Perhaps one or more groups may wish to co-sponsor your event.

* Start early! The more time you have to promote the event, the better!
* The more personal your invitation, the more impact you will have. Send well-composed emails to key individuals in the organizations, then follow up shortly afterward with a phone call.
* Ask if you may attend the group’s next meeting to talk about the event in person.
* Request that groups print announcements in their newsletters or online calendars, and promote on social media sites.
* Attend related events in your community and table or distribute flyers.
* Send information about your screening to local newspapers, free weeklies, and other publications for listing in community calendar sections. Often these publications have deadlines two or more weeks ahead of time. Radio stations may be able to air PSAs about your event.
* If your local college or university has a peace studies or environmental studies department, or even a single class, invite the department chair or course instructor and ask if they can share the event with students.
* Create a Facebook event page, share with your networks, and ask friends to share as well.
* Update the Golden Rule flyer template in this toolkit with the information for your screening, and post throughout your community. Coffee houses, libraries, senior centers, local markets and public kiosks are good locations.
* Leverage your own networks and contacts. Word of mouth is always the most effective.
* Set a specific goal for attendance. You may want to ask people to RSVP for the event, or utilize a ticket reservation service such as Eventbrite (you can offer tickets free, but collect donations at the door.) Plan for about half of those who RSVP to attend.
* Be creative! What works in YOUR community?

**ENGAGE YOUR AUDIENCE**

* Assign a volunteer to welcome people as they arrive, and orient them to the space.
* After the screening, facilitate a discussion using the “Discussion Guide” in this Toolkit.
* Ask guests to fill out the “Personal Action Plan” in this Toolkit and share a copy with you. Two things people can do right away are **sign the mailing list and sign a petition or fill out a post card**.
* Document the event! Take photos and post on social media.
* Follow up with your guests a week later to see what action(s) they have taken. Let people know you will do this, and that it is part of a grant we received for audience engagement.
* Share your photos and event stories with the Golden Rule Project at vfpgoldenruleproject@gmail. com. Please send donations to: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**“Making Waves: Rebirth of the Golden Rule”**

**Personal Action Plan**

As part of our audience engagement efforts, please let us know what action(s) you plan to take after the screening.

* I will screen the film for my family and friends
* I will write to my representatives to ask them to support HR 669—Restricting First Use of Nuclear Weapons Act
* I will move money from banks and/or mutual funds that invest in companies that manufacture nuclear weapons
* I will write to my pension fund to ask that it divest from companies that manufacture nuclear weapons
* I will write a letter to the editor or an opinion piece for my local newspaper
* I will organize a screening of the film for my community, faith-based group, school group, professional organization, or social club
* I will volunteer my skills to assist the VFP Golden Rule Project
* I will donate to the Golden Rule Project to keep making waves!

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**“Making Waves: Rebirth of the Golden Rule”**

**Personal Action Plan**

As part of our audience engagement efforts, please let us know what action(s) you plan to take after the screening.

* I will stay informed about the VFP Golden Rule Project by signing up for the mailing list
* I will screen the film for my family and friends
* I will write to my representatives to ask them to support HR 669—Restricting First Use of Nuclear Weapons Act
* I will move money from banks and/or mutual funds that invest in companies that manufacture nuclear weapons
* I will write to my pension fund to ask that it divest from companies that manufacture nuclear weapons
* I will write a letter to the editor or an opinion piece for my local newspaper
* I will organize a screening of the film for my community, faith-based group, school group, professional organization, or social club
* I will volunteer my skills to assist the VFP Golden Rule Project
* I will donate to the Golden Rule Project to keep making waves!

MAKING WAVES DISCUSSION QUESTIONS

After viewing the film engage with your audience to spark a dialog and encourage further action. Often a discussion will develop naturally, but here are a few questions to get the group started:

* What moment in the film left the greatest impression on you?
* What information in the film was new for you?
* What questions did the film raise for you?
* What other issues do you see as connected to nuclear weapons development? (indigenous peoples’ rights, environmental harm, health effects, poverty/income inequality, etc.)
* Since “Making Waves” was filmed in October, 2017, there have been major developments in nuclear policy in North and South Korea. What do you think will be the impact of these developments?
* How does the U.S. pulling out of the Iran nuclear deal affect worldwide nuclear weapons policy?
* What impact can the United Nations Nuclear Ban Treaty have on worldwide nuclear policy?
* How can we spread awareness about the issues raised in the film?
* What can people do personally to take action on these issues?