

This sheet lists options for hosting a screening event for your organization. Mix and match these screening models!

IN-PERSON	VIRTUAL*	WITH DISCUSSION*	PRIVATE	PUBLIC*
Participants watch the film together in a venue.	The film link is sent out when participants sign up, and they watch the film when they choose.	After having watched the film, participants gather to discuss the film and the issue.	A screening where only those invited can participate, i.e. living room or staff screening.	A screening that is promoted, and anyone who is interested can register and participate.
PROS: Watching the film together will be a moving experience; a discussion can easily follow, as everyone is already gathered in one place; a sense of community.	PROS: All you need is the film link to accommodate all participants' schedules. Participants may be able to share film with their family.	PROS: Event strengthens community, allows participants to unpack the issue and learn more, gives additional visibility to issue and how you approach it.	PROS: Low capacity, no need to create promotional materials, controlled space with known participants, choosing to screen during work hours incentivises viewing.	PROS: Allows you to engage with your constituency and promote your activities, an opportunity to gather your community around a free offering, brings attention to you.
CONS: Takes work; someone must understand A/V tech.	CONS: Lacks a sense of gathering together, which can be mitigated by adding discussion.	CONS: Additional logistical work, requires a Zoom account, needs facilitator.	CONS: No opportunity to intersect with other perspectives, can feel like distraction from work.	CONS: Requires work to promote to audience and to register participants.

The film will be delivered to you as a screening link; you will not have a DVD or locally-stored video file. You can create posters, social media images, and event descriptions using assets from the promotional materials section of our virtual screening kit. *Do not charge admission for your screening. Optional pay-what-you-can is allowed.*

IN-PERSON

Decide on your venue, audio/visual equipment setup, capacity limit and a date and time. We recommend a laptop with an HDMI connection to play the film. Please consider sound: try sitting in the back of the room to confirm you can hear the film. Rent or borrow equipment for the screening, if needed. Ensure you have the appropriate adapters to plug into a laptop.

VIRTUAL

Everyone watches the film at their convenience. Don't watch the film at the same time. Sharing screen over Zoom will degrade the quality of the film; asking everyone to hit play at the same time is very frustrating. Instead, simply ensure that all participants receive the link, and a deadline by which to have watched the film.

WITH DISCUSSION

Regardless of whether it is a private family screening or a large inter-organizational event, a discussion is a great opportunity to promote your organization by tying the film into your activities and mission. Simply pick a date and time **on or before Earth Day on April 22nd**. If virtually, create a video meeting (like Zoom) and ensure the link is accessible to participants. A facilitator, chosen internally or hired externally, can guide the conversation. You may also organize a panel discussion by reaching out to experts in your network. A workshop or sharing circle can be supported by the discussion guide in our virtual screening kit.

PRIVATE

If this film intersects closely with the activities of your organization, watching this film can be framed as professional development. Give staff, volunteers, and board members the opportunity to watch this film during working hours, but offer the option to watch the film at home if they want to participate but are too busy at work.

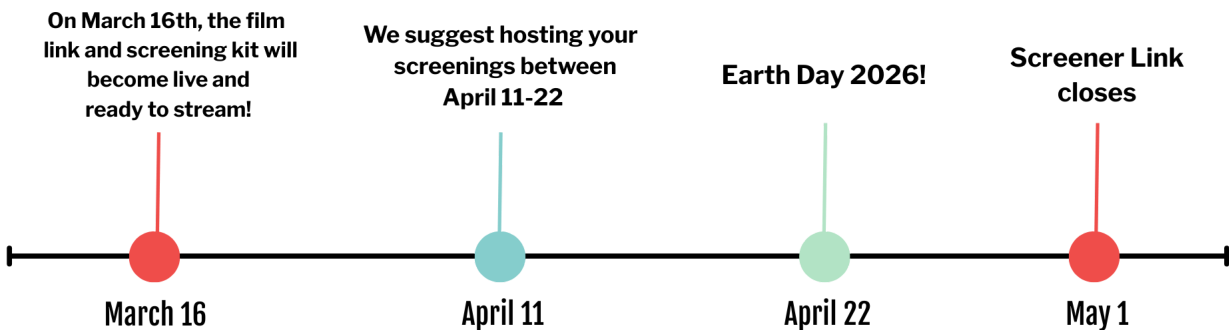
PUBLIC

If you choose to promote a public screening event, choose a ticketing platform to track registrations. We recommend Eventbrite or Ticket Tailor.

PERSONAL SCREENING

Finally, if none of the above options work in any combination, we encourage you to view the film yourself. The potential impact the film may have does not need to be wide in order to be meaningful. Sometimes, this emotional work is easier done alone. Just be sure that the journey you take afterwards is not. Community and action are the antithesis to despair.

Events may happen between **on or before April 22nd**.



CHECKLIST

There's lots to remember when organizing an event. Here's an easy checklist for you to go through – not every item may be right for you, but read through them all for ideas!

ORGANIZING CHECKLIST

- ☒ ~~Register to receive the film link from Story Money Impact~~
- ☐ **Vision your event using the chart on the first page.** Is it public or private? Will you have a discussion? Virtual or in-person?
- ☐ **Pick a date for your screening** between April 8 and April 29, 2025
- ☐ **Pick a time for your screening**
- ☐ **If in-person, confirm your venue and its capacity**
 - ☐ **Make sure the venue has strong internet, as the film *must* be streamed!**
- ☐ **Decide if you are hosting a panel discussion**, or a group discussion, and how that will be structured
 - ☐ Reach out to experts in your community, if they would like to speak to your audience after the film screening
 - ☐ Read our discussion guide for ideas on questions
- ☐ Go through all the resources on our screening kit to see what you can use to make your screening event *great!*
- ☐ Ensure everyone helping with the screening has the schedule and start time
- ☐ Figure out who is going to take photos, even if it's just on their phone

PROMOTIONAL CHECKLIST

- ☐ Print out posters from our collection and put them everywhere
 - ☐ Add the details for your screening if you can
- ☐ Make posts on social media and your newsletter to advertise your screening
- ☐ Use the photos and stills to create your own social media assets or posters
- ☐ Spread by word of mouth

EVENT CHECKLIST

- ☐ Arrive at least 30 minutes early and test the film on all audio and visual equipment
- ☐ Make sure to do a land acknowledgement – find out your traditional territory at www.native-land.ca
- ☐ Take lots of photos!
- ☐ Ask all audience members to fill out the survey at www.storymoneyimpact.com/food
- ☐ Thank everyone who helped you organize the screening

POST-EVENT CHECKLIST

- ☐ Please send all your photos to Story Money Impact at contact@storymoneyimpact.com
- ☐ Donate here and receive a tax receipt: <https://www.storymoneyimpact.com/donate>