

# PLANNING YOUR EVENT

## **Assemble Your Team**

You can host a screening on your own, but if you want to plan a larger event, a good host committee can extend the reach, divide the labor, add to its success and possibly be the beginnings of a local wellness team. Identify a diverse group of people who know a broad range of individuals. Each member of the committee should make a commitment to bring a certain number of people to the screening as well as offer additional support in the fulfillment of other organizational aspects of the event.

**Tip:** To get 50 people to a screening, the rule of thumb is that you need to have received 100 “yes” RSVPs after having invited nearly 250 people. Most of us don’t know that many people to invite to an event. It’s important to pool our resources! The most successful events have strong host committees consisting of people with diverse backgrounds (and therefore diverse address books). While you should find answers to all of your questions in this package, if the process intimidates you reach out to someone with experience.

## **Timing is Everything**

Do you want to tie your screening into other local/national events? Do you want your screening to strategically precede a wellness policy meeting or PTA meeting? Decide what time works best for you but as you consider when you will hold your screening remember to allow enough advance planning time to confirm your location, to get your Screening Kit (please allow two weeks for delivery), to invite your guests and to allow enough time for them to fit your screening into their calendar. If you plan to book a theater, library, school auditorium, classroom or other public venue, check on their availability before settling on a date.

**Tip:** Really – No Kidding – make sure you have plenty of time to order and receive your package.

## **Cinema Sites! Location, Location, Location!**

You may have already identified locations for your screening. We’ve gotten requests to screen in local theaters, libraries, schools, community centers, yoga studios, gyms, medical offices and even private homes. These are all great ideas and there are probably many more.

As you do your research and make your selection let your goals and objectives, revenues and resources guide you. Do you want your screening to be small and cozy or do you really want to pack them in? If your region already has a grass roots movement with a good sized following that you wish to galvanize into action, inspire, or grow, a larger gathering may be more effective. If you are just starting out, a smaller gathering drawing on interested individuals, organizations, even family, friends and their friends, with plenty of opportunity for discussion and strategizing might be a more effective approach.

**Tip:** If you are approaching a larger venue (i.e. local theater) use our handy [Press Kit](#) to let them know who we are and why this movement is so important to all of us. If the event is outside your home, even if the venue is willing to donate their space and equipment they may charge a fee for staff that must be present in relation to your event (i.e. technician, janitor, etc.).

### **Form Follows Function! So What's the Point?**

Whether the screening will be part of a larger event, include experts/speakers (Filmmaker, cast, others) or be a smaller gathering, be sure to find ways to involve the audience. The Feature Edition runs 86 minutes; the Conference Version is 60 minutes long. Plan to allow some time following the screening for Q & A, networking and discussion.

If you are bringing the film to a larger venue you might consider partnering with your local health food store. For some free exposure, they may be willing to supply reception snacks. Ask a local chef to come in to demonstrate fun examples of alternative snacks that you can pack in your kids lunch bag or serve at home. How about fruit kabobs, mini roll-ups, trail mix, non-GMO popcorn?

Be sure to make it a fun evening, take pictures to document the event and [send us your photos](#) for inclusion on our web site.

### **Equipment and Materials**

Don't forget the **DVD**. Do you remember how long in advance you have to order it? That's right – at least three weeks in advance of your screening to allow time to test the DVD on your equipment etc.

If you are hosting in a larger venue with their own equipment be sure they can accommodate a DVD before signing on. If you are using your own equipment you will need a **TV, and DVD player**. Regardless of where the screening will occur do a test in advance to check that all of the equipment is working and the film looks as it should.

**NOTE:** The movie should be displayed in wide-screen 16x9 format. Most video projectors have a switch somewhere to change to this format.

**Tip:** Try to test the disk on-site at least a week prior to your screening. We use a high-end duplication service, but there is always the chance of receiving a bad or damaged disk. Make sure it plays!

## **INVITE AND PROMOTE**

### **Who is Your Audience?**

Consider inviting: Friends - Family - Co-workers - Neighbors - Other parents in your moms group, play group or sports group. Your PTA/PTO, political club, labor union, book group or religious organizations are also good places to approach like-minded individuals. Don't forget to include your school food service personnel, administrators, principals, PTA President's from all area schools, healthcare providers – your doctor, dentist, chiropractor or any other health counselor or child advocate. Go through your address book, holiday card list and local community discussion groups.

### **Networking for a Broader Reach**

Bravenewtheaters.com allows you the option of posting your screening as a public event. This will allow individuals browsing for events in their area to find your screening and to sign up. We will also be sending out periodic communications to our mailing list alerting them to new events in their area. Set up your event through [BravenewTheaters.com](#) and we'll include you in those updates.

**Tip:** Do you go to a local coffee shop or dry cleaner? [Post](#) a flyer there.

## Invitations

Whether you send your invitations through [Bravenewtheaters.com](http://Bravenewtheaters.com) (highly recommended) or use our preformatted [postcards](#) via snail mail it's very important that you follow-up by phone or in person. It will increase your attendance and set a warm and welcoming tone for the event. Even if you are opening your screening to the general public, be certain to get commitments to attend from a core group of involved individuals who will inspire the group.

Encourage your guests to RSVP. If invitees cannot come to your event, encourage them to spread the word.

If you have a host committee or are working with volunteers, divide up the calls or visits so it's manageable.

**Tip:** Don't forget to send an email reminder several days before your event. If you plan your screening more than one month in advance, plan to send several reminders (one scheduled two - three weeks out, and another three or four days in advance). The postcards we have provided are formatted for Avery Print-to-the-Edge Postcards - 4" x 6" - 2 cards per sheet – Portrait 28389, 3248, 5889, 8386, 8389.

## Press

Local radio, newspaper and magazines (E and print) are often willing to promote not-for-profit and community-minded events for free. Print media sometimes has remnant space near their closing dates (often one month or more prior to print date for magazines - much closer to print date for newspapers), which they will allow you to fill if you can supply them with a [prepared ad](#). Many of these vehicles have community calendars in which they may be willing to include your screening. Your local radio announcer may also be willing to read [community event copy](#) for free.

**Tip:** Be sure to invite local press to join you for the event. First send them a press release ([link](#)), look for the correct contact in the masthead of their website or publication (look for editor, if there are beats look for health, lifestyle, children/parents, local) then follow up with a phone call. It may take a couple of calls and they generally need a bit of advance notice. At the least, your event should go on the staff calendar. Call your contact again the day of the event to remind them to come.

## **Posters**

If you are hosting a public event, consider using our [print-ready posters](#) and placing them in strategic locations in your community several weeks in advance of your event.

# **SCREENING EVENT**

## **BEFORE THE EVENT**

### **Equipment Check**

Do a final check on all computers or audio-visual equipment to make sure everything is working properly.

### **Check-In Table Set-Up**

Have a [sign-in sheet](#) to capture your audience and to begin to build your networking base. Have handouts (see links below) that highlight key discussion points and offer suggestions for an action plan.

**Tip:** Download our useful single page handouts or have copies of the [four-page version](#) of the Press Kit available. If you want an arsenal of information to disseminate visit “[Cool Resources](#)” on our webpage. You may wish to prepare a [survey](#) for your attendees to gauge their interest and position related to school food. Find out if they would be willing to join your local grassroots effort to change and begin to build your database.

### **Host Committee Assignments**

You and your host committee should decide who will be doing what during the party. You’ll want someone to staff the check-in table, someone else to take pictures/video, someone to offer the welcome, lead the discussion and ask for a commitment (to join the effort).

## **DURING THE EVENT**

[Welcome your guests](#) (it sets the tone and focus of the event), maybe introduce your host committee, tell people why you’ve organized the screening, play the video, perhaps take Q & A and [ask for a commitment](#). This last task is sometimes the hardest for party hosts. Don’t apologize, and don’t be embarrassed. Use your own words and experiences to tell them why you have committed to the cause of better school food. Then ask your attendees for a specific commitment to join the movement.

**TIP:** Feedback indicates that having a list of [discussion points](#) is particularly handy in moving the discussion forward, keeping it on point and allowing for balanced participation from your attendees.

## SCREENING COSTS

We have endeavored to offer many license options to address the many and varied usage requests we've received. If you don't find an option in our shopping cart that suits your interest, please contact us at: [producers@angrymoms.org](mailto:producers@angrymoms.org).

All group screenings must be licensed.

All license fees go toward repayment of production costs, distribution costs and website maintenance. Please respect our intellectual property copyright so that we can continue our efforts. We are working to help you improve the food environment in your kids' school.

Educators interested in screening Two Angry Moms at a university event open to the campus community are required by law to obtain a license from Two Angry Moms, LLC.

**Fundraiser:** Pay it forward. We want to take this message to communities across the country, especially the most needy. Consider making your event a fundraiser for Two Angry Moms. Your help will be greatly appreciated.

### **Tip:**

You actually have a great deal of control over the cost of screening. You can charge admission for your event, pass the hat, raffle off goods and services, or get a sponsor to cover your costs and/or meet a fundraising goal for Two Angry Moms or your own better school food group.

[Okay, I'm Ready To Purchase My Screening License And Receive My Dvd](#)