

things to consider when hosting a community screening

1. Envision the kind of screening you'd like to have. How big or small do you want it to be? What dates work? What other activities would you like to include? Note that the **Call of Life** DVD includes two versions of the film (60 minutes and 80 minutes), so decide which one you want to show and plan your event accordingly.

2. Partnerships can be extremely helpful when putting on an event. Partners can help promote the screening to different groups, sponsor the license and other costs, as well as share the workload. Who might make an appropriate partner?

3. Sponsorship is a smart thing to research and consider in the beginning of your planning process, especially if you hope to host a large event. Know your costs before you seek monetary or in-kind sponsorship. Look to businesses who would benefit from reaching your event's attendees or those with whom you have established relationships.

4. Financials/Ticket Sales/Proceeds. We encourage you to sell tickets to your **Call of Life** screening. Not only do people value what they pay for, but also even a \$1-2 ticket price will help you recoup your costs. If you bring in more, you can donate the proceeds to Species Alliance or one of your local nonprofits!

5. Secure your screening location. Think outside the (theater) box! Theaters may not be the best places to share **Call of Life**. They are often expensive to rent and don't necessarily support engaging or long discussions. Consider churches, school auditoriums, town halls etc. These spaces often have the necessary equipment in place (DVD player, projector, screen, and sound system), or it can be rented and easily brought in. Compare prices; check availability; ask if food can be served on location; confirm the duration of your rental agreement (book for at least 3 hrs), request an in-kind donation for some or all of the cost.

6. List your event on our website. We're excited to help you promote your screening. To list your event on our FIND A SCREENING page just email the details, location and time to: events@calloflife.org.

7. Invitations & Publicity. Announce your event via email or use tools such as Evite or Punchbowl. Create a Facebook event and link to the **Call of Life** trailer via our website (calloflife.org/trailer.htm), or YouTube (youtu.be/sRDvsOwwK0Y). Various downloadable resources to help you promote your event and create awareness of the mass extinction are available free from the STORE page on our website. You'll find a discussion guide, postcards, flyers, and sign-up forms, as well as the movie poster in several sizes.

8. Invite a guest speaker or organize a post-screening panel discussion. We recommend allowing ample time for discussion after the movie. Contact a local activist group working on parallel issues or enlist a Conservation Biologist, Environmental Studies professor, etc.—whatever will best suit your event.

9. Everyone loves to snack during a movie. Invite local businesses to get involved by sponsoring the event in the form of food or beverages in exchange for advertising and publicity. Please use compostable or other environmentally responsible utensils, cups, etc.

10. Take Action. Use the positive energy in the room to start new organizations or support existing ones. Encourage folks to host their own **Call of Life** community screening or house party via the HOST A SCREENING page on our website.

11. Thank you for joining the Call of Life movement. Now, help others get on board. Provide sign-up sheets and encourage guests to join the **Call of Life** email list. After your event please send a copy of the sign-up forms to SPECIES ALLIANCE, 5200 SAN PABLO AVE., EMERYVILLE, CA 94608, or scan and email them to events@calloflife.org.