

Bullfrog Communities Screening Guide

Here are some ideas and best practices to help make your community screening a success!

1. Visualize Your Goal What do you hope to achieve with your screening? Your goal could be to generate a lively post-film discussion with your audience, motivate members of your community to participate in a local/regional event related to the issues raised at the screening, or as simple as providing a film that families can watch together (and learn together, too!)

2. Where To Host? How many people do you envision attending your screening? Consider which locations in your area would be ideal for accommodating a community film screening of the size you anticipate; churches, town halls, private homes and even high schools have been venues for many successful community screenings.

3. Find A Partner! Approach local chapters of national organizations or local businesses such as restaurants, farmer's markets or co-ops and invite them to sponsor your screening. A few small donations from these local sponsors may cover the cost of your screening, and your event will potentially gain increased exposure through the sponsors' own members or customers.

4. Invite A Guest! Guest speakers and panels are a great way to encourage discussion and debate after a community screening; when people are engaged and thinking about the issues they will stay engaged long after the screening has passed. Contact local non-profit representatives, teachers, professionals, or government officials who have expertise or insight into the issues raised by the film, and invite them to attend and participate in a discussion or Q&A session.

5. Spread The Word! Think about the best methods available to you for publicizing the film screening to people in your community. Sending emails, creating webpages for your event through sites like Facebook or Meetup, using Twitter, and placing screening announcements in local newspapers and trades is a good start. We've also provided materials for each of our Bullfrog Community titles to help you publicize your event; download posters, postcards and press photos that will increase the visibility of your event around town. Check the film's page for available screening resources!

6. Tell Us How It Went! The members of Bullfrog Communities would love to know how your screening went! Tell us about your event: where it was held, who attended, what went well and what was challenging. Your feedback will help others in organizing their own successful events and will energize the Bullfrog Community as a whole! Visit the "Your Voice" page at Bullfrog Communities and tell us your story!

