

*Vanishing of the Bees*



# Bee the Change Toolkit & Community Screening Pack



We invite you to screen the documentary *Vanishing of the Bees* as part of our Bee The Change International Campaign. We encourage people to host a screening and charge admission and keep the proceeds (minus the screening fee) to raise funds for their organization. This proposition is aimed at community organizations, nonprofits, grassroots, faith-based organizations, and youth groups that want to screen *Vanishing of the Bees* to motivate, educate and help raise awareness about our current agricultural landscape as well as the world-wide disappearance of the honey bees. *Vanishing of the Bees* provides viewers with tangible ways they can bring the bees back and be the change they want to see in the world.

## Sample Program

Sample program and additional planning tips to help make your event a success:

### SAMPLE PROGRAM: 2 hours 45 mins.

7:00 – 7:30: Guests arrive, collect email addresses using sign up sheet, enjoy refreshments

7:30 – 7:40: Host welcomes guests, makes introduction and explains the evening program

7:40 – 9:10: Screening of *Vanishing of the Bees*

9:10 – 9:45: Group discussion, comments, plans for continuing community actions

Feel free to be creative with your program and invite guest speakers, local musicians or add a bee-inspired potluck dinner. People care about the earth, the bees and the sustainability of our world. Getting together to dialogue these issues is one of the best ways to affect change because change has to happen on an individual basis. Make sure you have an email sign up list at the door and ask people to sign up as they arrive to build the hive.

## Fundraising Tips

- Sell DVDs for \$20 at your event and keep the proceeds to raise funds OR ask for a suggested donation and offer a free DVD
- Serve a healthy bee-inspired meal and increase the admission or the suggested donation
- Partner with local beekeepers and sell honey at screenings

## Getting The Word Out

Here are a few tips to get you started as you plan your screening. Your community screening of *Vanishing of the Bees* can serve as an opportunity for education and engagement—show people the benefits of taking care of our bees and our environment. Always feel free to contact us with any questions at [info@vanishingbees.com](mailto:info@vanishingbees.com).

### Electronic / Viral Outreach

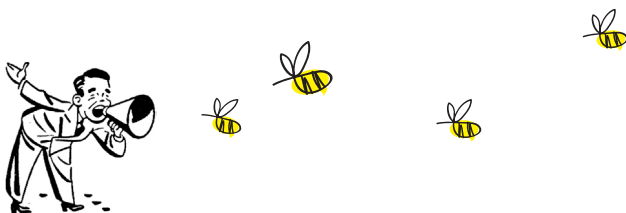
Email, social network messaging sites such as Facebook, Twitter, and blogs are some of the most effective ways to reach people. With any electronic outreach, be sure to include a link to [www.vanishingbees.com](http://www.vanishingbees.com) so people can view the trailer, or better yet, embed the trailer from our website. People love watching a trailer as a sneak preview of what movies they are thinking of seeing.

### Co-Sponsoring Organizations

We strongly encourage including other organizations in your event plans, as it helps you broaden your reach and establish new, potentially long-term coalitions. Allied organizations can get involved in a range of ways depending on their capacity. This can include getting the word out about the film through listservs or websites, contributing time or resources to the screening event and/or participating in a post-screening panel discussion. The key in approaching co-sponsors is to help them understand how your event can help spread the word about their cause, build their membership, and even raise funds.

### Campus Screenings

As with community screenings, finding on-campus co-sponsors is very important. Contact departments, research centers and youth organizations that have an interest in the topic and ask them to be part of this event. Contact campus newspaper and/or radio station.



### Local Media

Before you make complicated plans about how to promote your event, spend some time thinking about who is most likely to understand and appreciate your event. Consider what your target audience watches, reads and listens to. Create a simple “press release” that gives the details of your event along with the synopsis of the film and of course our website.

Below are some basic tips for your media outreach:

- Find the contact details and make a list of a wide range of local media you plan to contact
- Send the press release to everyone on your list either by email or fax
- If press wants photos or a press kit about the film itself, you can always direct them to the website where those materials are available for download
- Get the event on calendar listings in your city’s weekly publication(s) and on the web
- Make calls to local television and radio programs. Let them know about your event, and be prepared to give them contact and title information of local experts or advocates that can be available for interviews. Here’s who to contact:

- Local TV news: assignment editors
- Public affairs or magazine programs: producers
- Talk radio or local/community radio: producers or hosts
- High school or university newspapers
- Yoga and holistic magazine that list monthly events
- Weekly calendar listings or cable access shows.

A couple of days prior to your event re-contact the media list and invite them to attend the event.

## Location! Location! Location?

The possibilities for where to host your Community Premiere are virtually endless.



You might:

- Invite your family, friends and neighbors right into your living room
- Reserve a room in your local library or community center
- Incorporate the screening into the regularly scheduled meeting of a local club or organization
- Use space available at your church, mosque, synagogue or temple
- Hold the event on campus in your dorm lobby, a classroom or the student center or library
- Ask a local coffee shop, pub or other business to allow you to use their space
- Find out if your local independent movie theater would be willing to host a screening

Choosing the right location for your event depends upon whom you'd like to attend and the particular environment you want to create. Can your own home accommodate a small group of friends? Where do people in your community already like to gather? Where have you seen similar events hosted in the past that you thought were really great.

If you are promoting the event to the wider public, think about a place where most people, regardless of race, religion, or sexual identity, would feel comfortable. If you want to encourage your local public officials or other community leaders to attend, select a location that would be appropriate for them.

Other factors to consider when selecting a space include ease of parking, access to public transportation, and the distance your guests must travel to get there. Also remember that the central component of the evening is the TV screening, so find a location with proper screening capabilities: DVD projector, screen, large screen television, audio, etc.



## Event Planning

Here are some suggested event planning steps for successful event. After defining your target audience, objectives, and framing, begin planning the event.

### 4 weeks prior Preliminary Planning

- Choose the date and book the venue for your *Vanishing of the Bees* - screening event.
- Recruit local organizational partners to broaden your reach, and help identify roles for each one; such as publicity, panelist coordination, reception planning, etc.
- Determine speakers (including filmmakers), panelists, and moderator (if applicable).

### 3 weeks prior Logistical Planning

- Create a flyer to publicize your screening. Get enough photocopies of the flyer made.
- Confirm that you have the right equipment to screen the DVD. You'll either need a DVD player and a large TV, or a DVD player, a projector, screen and sound system.
- Secure food for reception (if applicable).
- Draft agenda and discuss with partners.
- Order an appropriate number of the multi-pack DVDs to sell at the event at a fundraiser.

### 2 weeks prior Logistical Planning

- Create an email blast to publicize your event electronically. We suggest sending one announcement 2 weeks prior and another reminder several days prior to the event.
- Contact community calendars about your event.

### 10 days prior Media Outreach

- Send out press releases to media outlets.
- Make calls to local television and radio programs.

### 7 days prior Final Planning

- Important: test screen your DVD of the film in advance of the event to make sure there aren't any glitches. Be sure that the screen is high enough so that everyone can read the subtitles!
- Send second round of email blasts.
- Follow up with press who expressed an interest in covering the story.
- Finalize agenda.
- Make copies of handouts, including literature from your organization, fact sheets, etc.

### At the Event Execute

- As people arrive, ask them to provide their email address to receive updates from your organization.
- If you are selling our multi-pack dvds, remember to mention that dvds will be for sale after the screening and that sales will help cover the cost of the screening.
- Have a timekeeper so panelists/speakers remain within their assigned speaking time.
- Encourage participants to spread the word and let them know that they can learn more about the film at [www.vanishingbees.com](http://www.vanishingbees.com)

## Special Bulk DVD Offer to Screening Hosts!

Community screenings require a community-screening licensed DVD. For more details and to obtain a screening application (if you don't have one already), visit [www.vanishingbees.com](http://www.vanishingbees.com).

Our experience tells us people often want to buy DVDs after a screening! Buying DVDs at a bulk rate helps your fundraising endeavor.

## *Vanishing of the Bees* DVD Multi-packs (home use only)

Offered at a discounted rate for people hosting community screenings—to provide fundraising opportunities for your organization.

Pack of 5 (\$75) retail value is \$100

Pack of 10 (\$125) retail value is \$200

Pack of 20 (\$200) retail value is \$400