

# Kilowatt Ours<sup>®</sup>

## A PLAN TO RE-ENERGIZE AMERICA

### GUIDELINES FOR A COMMUNITY SCREENING

Here are some proven and effective ideas and suggestions to help make your screening a success. The Organizer Toolkit [www.KilowattOurs.org/organizertoolkit.html](http://www.KilowattOurs.org/organizertoolkit.html) includes flyers and other documents to help you promote your event.

#### SET UP LOGISTICS

##### **Select a date, time and admission cost**

Check local event schedules (especially environmental groups) to ensure there aren't other events in town that could take away your audience. 7pm shows work the best and Monday nights are least preferable.

You may wish to request a donation of \$5-\$25 for admission to your event to help cover event costs and raise money for your organization. If you do not, please request support/donations during the event. Kilowatt Ours offers a great value to the audience, helping people to save hundreds of dollars on energy bills. We have more information about fundraising below.

##### **Choose a venue & secure equipment**

Public libraries, local theaters or museums, churches, businesses/conference rooms, and schools work well. Keep the following in mind:

- Choose a venue that provides a screen, video projector, DVD player, a good sound system and seating to accommodate your audience. If these are not available, you will need to provide this equipment.
- *Test the AV equipment before the show* to make sure volume levels are correct and the DVD works in the machine you are using.
- *Consider offering food at your screening.* A light snack such as cookies or crackers and coffee will be appreciated. Or talk to local restaurants/food stores/caterers, who may donate food in exchange for publicity at the screening.
- *Order the Kilowatt Ours DVD for your screening* at [www.KilowattOurs.org/donate](http://www.KilowattOurs.org/donate). If you have an older version of the film you purchased before October 2008 please order a new copy so you are showing the most current version. We recommend showing the 56 minute version of the film but there is also a 24 minute version available and a 7 minute short "Jeff & Heather's Energy Tips" you might show after *Kilowatt Ours*.

##### **Secure your team of helpers and make assignments**

You will need several helpers before, during and immediately following the screening. Here are some activities for which you may need volunteers:

- 1 person to help with AV equipment
- 1 person to introduce the film and lead a discussion after the film (See Talking Points for Presenters in Toolkit)
- 1- 2 people to sign people in as they arrive + assist with various setup and breakdown activities
- 1-2 people usher people into the theater + work a Kilowatt Ours Reception table following the screening (arrive at table 10 minutes before end of film). See details below
- 1-2 people to help with serving food as needed + take pictures

\*\*\*We have Kilowatt Ours T-Shirts available so you can present a uniform and professional appearance during your screening. Order at [www.KilowattOurs.org/donate](http://www.KilowattOurs.org/donate)\*\*\*

## ATTRACTING A BIG CROWD

Customizable documents marked with an \* below can be found at [www.KilowattOurs.org/toolkit](http://www.KilowattOurs.org/toolkit)

### Invitations and Promotion

- **Send an email invitation\*** to members of your organization, friends, business associates, and to leaders of other organizations, who can invite their members.
  - **Invite your public officials/decision makers to your screening** so they can see the benefits of saving energy! Use the *Invitation Letter* \* to send out to: ~ Elected officials (mayors, city council members, county commissioners, state and federal representatives and senators) ~ Public school board members ~ College/University administrators ~ Utility Board ~ Chamber of Commerce ~ Clergy ~ Business leaders ~ more!
- **Posters and Flyers:** Our toolkit includes posters\*, fliers\* and handbills\* which you can customize and post at schools, community bulletin boards, universities, libraries, restaurants, churches, coffee shops, YMCAs, grocery stores and anywhere else people will see them. Ask permission before posting flyers and avoid phone poles and other public property as you may be fined.
- **Printed Invitations:** If you have a budget for a mailing, send as many of the *Invitation Letter*\* as you are able. Mail about 2 weeks in advance.
- **Phone Calls:** Place follow up phone calls to all your invitees to invite them personally.

### Media Outreach

- *Make a list* of media outlets and contacts in your community—newspapers and free publications, TV and radio stations—and find out who covers film or entertainment events, environment or energy stories, features, etc. Remember, energy conservation is an important issue to everyone (lower energy bills, operating costs, savings on budgets, lower taxes, and of course protecting our environment!!)
- *Email or mail* a press release found at [www.KilowattOurs.org/toolkit](http://www.KilowattOurs.org/toolkit). Send two weeks before your screening. Our media toolkit [www.KilowattOurs.org/media](http://www.KilowattOurs.org/media) has photos and additional media information.
- *Follow up* with reporters and film reviewers by phone. Find out if they would write a story in advance of the event, attend the event and write about it, and/or see if they have questions or need additional information. Talk about any important local issues that may be linked to the message in the film (i.e. economic benefits, bad air quality, proposed power plant, high energy costs, etc.) to create a hook for reporters.
- *List your screening* in upcoming events calendars for weekly/daily newspapers, radio, websites, TV, and social networking sites. IE Facebook and MySpace have events apps that allow you to create an event listing and share with all your social network/friends.

## DURING THE EVENT

### Plan to Introduce the Film and for a Discussion After the Film

Before the film you will want to introduce yourself, the film and your organization and say a few words about why you chose to show this film and how the film has made a difference for you. Let the audience know there will be a discussion after the film. The document *Talking Points for Presenters*\* can be found at [www.KilowattOurs.org/toolkit](http://www.KilowattOurs.org/toolkit)

### Fundraising For Your Organization And Kilowatt Ours

We have identified a number of ways to help you raise money for your organization and/or Kilowatt Ours including: Requesting a donation for Admission, Offering Kilowatt Ours DVDs, Using our Donation Form and/or Collecting donations at your reception table.

It costs Kilowatt Ours approximately \$400/event to offer our community screenings program. Your efforts in raising money for Kilowatt Ours help to offset these costs, and make the program available on a more widespread basis.

## **Plan a Reception Table**

Kilowatt Ours includes a challenge to the audience to conserve energy and choose renewable power. The following materials give the audience an opportunity to take the next steps in their journey toward energy conservation and renewable power. *All of the documents listed with an \* below can be found in our Toolkit at [www.KilowattOurs.org/toolkit](http://www.KilowattOurs.org/toolkit)*

- **Enroll attendees** on the Kilowatt Ours Network email list using the *Kilowatt Our Sign Up Sheet\**. Mailing list members will receive monthly email tips that will help them to save money on their utility bill. You can also use a fishbowl to collect business cards and raffle off a copy of the DVD!
- Hand out the *Kilowatt Ours brochure\** and *10 –steps to save energy flyer\**
- **Ask for Support** for Kilowatt Ours at the end of the event using the *Donation Form\** and/or a “fishbowl” for donations. Here is how you can make this ask: “Kilowatt Ours is a project of Trust for the Future, a non-profit 501(c) (3) organization. Your donations help bring the message of this film to a wider audience including schools, neighborhood associations and communities nationwide. Will you support us with a donation of \$25 or more? We offer the Kilowatt Ours DVD with a donation of \$25.”
- **Offer Kilowatt Ours DVDs** If you are interested in offering the DVD at your event with a \$25 donation, please contact us at [screening@KilowattOurs.org](mailto:screening@KilowattOurs.org). If you do not have the DVD available at your event, you can take mail orders for the DVD using the *Donation Form\**. Please ensure the form includes the correct billing and shipping address.
- **Invite local energy-related business and organizations to set up a table at your event.** IE Local non-profit groups for global warming, mountain top coal removal, clean air, asthma, etc., and local businesses that offer energy-efficient products or services (hardware store, solar-panel distributor, etc.) This provides your viewers with resources to start making immediate changes.

## **AFTER YOUR EVENT**

- Please send any DVD mail orders, email list sign up forms, and/or donations to Kilowatt Ours at the following address. If possible do not mail cash. We will accept a personal check: Kilowatt Ours, Attn: Screening Coordinator, PO Box 60322, Nashville, TN 37206
- Please complete the *After the Event Questionnaire\** found on the toolkit at [www.KilowattOurs.org/toolkit](http://www.KilowattOurs.org/toolkit). This very important step will help us to improve our program for you and others who are hosting screenings in the community. You can email this to [screening@KilowattOurs.org](mailto:screening@KilowattOurs.org) or mail to address above. Please also send any pictures from your event.