

HOW TO:

PLAN A MOVIE SCREENING



WHY ARE MOVIE SCREENINGS IMPORTANT?

Movie screenings are a great way to educate your community about solar and provide the perfect opportunity for you and your community to get more involved through starting a larger conversation. These screenings are a great opportunity to engage people to learn more and inspire them to take action in their own communities.



WHAT WILL YOU DO?

Solar United Neighbors has obtained the rights to screen *Current Revolution*, a short documentary that examines how the nation can embrace smart policies and investments supporting grid modernization through distributed renewable energy generation and the development of an electric vehicle infrastructure.

With your help, we are bringing this documentary to community centers, churches, and living rooms across the country to help facilitate important conversations about renewable energy and the future of our electric grid.

This toolkit will provide you with all the information you'll need to organize a solar movie screening of the *Current Revolution* in your community.

HOW TO BECOME A MOVIE SCREENING AMBASSADOR:

- [Sign up](#) to host a movie screening.
- Choose a date and time.
- Find and book a venue.
- Spread the word.
- Run the event and have fun!

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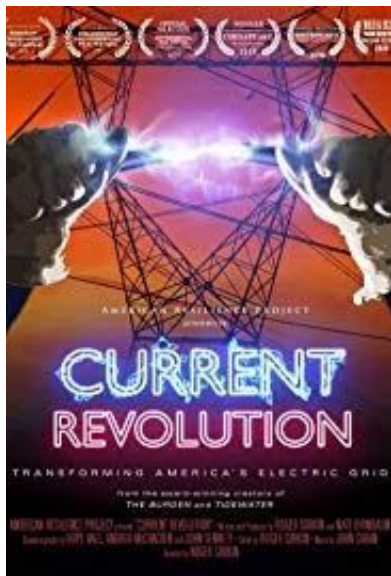


ABOUT THE FILM:

Current Revolution – a short documentary by the American Resilience Project

Runtime: 37 min

For decades, the utilities industry has been a driving engine of the US economy, contributing to our progress with a business model that focuses on centralized generation. But now, power companies face a crisis that requires them to capture a new market share to survive in the 21st century. From substations to gas stations, boardrooms to military bases, this film tells the story of America's energy industry on the brink of massive change. Whether it fails, prevails or adapts, the outcome will profoundly affect us all.



American Resilience Project's new film series and associated outreach campaigns tackles the challenge of how the utility, auto, tech, and defense industries can help modernize the aging power grid to make it more secure and responsive to the needs of its users while enhancing environmental performance. With a focus on national security, economic prosperity, and environmental justice, the films and campaigns will show how the nation can embrace smart policies and investments that support grid modernization through distributed renewable energy generation and the development of an electric vehicle infrastructure.

For decades, the utility industry has been a driving engine of the U.S. economy, contributing significantly to our progress and standard of living with a business model that focused on centralized generation. But now, because of reduced demand from a number of factors, including more efficient energy systems, power companies face a crisis that requires them to capture new market share to survive in the 21st century. The industry has its sights on the transportation sector, which means a chance to catalyze the electric vehicle industry, but which also sets it on a collision course with major petroleum interests. And with the need for a smart, cyber-secure grid, the tech and defense industries also have critical roles to play.

Using observational and archival footage along with interviews with top executives, military personnel, utility workers, elected officials, and others -- from substations to gas stations, board rooms to military bases -- *Current Revolution* tells the story of a towering American industry on the brink of massive change. Whether it fails, prevails or adapts, the outcome will profoundly affect us all. Learn more at <https://www.amresproject.org/currentrevolution>.

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PLANNING YOUR EVENT:

1. CHOOSE A DATE AND TIME

- a. A weekday evening or weekend afternoon is ideal.
- b. The event should last about **1.5 hours**.
 - i. Attendees arrive, sign in, and get settled (10 minutes).
 - ii. Welcome remarks (5-10 minutes).
 - iii. Current Revolution Film (37 minutes).
 - iv. Discussion about the film (20 minutes).
 - v. Closing remarks (5 minutes).

2. FIND A VENUE

There are many venues that could provide a great setting for your screening:

- Auditorium or lecture hall at a local college or university.
- Theatre or auditorium at a local elementary, middle, or high school.
- Small independent community theatres (*these may charge a fee*).
- Meeting or function room at a community centers or places of worship.
- Your own living room.

3. BOOK A VENUE

If you are showing the film in a community space, be sure to coordinate with them ahead of time. We recommend booking a **3-hour slot** at your chosen venue, including an hour before and an hour after the event to allow time for set up and clean up.

When booking your event, be sure to ask about the following:

- Are there restrictions on offering light refreshments at the event?
- How many people can the space accommodate?
- The venue's audio-visual capabilities (*you will need a projector, laptop hook up, speakers, and projection screen or TV*).
- Does the venue have chairs and/or tables that you can utilize? How many?
- Would the venue be willing to help promote your event?

TIP: BOOKING A VENUE FOR FREE

Many venues will be willing to waive any space rentals they may have and even partner with you on the event if they know you are representing a 501 (c) (3) non-profit organization and that your event will be free of charge and open to the public.

Contact us if you need documentation of Solar United Neighbors 501 (c) (3) non-profit status.

4. CONNECT WITH SOLAR UNITED NEIGHBORS

- Email Solar United Neighbors at getinvolved@solarunitedneighbors.org as soon as you have your venue, date, and time solidified so we can help promote your event!
- We will provide you with:
 - A private link to screen the documentary
 - An online event page for folks to RSVP (linked to a Facebook event)

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- A flyer for your event to help you spread the word.
- As soon as your event RSVP page and flyer are ready, it's time to start spreading the word! In addition to the local promotion you'll be doing, Solar United Neighbors will share information about your screening on our website, listservs, and social media.

5. SPREAD THE WORD

- **Email friends, family, neighbors, colleagues.**
 - Send an initial invitation (including the event RSVP link) as well as a few reminder emails.
 - Encourage folks to invite and bring their friends!
- **Post on local community or neighborhood listservs.**
 - Post an initial event announcement (including the event RSVP link) and a few reminder posts.
 - Encourage folks to help spread the word!
- **Post on social media.**
 - Share Solar United Neighbors' Facebook event on your own Facebook page.
 - Invite friends, family, and colleagues to the event.
 - Periodically post reminders about the event.
- **Distribute flyers locally.**
 - Research upcoming local community events in your area and recruit friends to help you pass out flyers. Festivals, fairs, home and garden shows, and farmers markets are great places to flyer!
 - Take an hour or two to visit local businesses in your area and ask if they would let you post a flyer at their establishment for your upcoming free event.

6. ADDITIONAL IDEAS TO CONSIDER:

- Are there any community organizations or student groups that you could partner with? These can be great folks to incorporate into the welcome remarks and post-film discussion as well as to help with spreading the word about the event and connecting attendees with tangible ways to take action after watching the film.
- Would you like to provide light refreshments to folks before or during the event?
 - If so, consider reaching out to local businesses for food and drink donations. If you need help with the ask, let us know and we can give you assistance.
- Are there any creative actions that people could take on site? Such as signing a Solar United Neighbors petition or action alert, reach out to us to connect you with ideas.
- Volunteers –recruit a few friends to help at the event (set up, sign-in table, clean up).

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RUNNING YOUR EVENT:

Here's a sample agenda to give you an idea of how the event can go. Adjust the start time accordingly.

SAMPLE MOVIE SCREENING AGENDA:

6:45 pm - Doors Open Attendees begin to arrive, sign in at designated sign in table, mingle.

7:00 pm - Event Start Time Attendees continue to arrive and get settled.

7:10 pm - Welcome Remarks Introduce yourself, Solar United Neighbors, and any partner organizations.

Thank everyone for coming and give a short introduction about the film. Mention that there will be a brief discussion after the film, so people should plan to stay!

7:20 pm - Screen Current Revolution Run time is 37 minutes.

8:00 pm - Discussion about the film This can take many forms. Some ideas are:

- A guided discussion facilitated by you, posing specific questions to the group and calling upon individuals who volunteer to share their thoughts.
- A panel discussion with 3-4 people (suggested people to invite: professors, local solar professionals, partner organization staff, solar homeowners).

8:20 pm - Closing Remarks Thank everyone for coming again and talk about tangible ways for attendees to take action after being inspired by the film like:

- Volunteer with Solar United Neighbors - help spread the word!
- Learn more about solar at solarunitedneighbors.org.
- Go solar (sign up for a Solar United Neighbors solar co-op if applicable).

**This is a great time to share information about local renewable energy initiatives and upcoming events in your area that folks can get involved with.*

8:30 pm - Event End time Clean up and depart.

TIPS FOR YOUR EVENT

- **MAKE SURE EVERYONE SIGNS IN AND GIVES THEIR EMAIL ADDRESS**

This is the only way we will be able to follow up with attendees after the event.

- **KEEP AN EYE ON THE TIME**

It's easy for welcome remarks or the film discussion to continue indefinitely. Try to stay on track with time so your attendees don't miss out on anything.

- **TAKE PICTURES**

We love seeing how these events go! You can also ask a friend or the guests to take photos. Send them to us at getinvolved@solarunitedneighbors.org

- **HAVE FUN**

You've done a great job planning this event – enjoy yourself!

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AFTER THE EVENT:

- **SEND SIGN-IN SHEETS TO SUN**
 - Scan or take a photo of your sign in sheets from your screening and email them to getinvolved@solarunitedneighbors.org
- **SEND SUN THE PHOTOS FROM YOUR EVENT**
 - Send all of the photos you took to getinvolved@solarunitedneighbors.org

We really appreciate your efforts to spread the word about solar in your community by organizing a Solar Movie Screening! We look forward to helping you plan your event!

If you need any assistance planning your event please reach out to getinvolved@solarunitedneighbors.org

