

LOVE THY NATURE

Community Screening Guide



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Welcome!

We're thrilled to help you host a personalized community screening of *Love Thy Nature!* A screening can take place at a school, a community center, conference, wilderness retreat, a spiritual center or virtually any other location with the proper technical tools – a projector, a screen, speakers, and a computer to play or stream the movie file. If you prefer to play it from a disc, you will also need a Blu-Ray or DVD player.

To show *Love Thy Nature* at your venue, you will need to purchase the appropriate screening license. This guide walks you through the process of purchasing a license, and setting up and promoting your screening for a successful event.

We recommend allowing 5–7 weeks to plan and promote your event. The *Love Thy Nature* Community Screening Resource Kit together with this guide provide you with the tools you need for a successful screening. Let's get started!

Step 1: Setting Up Your Community Screening

Purchasing Your Screening License

Fill out the form at www.lovetbynature.com/screenings to get a quote for your event.

A screening license gives you permission to host **a one-time screening** of *Love Thy Nature*. If you want to screen it more than once, you will need to purchase a license for each screening you host.

Each community screening license includes:

- Permission to host a one-time film screening
- A link to stream *Love Thy Nature* (Blu-ray or DVD upon request.)
- [Community Screening Resource Kit](#) and [Press Kit](#)
- Promotion of your screening on the [Love Thy Nature website](#)

License Types and Fees

License fees are priced according to the type of event you host and the size of the proposed screening. You can choose from the following license types:

Educational Institutions

If you are a K-12 school, public library, or college/university, you may purchase the rights to own *Love Thy Nature* as part of your collection. This license type also includes rights to host one public screening at your institution.

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Screening license purchase (includes 1 public screening):

- K-12/public library, 1-250 attendees: \$100
- University, 1-120 attendees: \$100
- University, 121-250 attendees: \$200
- University, 251-500 attendees: \$300

Community Organizations

Any organization not affiliated with an educational institution may purchase a license that grants you permission to show a single screening of *Love Thy Nature*. We will send you a link to stream / download the film up to 10 days prior to your event. You may charge for admission as long as the ticket price does not exceed \$15.

- 1-120 attendees: \$150
- 121-250 attendees: \$250
- 251-500 attendees: \$350

If you would like to use your event ticket sales as a fundraiser, and charge more than \$15 for admission, or host an audience exceeding 500 please contact us for a quote at info@lovethynature.com.

Creating Your Event Page with Ticket Sales

Once you've purchased your screening license, you'll need to create an event page on your website, social media (such as a Facebook Event), EventBrite or any other ticketing platform of your choice. Here is a sample you can use for your page:

(Insert one of the Love Thy Nature key photos here)

Join us for the screening of the award-winning film *Love Thy Nature* [followed by a Q&A / panel discussion with ____!]

Narrated by Liam Neeson, *Love Thy Nature* is a cinematic immersion into the beauty and intimacy of our relationship with the natural world. The film shows that a renewed connection with nature is key both to our personal health and the health of our planet.

Watch the powerful trailer here: <http://www.lovethynature.com>.

The film has earned 27 awards and had over 300 theatrical and community screenings in 140 cities in 16 countries—advancing the nature-connecting movement!

Experience this extraordinary film and inspiring conversation by reserving your tickets today!

Ticket Prices/Buttons [Be sure to clearly include ticket prices and a button to “Buy Now.”]

We look forward to seeing you!

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Making Your Event Special

On the Event Page Request Form, you can include an Event Description and an Event Program for your *Love Thy Nature* screening event.

- **Event Program:** Consider building a program around the film that includes introductions, guest speakers, panel discussions, and/or Q&As. This turns your screening into an even more impactful and meaningful event for your audience.
- **Event Description:** This synopsis of your event is your pitch to the world for why folks should attend. Be sure to stress the spirit of the film and why people need to see the movie together.

Your Event as a Fundraiser

You can choose to set up your event as a fundraiser, enabling event attendees to make contributions toward a given cause, charity, or organization in addition to their ticket purchase. **These contributions go directly to you, the promoter, who is then responsible for getting the funds to the organization or cause.**

Step 2: Promoting Your Event

Now that you have purchased your screening license, it's time to spread the word! We'll walk you through everything you need to have a successful event.

If you still need a quote to acquire a screening license, make sure to fill out the form at www.lovetbynature.com/screenings.

Your Goals

The success of your *Love Thy Nature* screening depends on generating excitement and rallying your community. Here are some best practices to keep in mind throughout the process of planning and promoting your event:

Encourage Action

Your organization will have the best chance of hosting a successful event, raising funds and sharing this film's powerful message when people take action to get the word out about the screening.

Provide Necessary Details in Every Communication

Always provide the event information – including date, time, place – and how to purchase tickets. Include these details in every message by email, Instagram, Facebook, Twitter, and other social media channels.

Foster a Sense of Community

Love Thy Nature speaks to a number of issues and communities. Be inclusive in your outreach and encourage

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your friends and colleagues to share news about the event broadly across their own networks.

Be Persistent

Don't be afraid to send out multiple messages by email, Instagram, Facebook, Twitter and other social media channels. Continue posting every few days to make sure all of your friends and followers hear about the event.

Follow Up

Keep your event fresh in everyone's mind, especially the folks who have already reserved tickets.

Have Fun!

We know firsthand that it can sometimes be a bit nerve-racking to host a screening. We also know that watching *Love Thy Nature* on the big screen with a community of viewers is an electric experience. Enjoy the process by asking friends and family to support your efforts and sharing with others why you felt so passionately about bringing the film to your town.

Your Outreach Strategy

Cast a wide net—reach out to friends, family, groups, organizations, and individuals who would be interested in attending and helping to promote your screening.

Your Personal Network

Get the word out to your family and friends by sending a personalized email using the [Communities Email Template-Friends and Family](#) in your [Screening Resource Kit](#). Make sure to customize your correspondence—a heartfelt, personalized email can go a long way!

Once you've connected with your immediate networks, contact additional groups or organizations that you're affiliated with—a *Love Thy Nature* screening is a great way to bring together various communities in support of a great cause.

Your Social Media Network

Next, you'll want to post to your social networks about the event. Check out the [Communities Social Media Outreach Template](#) in your [Screening Resource Kit](#) for sample posts to help get you started.

Remember, the average social media post is only seen by about 15% of your network, so continue to post every few days to make sure that all of your friends and followers hear about the event.

We encourage you to create a Facebook event to invite folks to—see [Creating Your Facebook Event](#) in our [Screening Resource Kit](#) for more information and sample text.

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Finding Influencers

Now it's time to think big: which groups, organizations, and individuals in your community would be interested in helping promote your screening? Reach out to them and see if they'll help spread the word.

In your outreach tell the organization how they will benefit from your screening—you could offer:

- A chance to speak at your screening during the intro
- A chance to moderate a discussion after the film
- A plug for their brand on your promotional materials
- A few free tickets they can offer their members as a giveaway

Note: Be careful not to offer these perks to too many organizations. Once a few groups are interested in speaking at your event, for example, you'll want to think about new and creative perks to offer others for their time in spreading the word.

For ideas on how to best reach out to these groups and organizations, download the [Communities Email Template-Organizations](#) in your [Screening Resource Kit](#).

Local Press, Blogs

Your *Love Thy Nature* screening event makes a great story for a local paper or blog. People in your area would love to hear about this community-driven event.

Contact the editors of local blogs and newspapers using the [Press Release Template](#) and [Press Kit](#) in your [Screening Resource Kit](#), and be sure to include any special information about your screening.

Keep Spreading the Word!

Now that you've shared the event with your family, friends and community, it's very important to follow up and keep your event fresh in everyone's mind.

Here are a few suggestions for how to follow up with folks about your event:

- **Social Media:** Keep your followers in the loop with updates about your screening. Share stills from the film, or what others have thought about the film. You can access the stills and quotes from the film's website.
- **Personalized Follow Ups:** You have probably come across folks who are excited about your screening

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but might not have RSVP'd or purchased tickets yet. Send them a quick reminder with event details so they don't miss your screening!

Step 3: The Day of Your Event

Congratulations! You've finally made it to the big day. It's almost time for you to sit back, relax, and enjoy the show. Here's what you can expect and some tips for a great event.

Post on Social Media

If seats still remain, remind friends and followers they still have time to purchase or reserve tickets.

Venue Check-In

Arrive at your venue at least an hour before the screening to check in with management and the audio-visual staff. Request a "tech check" so you can check the volume level and make sure the projection works properly. If you have any special features or need to take tickets, you can use this time to discuss the details with the manager.

Attendee Tickets

- Make sure that attendees have the proper ticketing info for your event and the venue is equipped to handle ticket sales/ticket-taking/donations.

Introducing Your Event and Encouraging Discussion

Check out our [Sample Introduction Template](#) for a sample of how to introduce your screening and promote discussion.

Photos

Last but not least, remember to take photos at your screening! They're a great way to follow up with your audience and to share the experience with those who could not attend.

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Step 4: Following Up with Your Audience

Once your event is complete, you can still keep your community engaged! Here are a few ways to thank the audience for attending, and share the experience with those who could not attend.

Thank Your Audience

Send a thank you note to attendees. Check out our [Thank You Template](#) to get started.

Give Them a Gift

All of your attendees who have supplied email addresses will receive a free screensaver (for Mac or PC) - with stills from the most beautiful scenes of the film. Those in your community who couldn't attend can receive the screensaver by signing up for our email list at <http://www.lovetbynature.com/contact>.

Share on Social Media

Share your photos with us on Facebook and Twitter with the tags:

- @Love_Thy_Nature
- #LoveThyNature
- #LoveThyNatureFilm