

# MOVIE SCREENING TOOLKIT



One of the most important ways to get the word out about the power of forests and the issues facing Southern forests and communities is to host a video viewing party. Over the years, Dogwood Alliance has released numerous videos highlighting our work to defend Southern forests and communities, and we have been featured in an award-winning documentary about the threat of the biomass industry. Below is a toolkit to help get your event started!

## 1. WHICH MOVIE?

Do you want to expose the biomass industry? Watch the documentary *Burned: Are Trees the Coal?* Do you want to highlight people's deep connection to forests? Check out our *Stories Happen in Forests* series. Visit our Videos page for all our videos!

## 2. WHAT KIND OF SCREENING?

Movie screenings are a great way to educate a community about an issue. Host an event for the public or for your friends. Decide if it's open to the public & how many people you want to invite. Are guests allowed to invite other people?

## 3. TIME & LOCATION.

Will you host this in your home or host it in a community gathering center? Wherever you host the screening, be sure to investigate what equipment and supplies will be provided and what you must bring yourself.

## 4. ADVERTISE!

Create a Facebook event and/or send an email to all of your friends inviting them to the event, and ask them to invite others. Checkout the **Outreach** section to learn more.



## 5. MATERIALS

Does the venue have film screening materials already? Do you need speakers? Do you want to serve food? See the **Materials** section for a checklist.

## 6. COME PREPARED!

There are a few things to keep in mind on the day of the event to make it a success, especially if you are inviting many people from the community. Checkout the **Day of the Event** section for a few tips.

## 7. FOLLOW UP.

Following up with your attendees after the event is one of the most important parts of organizing. This allows you to send them any information you mentioned during the event and give them ways to get involved.



## ABOUT OUR VIDEOS

Dogwood Alliance's video page can be found on the [Videos page](#) of our website, [Facebook](#) page, and [YouTube](#). Some of the films and series that you can show at your screening are:

### BURNED: ARE TREES THE NEW COAL

This award-winning [documentary](#) tells the story of the destruction of our forests for fuel and probes the policy loopholes, subsidies, and greenwashing of the biomass electric power industry. Available in three different versions: 44 minutes, 77 minutes, and a new 30 minute edition. To show this documentary, contact us at: [info@dogwoodalliance.org](mailto:info@dogwoodalliance.org), and we will send you a copy or help you access it online.



### STORIES HAPPEN IN FORESTS

We know forests give us clean air and water, but it's important to remember the unique and powerful ways that people connect with forests in personal ways. Our *Stories Happen in Forests* series showcases diverse storytellers with diverse relationships to the forest. Our connection to the woods is part of who we are and why we fight to protect our forests.





## ENVIRONMENTAL JUSTICE & BIOMASS

The biomass and wood pellet industry led by Enviva, the world's largest wood pellet manufacturer, are harming our forests, communities, and climate. We have short videos that give viewers the scoop on what the biomass industry is and many that share the stories of communities fighting to keep this industry out of their neighborhood -- like Rising up with Richmond County and Selling Out Sampson County.



## THE WETLAND WANDERER

Ever visited a wetland or a wetland forest? Wetlands are so important for our climate, resiliency, biodiversity, and more. In the Wetland Wanderer series, Lucia Ibarra goes on a swamp tour adventure and explores wetland forests across the Southeast sharing fun facts and her excitement for wetland conservation.

## WHICH VIDEO IS RIGHT FOR YOU?

Do you have questions about which video you should show? Email Dogwood team member Rachel at [rachel@dogwoodalliance.org](mailto:rachel@dogwoodalliance.org), and she'll be happy to advise you!





# OUTREACH

In your invitation it is important to include a small amount of background information about Dogwood Alliance and about the specific video(s) that you will be viewing. Be sure to include the date and location for the viewing. An example invitation that focuses on *BURNED: Are Trees the New Coal?* is below. You can substitute the film details for *Stories Happen in Forests*, the *Wetland Wanderer* series, or any of our other videos.

# You're Invited to a Film Screening of *BURNED: Are Trees the New Coal?*

**It's a private movie screening at my house and you're invited!**

**Day, Date**

**Start Time**

**Address**

Join us for a viewing and discussion of *BURNED: Are Trees the New Coal?*, an award-winning documentary that tells the story of the destructive biomass industry. Southern forests are being cut down, turned into wood pellets, and shipped to Europe to be burned as energy. This false energy solution is having devastating impacts on the forests, communities, and our climate.

Learn more about why this destructive industry exists, and what we can do to stop it. In the film, you'll hear from ecologists, concerned scientists, policymakers, and forest activists -- like **Dogwood Alliance**, a North Carolina-based nonprofit that defends forests and communities throughout the South.

Forests are important in so many ways: they provide us with clean air and water, protect us from flooding and storms, store enormous amounts of carbon, support biodiversity, and more. I hope you'll join us for this special screening to learn more about the threats our forests are facing and what we can do about it.

**On [MONTH/DATE] at [TIME pm/am] at [ADDRESS], we will be hosting a viewing of the video followed by a discussion.**

**Spread the word and invite your friends!**

**Please RSVP to [YOUR NAME/EMAIL] by [DATE].**



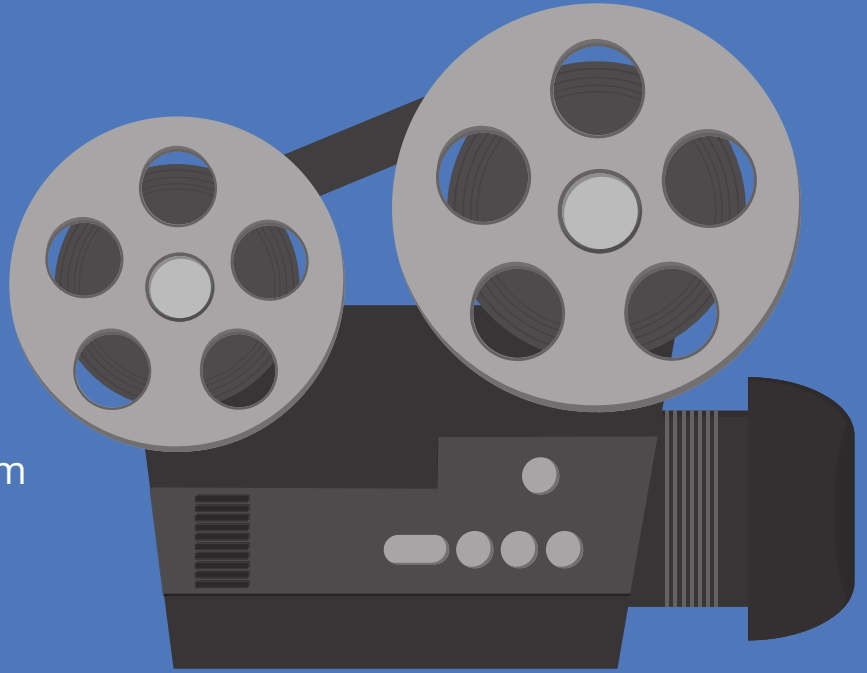


## GET THE WORD OUT!

- ✓ Personally invite your friends! Email them. Call them. Text them. Ask them to invite their friends and family, too.
- ✓ Create a poster. Put posters up in high traffic areas or ask popular businesses or restaurants if they can put a poster up in their window.
- ✓ Create handouts. Pass these around to people downtown, farmers' markets, popular events, etc.
- ✓ Collaborate with organizations or community groups. The more the merrier! Reach out to groups that may be concerned about these issues and see if they would like to work with you on this film screening.
- ✓ Use social media! Create a Facebook event. Invite lots of friends & send them a personal invitation (email, call, text). Share the event around on Facebook. If you have Twitter or Instagram, share your event there. Ask your friends and followers to invite others.

## MATERIALS

- Information to share
- Sign-in sheet
- Pens
- Clipboards
- Table
- Projector
- Extension cord
- Screen
- Computer
- Downloaded/DVD of film
- Microphone/speaker
- Food
- Utensils
- Napkins



## OTHER CONSIDERATIONS

- If venue is not accessible for people with disabilities, how can you make it so? Here is a [planning guide](#) from the ADA National Network.
- Is the location easy to find? Is there parking nearby? If not, you may want to consider bringing signs to put up so people can find their way.

## DOGWOOD ALLIANCE'S VIDEO PAGE CAN BE FOUND HERE.

More information can be found at Dogwood Alliance's website, including the sections: [Our Work](#), [Reports](#), [Media](#), and [Blog](#).

**VISIT THE [ACT NOW](#) PAGE TO FIND WAYS FOR YOUR COMMUNITY TO TAKE ACTION.**





## DAY OF THE EVENT



**Arrive early!** It's important to show up to the venue early to properly set up the room as well as guarantee that everything works.



**Bring friends!** Have a couple friends or volunteers show up early to assist with setup. In the case that you run into an unexpected obstacle, having someone else to resolve the problem can allow you to focus on making sure the event will run smoothly.



**Double check the materials list.** To be sure you don't forget anything at home, have all of the materials ready, including information printed, the day before. Then you'll have less to worry about the day of.



**Come with a smile!** Be sure to keep a positive attitude and welcome everyone as they arrive. Show that you're excited and thankful that they came out to your film screening.



**Have a sign-in sheet!** This makes sure you have everyone's name and contact info so you can follow up with them afterwards.

In order to hold a productive discussion, it is important to come prepared with discussion questions. Below is an example of a short introduction to Dogwood Alliance and some example discussion questions.

*“Dogwood Alliance is a nonprofit organization based in Asheville, NC. For over 20 years, Dogwood Alliance has worked with diverse communities, partner organizations and decision-makers to protect Southern forests and communities across 14 states. They do this through community and grassroots organizing, holding corporations and governments accountable, and working to conserve millions of acres of Southern forests and wetlands. Recently, Dogwood has focused on protecting our Southern forests and wetlands from being cut down and turned into wood pellets that will be burned for fuel, elevating forest protection as a critical climate solution, and working with communities for environmental and climate justice. These videos highlight just some of the work that Dogwood has been doing recently.”*

Decide discussion questions based on the movie you are screening. **Here are examples:**

- Had you heard about this issue before watching the film?
- What is environmental justice? Are there potential environmental justice communities near us or threats of environmental injustice?
- What would you be most concerned about if this issue was in your community?
- What would we do if a company, like Enviva, came here and threatened to clear our forests and harm our community?
- What are ways we can make our concerns heard?
- How are you connected to forests? What stories have happened to you in a forest?

Be sure to end by giving people a chance to take action. Many people will be excited by the movie, creating a great opportunity to act. A good final question could simply be “How can we help?” Here are some ways:

- Sign up to receive emails from Dogwood on our **Join the Movement** page
- Encourage people to join Dogwood’s monthly giving program, **Forest Defenders**
- Sign petitions, send letters, and find other ways to take action on our campaigns on our **Act Now** page.
- Make a **one-time gift**
- Follow @DogwoodAlliance on **Facebook**, **Twitter**, or **Instagram**
- Get the word out! Have people talk with their friends, email information out, and post our links on social media.





## THINGS TO DO AFTER THE EVENT

If you have any photos from your event, send them to: [rachel@dogwoodalliance.org](mailto:rachel@dogwoodalliance.org).

Send follow up email to attendees. Some important items to include are:

- Thank you note
- Follow up information based on your discussion, which may include reports, articles, websites, etc.
- Links to Dogwood Alliance's website and social media
- Information on how to continue taking action
- Encourage people to join Forest Defenders, Dogwood Alliance's monthly donor program.

## Thank you for coming!

When it comes to issues like the expansion of the destructive biomass industry, the most important thing to do is get the word out. Please check out the **Dogwood Alliance Facebook page** and share information about the fight with your friends!

If the video inspired you to take action, consider becoming a **Forest Defender** and supporting Dogwood Alliance's work throughout the South.

If you didn't get a chance to at the viewing party, **join the movement** to stop Enviva's expansion. And check out their **Act Now** page to find other ways that you can support Dogwood Alliance's work.



The background of the image is a deep blue night sky densely populated with stars of varying brightness. At the very bottom, there is a dark, horizontal silhouette of a forest, likely composed of evergreen trees, which spans the width of the frame. A semi-transparent blue rectangular box is positioned in the middle of the image, containing white text.

**Thank you for hosting a screening  
and helping us protect Southern  
forests and communities! We would  
love to hear about how your event  
went, share photos, and answer  
any questions you or your guests  
may have. We look forward to the  
next gathering in your community!**

**FOR OUR FORESTS,  
DOGWOOD ALLIANCE**