

SECRET INGREDIENTS

Thank you for your interest in hosting a screening of Secret Ingredients!

In this screening toolkit you'll find the following:

- ✓ Step-by-step guidance for hosting a screening
- ✓ Tips to turn your screening into an impactful event that you can be proud of.
- ✓ A timeline of tasks needed to perform to pull off a successful event.
- ✓ Important links for all your screening purposes and a point of contact to make sure you are well supported throughout the event process.

HOW TO HOST A SCREENING

Step 1: Pick a Date & Time

Suggested Timeline: 8-12 weeks in advance

- ✓ Pick a date that you think will accommodate your audience.
- ✓ Secret Ingredients has a run time of roughly 80 minutes.
- ✓ Prepare for a prep time, and a Q&A or discussion after the film.
- ✓ The entire event might run 3-4 hours depending on your specific program.

Step 2: Choose a Venue

Suggested Timeline: 8-10 weeks in advance

Write down a list of possible venues and contact each of them to check rates and availability.

Consider hosting the viewing at a theater, community center, classroom, church hall, or school gym or even a library. If indoors, make sure you have a dark location, preferably without windows. If you're planning to screen the film outside, you will need to screen the film after sunset.

Look for a location that has the following, or be prepared to rent necessary equipment:

- ✓ BluRay player (we can send a DVD if BluRay is unavailable)
- ✓ Projector
- ✓ Screen (10' wide or large white wall)
- ✓ Sound System
- ✓ Venue available for your desired date, and length of program

Step 3: Acquire a License

Suggested Timeline: 6-8 weeks in advance

Purchase the appropriate license for your screening here:

<https://secretingredientsmovie.com/community-screenings>

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Step 4: Book The Event

Suggested Timeline: 6 weeks in advance

- ✓ Using our website, please add your event to our map.
- ✓ Consider starting a Facebook event
- ✓ Use an online ticket application such as Eventbrite to send out invites and track your RSVP list.

Step 5: Form a Secret Ingredients Team

Suggested Timeline: 6 weeks in advance

Gather those who will help you organize your screening. If you don't already belong to an organization, reach out to local groups who will sponsor and promote the event.

- ✓ Find 2-3 volunteers that you can delegate some of your tasks to. Non-profits involved in health, wellness, the environment or in the broader food movement might have funds to sponsor.
- ✓ Coops, organic farmers markets, health food stores, CSAs, farm organizations and food businesses in your community are likely to want to get involved.

Step 6: Promote Your Event!

Suggested Timeline: 5 weeks in advance

- ✓ Download the Social Kit with tweets, posts, graphics, email copy and film hashtag.
- ✓ Download press posters, press release, film synopsis, images and other marketing materials from our toolkit page: <https://secretingredientsmovie.com/community-screenings/community-screenings-toolkit/>
- ✓ Post your event to online community event boards, list serves, Craigslist, Facebook groups and send out email invites to your friends.
- ✓ Offer language for local organizations to use for their email list.
- ✓ Contact the local radio station, newspaper or television station with news of your event.
- ✓ Put up a few posters in coops, health food stores, schools, or community buildings.
- ✓ Since the film is highly focused on health consider healing centers, hospitals, or recovery centers that might have emails lists or bulletin boards to help promote the film to.

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DURING THE EVENT!

Those who watch the film immediately are inspired to make changes or help others make change because we all eat FOOD. What secret ingredients are hiding in our food and making us sick? The film shares many other powerful stories of people who regained their health after changing to an aorganic diet, free of GMOs, Roundup and other toxic pesticides. Skin and digestive conditions disappear; cancer patients now have a clean bill of health; autistic children are now thriving; infertile couples now have healthy babies. These experiences are backed up by physicians, scientists and experts who explain the science, and the political history, of GMOs and Roundup.

Tips for Facilitating a Discussion after Secret Ingredients Movie Showing

- ✓ We recommend you generate a resource sheet for your audience with some local resources in mind. You can pull this together easily on a piece of paper and you can also offer a handout with the links below.
- ✓ Time and time again we have seen that moments after viewing Secret Ingredients prove to be the opportune time to motivate your audience to adopt an organic lifestyle. By facilitating a short discussion after the meeting you can turn passion and outrage into action to stop the purchase of chemically laden foods and product purchases.
- ✓ Get the most out of your film screening by knowing what the four most common reactions are from audiences. The four things that happen after seeing Secret Ingredients (in order of popularity):
 1. *A desire to change their own food*
 2. *A desire to share the film with those they are close to*
 3. *A desire to help the cause or "Join the Movement"*
 4. *Get more Information*

Here are some ideas to transform your screening into an unforgettable event and that address these four reactions.

Serve Organic Local Food

The best way to share an immediate solution to our food problems is to serve some organic food before and after the screening. This is an immediate way to satisfy the desire to change and can be done by involving some outside sources for food donations.

1. Invite a farmer to share some fresh fruit or veggies for a fresh food platter.
2. Invite a local baker to donate an organic treat to your event.
3. Create the opportunity for your community to bring their favorite organic dish to the event.

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Invite Them To Our Movement

This film is a movement so we really want to be sure that after a screening we give our audiences a way to join us. Our team has many community opportunities and want to be sure that inspired viewers can gain momentum.

- ✓ Gather email addresses using this form on Secret Ingredients (link) on an ipad or laptop that can be at your event. Your audience will get instant support from our dedicated team., submit to our team when finished.
- ✓ Share the links below on a handout
- ✓ Share this toolkit so they can host their own event.
- ✓ Consider buying DVDs to sell at the event
- ✓ Offer a raffle to win a DVD or get a sponsor to pay for your local library to own one and rent out.
- ✓ Remind them that Secret Ingredients is available to rent, buy, stream, and download right on our website.

Important Film-Related Links

The film website: <https://secretingredientsmovie.com>

Research and factoids. The Institute For Responsible Technology (IRT) is a world leader in educating the public and policy makers about the health risks and environmental dangers of GMO foods and crops, empowering consumers to lead an organic lifestyle and shaping the changing marketplace. <http://responsibletechnology.org>

Toolkit: <https://secretingredientsmovie.com/community-screenings/community-screenings-toolkit/>

Screening agreements: <https://secretingredientsmovie.com/community-screenings>

Film trailer: <https://vimeo.com/304403877>

Point of contact for screenings: secretingredientsfilm@gmail.com

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AFTER THE EVENT!

- ✓ Be sure you're subscribed to our email list.
- ✓ Be sure to upload and tag us in event photos.
- ✓ Share with us any feedback or notable moments.
- ✓ Most importantly stay involved!

The largest impact you can make in your community after this event is to host a regular local organic potluck. Meet and discuss with your new screening family regularly to support one another in this new health journey. IRT and Secret Ingredients will be developing support materials to help you facilitate follow-up discussions.

Thank you from all of us working to get this film out to the masses for being a screening ambassador and for sharing the truth with your community. If you feel you need extra support, please don't hesitate to reach out.