Think big. Be bold.
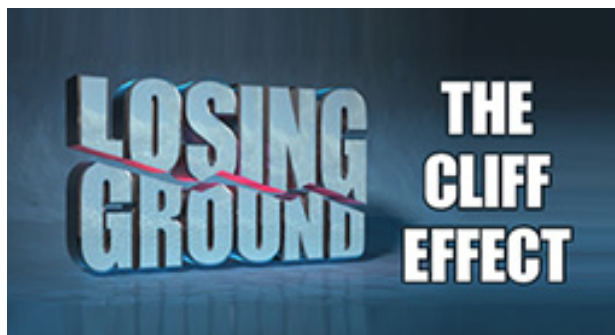# Stay focused. Accomplish more.

THE WOMEN'S FOUNDATION OF COLORADO

Hosting a Screening

Spreading the word to friends, family and others in your community about the Cliff Effect is important, and it starts with you! Hosting a screening of *Losing Ground: The Cliff Effect* can help educate your friends and neighbors about this issue and inspire them to host their own screening, engage the public through social networks, or meet with their government officials. By acting together, you can advance change and stop Colorado families from going over the dangerous financial cliffs.

Not sure where to start? This guide offers advice and tips for hosting your own screening.

1. **Where can I host a screening?**

   Your home, your church, a local school, municipal or community center, library, service club or other public space. You may also consider partnering with a local organization, club, or university as a co-host in order to draw members of those institutions to your event.

2. **How many people should I invite?**

   When thinking about invitees, consider the capacity of the venue—how many people can comfortably fit in the room? How many seats are available? This will likely determine the number of people you can invite. If the size of the space is limited, don't worry. You can always host another screening!

3. **How do I invite people?**

   Possibilities range from Facebook and Evites to standard mail invitations. You might want to email your invitees, invite them through a Facebook event page, or put up posters in your community center or school. If you're partnering with an organization, you may be able to leverage their resources by putting your event on its calendar or newsletter. You can also publicize the event in a local newspaper.

4. **The screening is tonight! What should I bring?**

   If you're holding the screening outside of your home, you may need to bring audio/visual equipment such as a laptop, projector or projection screen. Check with your venue to determine what equipment is available and if

the venue charges a fee. If you stream the film from our website, be sure to ask about internet connectivity at your location. A link to the documentary is available in our website's Ready to Act! Online Community or at wfco.org/cliffeffect.

5. **How do I make sure the screening is a good experience for those who attend?**

Have a sign in sheet. It will be helpful for you to keep track of names and email addresses to build upon this event and have a network to contact for future events. This information can be used for follow-up conversations and taking action. You can download and print the sign-in sheet posted in the Ready to Act! Online Community.

Assign yourself or another individual as the event's organizer. By acting as a visible point-person, people will know who to come to with questions. The appointed organizer/facilitator can take the lead during the event, introduce the documentary, manage the time, and conduct the follow-up discussion. See our Documentary Discussion Questions, available to download from the Ready to Act! Online Community.

Set guidelines. The organizer should set guidelines for the event and make them known to the attendees at the start of the event. For example, set time limits per speaker during discussion (3 minutes each).

Assign a note-taker or recorder. This is not necessary, but it is helpful to appoint a note-taker to keep track of what was discussed, including general thoughts, concerns, or plans for action. If no note-taker is available, try to summarize these ideas immediately after the event for later reference.

6. **The screening is over. What should I do now?**

Tell The Women's Foundation of Colorado how it went! Sharing contact information of attendees, ideas for taking action, and any insight gained during discussions will help The Women's Foundation of Colorado engage more people to combat the Cliff Effect and improve the lives of women and families across the state. Email us at cliffeffect@wfco.org.

Additional resources about the Cliff Effect may be found online at wfco.org/cliffeffect and rmpbs.org/cliffeffect.

Thank you!