

SCREENING EVENT GUIDE

What: Let us help you create an exciting and memorable screening event for your community, introducing local farmer veterans, enjoying good food, an engaging film and an audience call to action. We have a format which you can customize to suit your style and intention.

When: Allow for plenty of time to coordinate, 6-8 week minimum, 2-3 months preferable. Plan to email, snail mail and call guests to attend.

Where: A theater, private home, art gallery, restaurant, university, or?

How Long: Allow for 2-1/2 to 3 hours (film is 40 minutes)

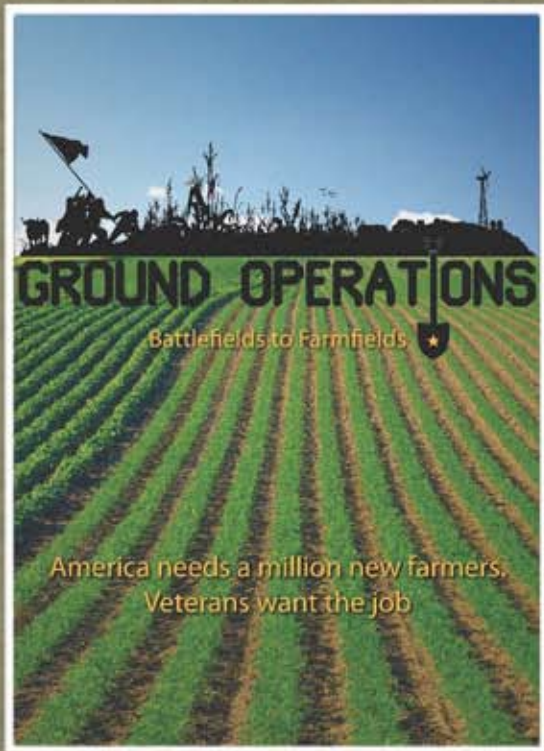
Who to invite: Veteran organizations, agricultural groups, healthcare professionals, educators, farmers market participants, local officials and folks who simply want access to delicious, fresh food, sourced locally.

Hosts: Think about collaborating with other groups (above) as Co-Hosts to share responsibilities, invitation lists, costs and good will.

Outreach: Ground Ops can provide a press release, poster template, 4x6" postcards, online ticketing, DVDs, website & Facebook postings.

Farmer-Veterans: We will help identify and book a veteran farmer, rancher or artisan food producer in your area, to speak at the event.

Filmmakers: If at all possible, one of the producers will attend to do Q&A and share the goals of the GROUND OPERATIONS national campaign to support veterans in sustainable agriculture.



Celebrate Good Food

Whether it is a tomato taste-testing; herbed goat cheese & crackers, a light meal of seasonal soup & salad; simply some Non-GMO popcorn and wine, or home-baked pastries and tasty tea, this is a wonderful way to start the event.



Flavor or Theme

Do sponsors want to stock goodie bags with brochures, sample giveaways, etc.? At this art gallery we featured artisan food producers. We've done them in barns, vineyards, and corporate offices. Give it your own geographical signature.



Veteran Products

Ask veteran & agricultural organizations to bring literature about their programs. Invite your farmer-veteran speaker to bring their products to sell. Beekeeper Frank Golbeck gave out samples of his honey mead wine to the delight of guests!



Fundraisers

If you are raising money for the featured farmer-veteran's business, the Ground Operation campaign, or your own community group, consider selling DVDs, or perhaps do a silent auction along with straight donations.