

# REINVENTING POWER

## AMERICA'S RENEWABLE ENERGY BOOM

---

### SCREENING HOST GUIDE

---

Thank you for hosting a screening of *Reinventing Power: America's Clean Energy Boom!* This guide is full of helpful tips for planning, promoting, and facilitating a successful screening and discussion for the film. If you have more questions, please email Sumer Shaikh ([sumer.shaikh@sierraclub.org](mailto:sumer.shaikh@sierraclub.org)).

---

#### BEFORE YOU COMMIT—IF EVERY BOX IS CHECKED, YOU'RE READY TO PLAN

- I will host my screening between June 5<sup>th</sup> and June 30<sup>th</sup> 2018.
  - I have submitted a response to the [Reinventing Power Screening Request Form](#).
  - I will take at least one photo of my event and share those after on social and with Sumer ([sumer.shaikh@sierraclub.org](mailto:sumer.shaikh@sierraclub.org))
  - I will make at least one post on social media with the hashtag #ReinventingPower.
  - I will have at least 20 people in attendance.
  - I will use the film's [Discussion Guide](#) to help facilitate the post-screening conversation.
  - I understand that the film is the property of the Sierra Club and that the film, Reinventing Power: America's Renewable Energy Boom, will not be duplicated, sold, transferred, or made available to any other party at any time or in any manner other than as provided.
  - I have determined whether this will be a free screening, ticketed screening, or I will be accepting donations. If this is a ticketed event or donations are being accepted, I have made sure to follow the [Guidance on Chapter c3 Fundraising](#).
  - I have made sure that my event is c3 approved by Compliance. Need help? Email Compliance at [compliance.review@sierraclub.org](mailto:compliance.review@sierraclub.org)
- 

#### EVENT CHECKLIST—WHAT DO I NEED?

- A place to watch! Secure a venue or place— think about the location, public transportation options, and access for those living with a disability.
- Get creative! Think about venues that offer a unique viewing experience. **Please make sure that all locations are permitted as needed!** Pop in the DVD, set up a screen and pop the popcorn at:
  - A national, state or local park.
  - Brewery for 21+ adults. [Here is a list of breweries powered by solar!](#)
  - On the side of a building
  - In a field
  - The end of a hiking trail

- Your pool and make it a clean energy pool party
  - Your own home and backyard!
  - Check to see if the venue requires you to have proof of permission rights for the film. If yes, provide the venue with a copy of [this document](#). For any questions, contact Adrienne Bramhall at [adrienne.bramhall@sierraclub.org](mailto:adrienne.bramhall@sierraclub.org)
  - How to watch? Make sure you have all the equipment you might need to screen the film, such as:
    - A projector or TV
    - DVD player and/or streaming device (laptop, iPad, etc)
    - Places for people to sit
    - Audio speakers
    - Audio and T.V. connection cords: [AUX](#), [HDMI](#), [VGA](#)
    - Access to a (preferably clean) power source or a fully-charged battery.
  - Make sure all of your technology works by:
    - Testing audio speakers
    - Testing the DVD so that it plays properly
  - Prepare for a post-screening conversation. The film has a lot of themes worth talking about. Using the [Discussion Guide](#), encourage people to stick around after the film to talk about issues in the film, what people learned, issues that need solutions and ways to work toward a clean energy future.
  - Offer food and beverages, depending on manager approval.
- 

## SPREAD THE WORD—PROMOTE THE FILM

- Reach out to your local on campus student organizations and community groups in your area to invite experts, clean energy users, clean energy workers, community leaders and decision-makers to participate in a thoughtful and fun discussion after the film.
- Promote the website ([ReinventingPowerFilm.org](http://ReinventingPowerFilm.org)) on social media and ask attendees to do so too!
- Create a Facebook page for your event and share it with members of your community to invite them to attend your event -- be sure to include the Campfire invite in all posts to track RSVPs.
- Join online conversations about the film using **#ReinventingPower**, and follow *Reinventing Power* on **Facebook** (@ReinventingPower), **Twitter** (@ReinventingPowR), and **Instagram** (@SierraClub). Post about your event to your organization's social media pages regularly in the weeks and days leading up to your event, and encourage attendees to spread the word to their own networks as well. Consider tagging @SierraClub and @TransitPictures in posts, too.
- Identify community leaders to invite, such as the mayor, local politicians, local foundations, and business leaders, to help build enthusiasm for your event and awareness about the issue in your community.
- Ask a national or chapter press secretary to help pitch local and statewide press. [Find your local press secretary here.](#)

## DAY-OF EVENT CHECKLIST

- Make sure all of your technical equipment is working and fully charged.
  - Take photos/videos and post them to social media using **#ReinventingPower**. We have a [social media kit](#) to make this super easy. Please let guests know that photos will be posted to social media.
  - Bring a copy of permits for areas that require permitting.
  - Provide beverage and food offerings if approved by manager.
- 

## AT THE END

- Thank everyone for coming, encourage them to share information on the film with their friends and let them know about the next time the Sierra Club is hosting an event for them to participate in! If organizers, campaign representatives or chapters received cash donations, please write a check to the Sierra Club Foundation and designate it to the specific c3 general fund or clean energy fund, following the policy below.

Please email Sumer ([sumer.shaikh@sierraclub.org](mailto:sumer.shaikh@sierraclub.org)) with questions and, following your screening, send her your pictures & feedback.

---

## THANKS!

Sierra Club National  
2101 Webster Street, Suite 1300  
Oakland, CA 94612  
(415) 977-5500

sierraclub.org  
facebook.com/SierraClub  
twitter.com/SierraClub

