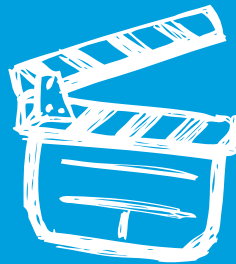


mary's  
meals

# SCREENING PACK



# Top 10 tips for hosting a screening

## ① Choose your venue

You could host a screening in your home, your office, your church, your school, your club or maybe even your local cinema! Wherever you choose, make sure that your venue is easy to find, accessible and welcoming – with good parking if necessary – and that there are plenty of seats and suitable technical equipment (sound system, screen, internet etc.). It might go without saying but, for your guests' comfort, there should also be appropriate heating or air conditioning, and bathroom access. As Alfred Hitchcock famously said: "The length of a film should be directly related to the endurance of the human bladder!"

## ② Choose a suitable date and time

Consider when would work best for your expected audience. Would an evening after work and school suit, or would a weekend be better? Maybe a lunchtime screening would be more appropriate at your office or school? If it is intended to be a small screening, you could ask around to find out the best date and time for everyone.



## ③ Make it fun

Could you roll out a red carpet and ask guests to dress up in their most glamorous outfits as though it were the Oscars? Maybe you could incorporate the screening into a dinner party or a cheese and wine event? Whatever you and your friends normally do for fun, could you combine it with a screening of one of our films: Lettie, On the Frontlines of Hunger, Child 31, Generation Hope, or Love Reaches Everywhere?

## ④ Promote the screening in good time

Planning and promoting the event well in advance will make it more likely that people can attend. Put posters up and send out invitations. Personal invitations can be sent by mail, email, social media or text, but make sure they contain all the relevant details – what, where, when and why? Be clear to give the start time, how long the event lasts, what activities you have planned apart from showing the film, and when you expect the event to finish.

**Check out the event poster in this screening package!**

## ⑤ Recruit some volunteers

Organizing any event can involve quite a bit of effort and planning, but you can lighten the load by getting others involved. Even asking someone to help to lay out chairs, or to greet people as they arrive can make a big difference. Can you ask friends to put up posters around local businesses or your neighbourhood? Can someone assist with sending out the invitations? Do you know someone persuasive who could make an announcement at work, or school, or church, to invite others along? Mary's Meals can only operate because of the extraordinary generosity of volunteers all over the world, so it makes perfect sense to get some involved in your event!





## ⑥ Check the technical equipment!

This will vary depending on where you host the screening. Requirements for your own living room compared to a large church hall will be very different. But even if you are using your own home, it's good to consider whether your own television will be suitable or if you will need to borrow a projector from a friend or colleague. Wherever you're hosting the screening, remember to test the equipment in the venue ahead of the event. Ensure you have a sound system or loudspeakers, which will allow everyone to hear clearly, check for any potential reflection on the screen from sunshine or lighting. Finally, check that the internet signal is strong enough and the film is loading properly when streaming.

## ⑧ Decide if you will offer drinks and snacks

To make the most of the movie theme, could you provide cinema-style popcorn or hot dogs, in exchange for small donations to Mary's Meals? Or to increase the community feel of the event, could you ask attendees to bring some snacks to share? Alternatively, if it's a daytime event, you could serve bowls of porridge – to show solidarity with the children in Malawi, Zambia and Zimbabwe who receive nutritious maize porridge served by Mary's Meals volunteers every school day.



## ⑦ Consider whether there will be a fundraising element

Putting on a screening can be a great opportunity to raise funds to feed more children! At your event, could you organize a small raffle, sell some homemade goodies (home baking or little bags of sweets might go down well), or incorporate a short fundraising quiz? If you're showing the film at school or work, could you do a lunchtime screening and ask guests to donate the value of their lunch to Mary's Meals? There are many more potential fundraising ideas available on our website at [marysmeals.ca](http://marysmeals.ca)

**You can get your guests to scan the QR code on the poster and it will take them to the donate page right on their phone.**

## Take some time to research Mary's Meals

⑨ Those who attend the screening will hopefully want to find out more about Mary's Meals and our life-changing work around the world. We have lots of information and useful resources available on our website, to help you feel equipped with all the key facts to answer questions, and – if you're stuck – you can always direct attendees to the website: [marysmeals.ca](http://marysmeals.ca).

## ⑩ Encourage those attending to find out more

The event you organize might well be the first time some of your guests have encountered our work. There are many ways for people to express their support for Mary's Meals, but a great place to start is to join the mailing list and sign up for email newsletters on our website: [marysmeals.ca](http://marysmeals.ca).

It would also be useful to have a few people on hand at the end of the event, in Mary's Meals t-shirts (so they're easy to identify), in case anyone wants to discuss how they might get involved in our work after watching the film. Just send us an email and we can mail you t-shirts - [info@marysmeals.ca](mailto:info@marysmeals.ca). There are lots of ways for people to play their part in our movement and in the fight against hunger – giving their time, money, or skills.

mary's  
meals

a simple solution  
to world hunger



☆ **EVENT:** \_\_\_\_\_

📅 **DATE:** \_\_\_\_\_ ⌚ **TIME:** \_\_\_\_\_

📍 **VENUE:** \_\_\_\_\_

☆ **FOR MORE INFORMATION, PLEASE CONTACT:** \_\_\_\_\_

This event raises funds for Mary's Meals, which sets up school feeding programs in some of the world's poorest communities, where hunger and poverty prevent children from gaining an education.

Mary's Meals feeds more than 3 million children every school day in 16 countries.

