



# KISS THE GROUND

## MOVIE SCREENING KIT

*A Guide to Hosting Your Own 'Kiss the Ground' Movie Screening  
and **Growing a Grassroots Movement***

We hope that watching the Kiss the Ground documentary will be an impactful experience. What better way to share and connect than with those in your community?

Hosting a screening is free and available to anyone who is interested in building healthy soil as well as igniting education and inspiration around one of the most hopeful solutions to climate change - regeneration! The intention of hosting a screening is for you to feel empowered by being in community with others and emboldened to share your experience and take action. Below you'll find a toolkit with essential resources you will need to host a screening, and catalyze this movement.

This toolkit will serve as your guide in creating a unique viewing experience. Read through and watch as your event blossoms, growing from seed to sprout.

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# STEP 1: IMPORTANT CONSIDERATIONS

## Setting a Screening Date:

Our hope is for you to feel excited and at ease with planning your screening. Allow yourself 2-3 weeks to plan your event, secure a location, send out invitations, and allow guests to RSVP.

## Your Target Audience:

Your film screening will be unique to you and is a meaningful way to create an impact in your community. We encourage you to consider why you're hosting your screening, who your target audience is, and what impact you want to leave them with. Setting a goal for your screening experience is a great way to provide direction and follow through with your vision.

## How & Where?

Keeping in mind the above considerations, you'll want to decide if you'd like to opt for an in person screening, or a virtual screening.

## In Person Screening:

When planning an in-person screening, it's important to consider who you will be inviting, how many people you're expecting, whether you intend to provide snacks, the expected weather, ideal location and so on.

**Ideally, you want your venue to include the following amenities:**

- Public parking
- Wheelchair access
- Onsite seating available (if no seating- consider providing cushions, hay bales or encouraging attendees to bring their own pillows or blankets to sit on)
- Visual and audio capabilities
- Bathroom facilities

When it comes to where you can host, the options are limitless. Keep in mind the size of your audience, and any COVID -19 social distancing considerations. When hosting an in-person screening we recommend you refer to the [CDC Guidelines](#) for updated information on hosting in-person gatherings during COVID-19.

**Here's a few in-person locations we'd suggest:**

- Someone's home or backyard\*  
*\*We encourage you to address and comply with the social distancing requirements of your local government*
- School auditorium or classroom
- Local community center or garden
- Museum
- Your workplace
- Local farm

## Netflix:

[Netflix](#) offers subscribers a great way to screen the film. If you do not already have a Netflix account, you can sign up [here](#) and receive a 30-day free trial. Please keep in mind that when sharing a Netflix film, there are legal guidelines and regulations to follow. Please learn more [here](#).

## Virtual Screening:

If you are hosting your event virtually, Netflix has added a [watch party](#) feature so you can watch along live with your friends and family. This is a great way to "come together" in community, if unable to meet in person.

## Promotional Tools:

We hope that you will find the below assets to be helpful tools in sharing with your community- (pre and post screening!)

- Watch & Share the [Kiss the Ground Movie Trailer](#)
- [Social Sharing Partner Assets](#)

## STEP 2: HOSTING YOUR SCREENING

In addition to choosing between an online or in-person screening, you also have the option to host a **private or public event**. Hosting a private screening means this is only open to the guests you choose to invite. Hosting a public screening means we can support you by sharing your event with our network. As a host, you may share the event invitation with your community and we may also extend the invitation to the [Kiss the Ground Community](#).

**If you decide to host a public screening, here are some ways to get the word out:**

- Share with your community on Facebook and social media
- Ask aligned organizations to share the event invitation in their newsletters
- Reach out to local community groups for them to extend invitations: community gardener groups, co-ops, farmers markets, local environmental groups, etc.

### Screening Tools:

**In order to host your event, you will need to have access to a few items:**

To host an **in-person screening**:

- 1 projector (backyard option where applicable)
- A table for the projector
- A large screen or large TV with table
- 1 Computer with Internet access
- 1 HDMI cord
- Chairs or blankets, for outdoor venues

To host a **virtual screening**:

- Where to access the film: [Netflix](#)
- Resource for setting up a computer or TV with an HDMI: [instructions here](#)

### Other Considerations:

**Refreshments:** Will you be offering food or beverages at your screening? Let the regenerative theme continue with the food on your plate!

- Consider asking a local regenerative company to donate food to your event
- [Click here](#) for sourcing some regenerative snacks everyone will love
- [Click here](#) to support a farmer and find a farmers market in your area
- [Click here](#) to access the Regenerative Farm Map to locate regenerative farms in your region
- You can also check out Kiss the Ground's Purchasing Guide for some tips and tricks for sourcing regenerative food and making more informed purchases: [download here](#)

### Discussion Questions:

We know that connecting with your community is important, so we're happy to offer you a way to engage with others in conversation after watching the film. We recognize that everyone processes differently. The film was only able to cover some parts of the story and there is so much more to discover!

Once the film is over, it's helpful to allow for a safe space for everyone to take a moment to reflect. Depending on the size of your audience, you can transition to this space by inviting your audience to reflect on their own or engaging them in a group activity in person or online depending how you show your screening. For smaller audiences, we recommend participating all together and for larger audiences we recommend dividing into groups of 2-4 participants.

- [Discussion guide](#)





## STEP 3: POST SCREENING RESOURCES AND ACTION STEPS

Resources are important tools for you to use to further your education and advocacy. Open the links below to start your advocacy journey and continue learning more! For further information or questions please email:

[info@kisstheground.com](mailto:info@kisstheground.com)

- Become a member: Join the ReGeneration – Learn about the KTG membership and perks [here](#)
- Become a [Soil Advocate](#) – Interested in learning how to truly advocate for the soil? Take our course, Soil Advocate Training
- Kiss the Ground [Stewardship Education](#) – Check out our current course offerings
- Kiss the Ground [Resource Library](#) – Explore our free resources you can use to start taking action NOW

Be sure your audience leaves the event knowing the concrete steps they can take to be a part of the regenerative community and movement. Provide handouts or show a slide at the end of the film outlining the Five Things You Can Do Today, located in the Discussion Guide, and review each of these as part of the post-screening discussion.

### Donate:

Where you spend your money matters! If you would like to offer your community the chance to directly support the movement with a one-time donation or a Kiss the Ground membership, you can direct them here: [kisstheground.com/donate/](https://kisstheground.com/donate/)

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*We are so grateful you feel called to share this film and the message of regeneration with your friends and family. We hope this “Build Your Own Kiss the Ground Screening Kit” helps you feel excited and supported in hosting your event. Your efforts to host a screening is a call to action that helps spread the word of regeneration throughout the world. The more people who know about the possibilities of regeneration, the more action can be taken to heal our planet. We know that it is possible to spark regeneration worldwide, and it is efforts like this that will make it happen - together, we can do this!*

*Kiss the Ground acknowledges the indigenous origins of regenerative agriculture. We further recognize the invaluable contributions of Indigenous people and societies to the preservation and enhancement of ecological processes, as well as the promotion and deepening of our relationships with soil, water, plants, animals, and each other. We honor and respect these communities; in immense gratitude for the wisdom they have shared and the practices they have upheld and passed down from generation to generation.*