



## Community Screening Toolkit



### USE THIS GUIDE TO TAKE ACTION!

Now you've seen the film and you are wondering "What can I do?" **PLENTY**. We have partnered with hundreds of amazing groups and organizations that work with the topics covered in our film, and they **NEED YOUR HELP**. Many of them are listed on our website [www.DirtTheMovie.org](http://www.DirtTheMovie.org) – please check them out.

After every screening people are energized to do something. You can make it happen. Use this guide to:

- Organize a screening and have the materials to support it
- Organize fundraising opportunities for your organization or partner organizations
- Get your voice heard and make a change in your community

#### Start an Action Discussion!

What topics are most relevant to your group or community? Climate Change? Mountain Top Removal? Agriculture? Gardening?

If you have a smaller screening, go around the room and brainstorm action ideas;

If you have a larger screening, have people who have ideas raise their hands, or organize a panel of experts and follow with an audience Q&A session.

Get in touch with our partnership organizations to see who is active in your community and who might be available to be at your event.

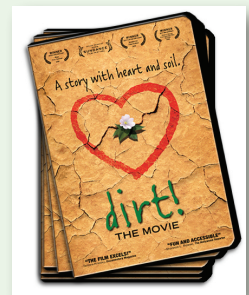
**Dirt! covers very timely, deeply personal and vastly Global issues – help get it seen by everybody!**

Now that you've held a successful screening, encourage your audience to use their inspiration and knowledge to go out and host another one! Go back to your neighborhoods and reach out to folks who this film wouldn't normally get to, and invite them to a screening. We have tons of materials on our website to help you out with your screening.

[www.DirtTheMovie.org](http://www.DirtTheMovie.org)

- **Show us your Dirt!** – Once everyone has arrived, take out those cameras, take a picture of your event and email it to us using the form on our website [www.DirtTheMovie.org](http://www.DirtTheMovie.org). Share your stories with us! With your permission, we will post your screening photos and stories on our site.
- **Send us your Sign In Sheets** so that we can solidify this movement and be able to stay in touch.

**Share the Dirt!** Remind people of this precious, underappreciated resource. Surprise them – show them this movie! Send **Dirt! The Movie DVDs** as holiday gifts! You can buy multi-packs at discounted bulk rates! We have other **Dirty Goods** to share as well! More information on our website, [www.DirtTheMovie.org](http://www.DirtTheMovie.org).





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### GET YOUR VOICE HEARD!

**DIRT! The Movie** is helping to wake people up to the environmental challenges we all face. **YOU** understand this; now it's up to all of us to help educate our friends, family and community. How we treat soil is crucial to reducing greenhouse gases and use of energy. Soils are a source of energy. We do not need to destroy living soils to meet our energy needs. As people who understand the deep importance of soil, we need your help. Join our many partners in the **DIRT!** community in spreading the word as a first step towards improving our environment.

Show the film to everyone you know to educate them about these issues:



- Stop Climate Change – Save Dirt!
- Protect Dirt from Over-Development
- Stop Pesticides – Save Dirt!
- Stop Mountain Top Removal



### GET DOWN & DIRTY!!!!

PLANT A TREE!!

BUILD A COMPOST PILE

START YOUR OWN GARDEN

DONATE YOUR EXTRA HARVEST TO A LOCAL FOOD BANK

SUPPORT YOUR LOCAL SUSTAINABLE COMMUNITY

**Introduce the World to Digby!**

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