# The Five Components of a Successful Screening Event

1. Decide on your target audience and who you’d like to invite to attend.
2. Decide the type of event that you want to host.
3. Determine the best venue for hosting the event.
4. Determine how to promote the event.
5. Encourage discussion and taking action among your audience.

## 1. Decide on your audience. Who do you want to invite?

Audiences include, but are not limited to:

* The parents and families of blind children and teens.
* Educators - General education teachers, special education teachers, and teachers of blind students or students with special needs of all kinds, as well as school administrators.
* Transitioning blind youth who are currently coping with similar issues to those portrayed in the film.
* Young blind adults, who have recently transitioned from adolescence.
* Attendees and employees of independent living centers/blindness training centers.
* Anyone who has had to cope with the implementation and management of an IEP for their child or student.
* Those responsible for crafting law and/or public policy that may address educational barriers to equality.
* People running and participating in blind sports.
* Owners and students of Guide Dog Schools.
* Family and friends.
* Your chapter or affiliate.
* Church members.
* Civic club members (Lions, Rotary, Optimists, Kiwanis, etc.).
* Others.
* Any combination of the above.

## 2. What type of event do you want to host and how many people might attend? Possibilities include:

* Intimate gathering in your home
* A fundraising event
* A free community screening
* A school or church sponsored event
* A screening at the meeting of a local civic or community organization
* A screening for a local, state, or federal government entity or for community or political leaders
* Other

## 3. Suggestions for where to host your event. Be creative!

Places:

* Community Theater
* Movie Theater
* Library Theater or exhibition space
* University Theater
* Museum Theater
* Elementary, middle, or high school auditoriums or lunchrooms
* Government or community conference facilities
* Churches
* Homes

Meetings:

* NFB Chapter meeting
* NFB Affiliate meetings
* NFB BELL Academy (parent component)
* Community/civil organization meetings such as Lions, Rotary, Kiwanis, etc.
* Church gatherings
* Local or state agencies for the blind
* Foundations or service providers for blind children and transition-age youth
* PTA or PTO meetings

Programs or Events:

* + NFB State Conventions
	+ Educational programs for future teachers of the blind
	+ Local and state NFB Parents of Blind Children events
	+ Local NFB Student Division events
	+ October NFB Meet the Blind Month event

## 4. How to promote your event.

* Via email and email listservs in your area
* Flyers and posters (a customizable flyer is available here: link) These can be posted at any business that will accept them; on public bulletin boards in various spaces, including the common areas of residential apartment or condo buildings; and in designated areas of the venue hosting the screening.
* Local social media, including your own chapter/affiliate social media, as well as social media related to local media, community organizations, the venue where your event will occur, etc.
* National social media- submit a notification of your screening via the Communications Request Form <http://www.nfb.org/communications-request> at least 7 days in advance and the national office will support it via our social media accounts.
* Local websites.
* Local media, including community newsletters, community calendars hosted by newspapers or TV/radio stations, etc. Newspaper and other media websites may host free web-based community calendars, or may announce your event on-air at no or little cost if given sufficient notice. This is particularly true of community papers, or of public radio or other independent radio or TV stations. Your local cable provider may also have a dedicated channel for localized programming and notification of community events.
* Church bulletins.
* The [www.doyoudreamincolor.com](http://www.doyoudreamincolor.com) screening page will list screenings sent in via the [communications request form](https://nfb.org/communications-request) or to Jen White.

## 5. Follow up Discussion/Take Action

Watching the film is just one piece of hosting a showing. We strongly recommend that immediately following the film, while the audience is still emotionally captivated, you facilitate a POSITIVE discussion about blindness. The most important job of the host is to have the audience walk away feeling uplifted, encouraged, inspired, and empowered to be part of positive change. See the Discussion Questions document for ideas on facilitating discussion.

Take Action!

What do you want your audience to do at the event or when they go home?

* Donate to the NFB?
* Post about the film on their social media?
* Follow the local and/or national NFB social media channels?
* Talk about the film with their friends and family?
* Show the film to a teacher?
* Host their own event?
* Support their local policymakers in their efforts to advance educational equality?
* Become an NFB member?
* Become a volunteer of a chapter or affiliate?
* What else?

Have a clear and pre-determined “ask” and make it easy for your audience to take action! This may include handing out information on what the audience will need to do to follow up on the requested action.

**INTERESTED IN HOSTING A FILM SHOWING?**

If you plan to host a showing, or would like support from local members of the National Federation of the Blind, please contact Jen White:

Jenivieve White

Assistant to the Director of Community Relations

200 East Wells Street, Baltimore, MD 21230

(410) 659-9314, extension 2236 | jwhite@nfb.org