

TRUEFAUX

Six Primrose
Community Engagement

Toolkit

Hosting a screening of *Six Primrose* is a great way to bring your stakeholders together to learn about what you're doing to create positive change in your community. It gives existing & potential donors, staff, and volunteers something to be really excited about, and can inspire prospects, champions, and community members to get involved.



Good food is just the beginning

Join a movement that's building health, belonging, and social justice through the power of food.

This toolkit will help you host an impactful community event using the film **Six Primrose** to spark dialogue about food security, strength-based engagement, and community development & health. The toolkit serves as a step-by-step guide, and includes customizable templates you can use to champion the event.

About the filmmakers

In 2007 filmmakers John Hillis and Hannah Minzloff teamed up to create Truefaux Films, a company which develops and produces social impact media content, successfully promoting community action on a local, provincial, and national scope. The duo focuses on projects that expand understanding, change perspective, and challenge people to take action, opening up avenues of thought that continue long after each projects' conclusion.

Truefaux Films is a Certified B Corporation. The B Corp community works toward reduced inequality, lower levels of poverty, a healthier environment, stronger communities, and the creation of more high quality jobs with dignity and purpose.

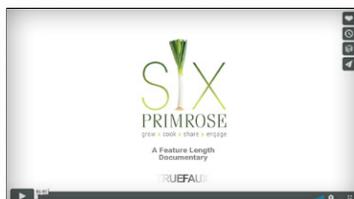
About the film

Six Primrose is a feature-length documentary, which chronicles the dramatic impact that access to healthy food, a social network and empowering programs have on individual lives and communities as a whole.

Filmed on location in Dartmouth, Nova Scotia, **Six Primrose** takes us into a community where labels of single mother, new immigrant, disabled, addict, and poor are left at the door. By tracing the lives of community members, **Six Primrose** reveals the Dartmouth North Community Food Centre's deep effect on the entire neighbourhood. This is a community where lives are celebrated, personal strengths are highlighted, people are welcomed, and food is included in every engagement.

Six Primrose shows how this new approach to food insecurity builds a strong foundation of community and belonging that makes it possible to improve health, build skills, and create community-led advocacy opportunities. The film captures what can happen when we invest in community spaces where strengths are highlighted, people are welcomed, and food is used as a tool for connection and change.

The Dartmouth North Community Food Centre is one of ten similar centres across the country that are working to build health, belonging, and social justice in their communities. They were all developed in partnership with the national nonprofit Community Food Centres Canada.



◀ **Click to watch the trailer!**

Hosting a screening of *Six Primrose* in eight easy steps

Begin planning the event approximately two months in advance.

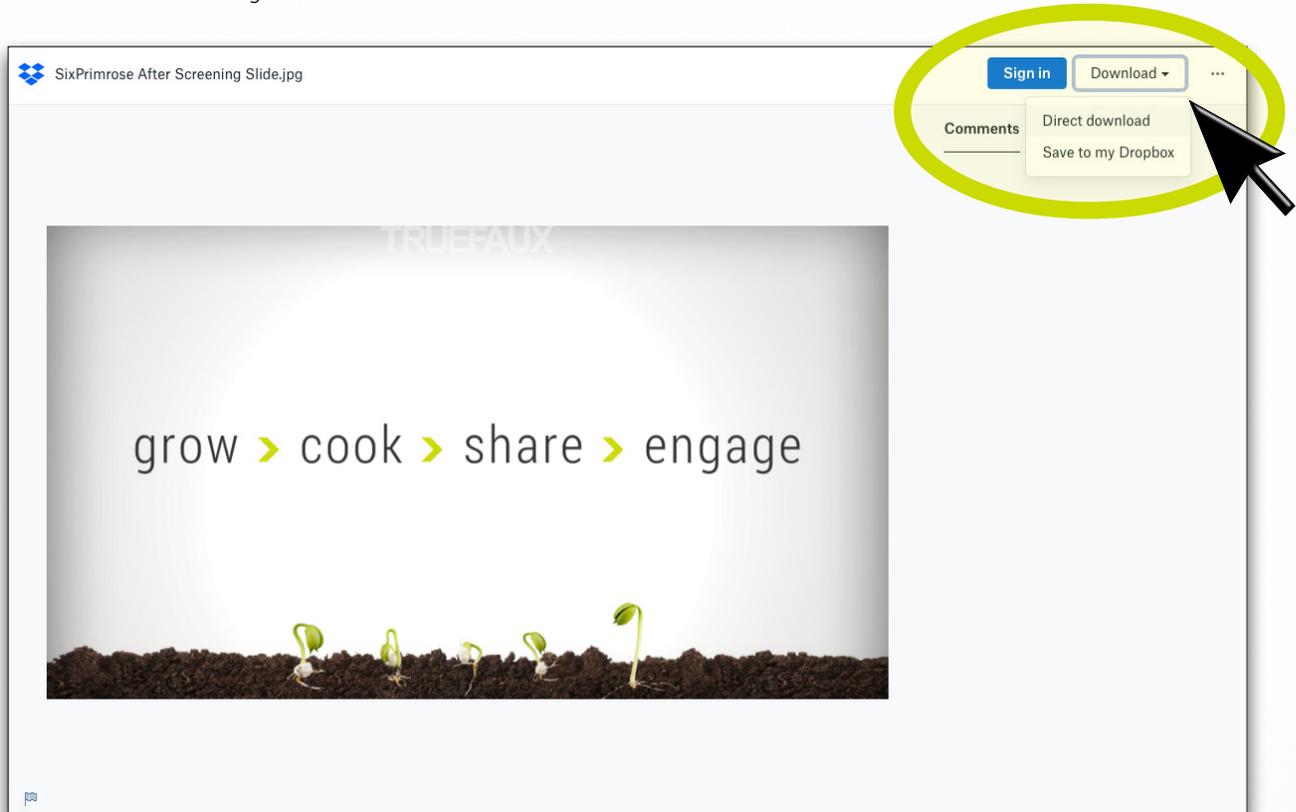
- STEP 1** — **Discuss**
why you want to screen *Six Primrose*
- STEP 2** — **Confirm**
a venue, date, and time
- STEP 3** — **Plan**
the event flow
- STEP 4** — **Invite**
your stakeholders
- STEP 5** — **Promote**
the event
- STEP 6** — **Watch**
and discuss the documentary
- STEP 7** — **Post-event**
communications
- STEP 8** — **Let us know**
how it went

Before you begin

On the following page you will find download links which look similar to this:

► [Download your file here](#) 

Clicking on these links will open your web browser and **automatically navigate** you to the specific file. That location will something like this:



For each file, you will need to **click the “DOWNLOAD” button** in the upper right corner of the screen. Then choose “Direct Download” to store the file directly onto your computer; or “Save to my Dropbox” if you have a Dropbox account and prefer to store it there.

Once downloaded, follow the steps in this document to customize and use the files for your event promotion.

NOTE: If there is more than 1 file for a specific download element (eg: Media Templates have both PDF and Microsoft Word versions), both files will download as a single **“.zip”** file. You will need to **“unzip”** this file, by double clicking on it once it downloads to your system.

STEP 1 Discuss why you want to screen *Six Primrose*

Gather a small group together to watch the film and brainstorm what your desired outcomes are for screening ***Six Primrose***. The results of this discussion will inform your decisions re the venue, audience and post event activities.

These are examples of how other organizations have used ***Six Primrose*** to reach their goals:

Inspire community

Six Primrose is being translated into Inuktitut for a screening at the Qajuqturvik Food Centre in Nunavut, bringing their stakeholders together to learn about what they're doing to create positive change in the community.

Complement programs

A food closet in Maine plans to host a screening to 'promote the need to feed our hungry and encourage residents to volunteer'.

Engage staff

Prior to a planned expansion of their facility, the Hunger Coalition in Idaho used ***Six Primrose*** to inspire their staff and key stakeholders.

Strengthen messages

Community Food Centres Canada launched a national screening campaign in more than 15 cities to garner support to establish new food centres and as a platform to advocate for policy change during a federal election campaign.

Present *Six Primrose* at a conference

The Canadian Association of Foodservice Professionals screened the film at their annual conference to advocate for access to good food for all. In addition to the general session presentation, many organizations have found it beneficial to screen the film as an educational breakout session or an evening social activity.

STEP 2 Confirm a venue, date, and time

Select the Venue

When selecting the venue for your screening, think about how many people you expect to attend. Consider having the screening in a community center, school auditorium, or library. If you're expecting a large crowd a movie theatre can be a great option.

These are a few other things to think about:

- ▶ Are there other organizations you'd like to partner or co-host a screening with?
- ▶ Would forming partnerships help strengthen your message or broaden your audience?
- ▶ Is the location wheelchair accessible?
- ▶ Is there ample parking?
- ▶ Public transit stops nearby?
- ▶ Do you need a reception area, kitchen, or have any other special requirements of the space?

Audio Visual Equipment

The file you download may be played directly on a computer or laptop which has a video player application. For best quality picture and sound we recommend that you use professional grade audio visual equipment for the screening.

Here's a handy checklist of A/V items you'll need:

- ▶ Digital projector
- ▶ Large screen or white wall
- ▶ Speakers
- ▶ Computer or laptop
- ▶ Cordless microphones for panelists and for audience Q&A
- ▶ Extension cords
- ▶ Spare batteries for the microphones

Date & Time

Set a date and time at least eight weeks away, allowing plenty of time for planning and promotion. We recommend allowing 4.5 hours for the event, this will allow ample time to set up, watch the 72-minute film, have a 30-minute discussion, and clean up afterwards.

STEP 3 Plan the event flow

Use this handy checklist to help you plan your event.

We've created an editable event run-sheet that you can use, with a suggested timeline for setup, film screening, discussion and clean up.

Weeks leading up to event

- ▶ Determine your volunteer/staff needs at event. Do you need volunteers at registration or as ushers? Secure your volunteers 2-3 weeks in advance of the day for these roles.
- ▶ Delegate a volunteer or hire a photographer. Send them a list of photos you need taken. (e.g. of your staff and a special donor, or the panel, etc.)
- ▶ Confirm your panelists. Have a briefing call and share the discussion questions with them.
- ▶ Make sure the venue has chairs & water glasses for your host and panelists. Think about how you want to handle the audience Q & A. You may need to delegate someone to run a cordless microphone in the audience.
- ▶ Do you want to have an info booth at the venue? If so plan for table, cards flyers, volunteer etc.

Days leading up to event

- ▶ Send your tech person, or the venue, the opening and closing slides. Ask them to open the files and make sure they work.
- ▶ Create an event run-sheet, outlining exactly what is happening at what time during the event.
- ▶ Sketching out a floor plan is a great way to help your volunteers set the venue up the way you want it to look on the day.
- ▶ Circulate the event run-sheet and floor plan to all staff, volunteers, your host, your panellists, your photographer, and anyone else who needs it.
- ▶ Prepare bios of panellists to use when the host introduces them.
- ▶ Consider preparing a land acknowledgement to be said at the beginning of your event. Be sure to develop this in advance.

Day of the event

- ▶ Print off your guest list from Eventbrite. (Refer to their tutorial on 'How to print a check-in list'.) You can also download the Eventbrite app to scan guests tickets.
- ▶ Follow the steps on your event run-sheet.
- ▶ Take some photos and post them on social media with the hashtag **#sixprimrose** and tag us at **@truefaux_films**, **@dartmouthCFC**, **@aplaceforfood**.

STEP 3 Event run-sheet

We've created an editable event run-sheet that you can use, with a suggested timeline for the event.

► [Download the editable event run-sheet here](#) ↗

Edit the run-sheet
by adding your own
information

a **TRUEFAUX** feature-length documentary film  about the power of food to build community.

SIX PRIMROSE

Six Primrose Screening Event Run-sheet

[Your venue name]
[Your Event Date & Time]
Run-time 4.5 - 5 hours Time: [Your event hours 5:30pm - 10pm]

Time	Activity	Who is doing this task
5:30pm	Volunteers arrive Quick review of this run sheet name tags	EVENT ORGANIZER name tags, run sheet, floor plan
5:40-6:20pm (40 mins)	Room setup See floor plan for details	2-6 PEOPLE Chairs for audience, registration tables, posters, podium and microphone stand, signs for washrooms
	Set up audio visual equipment Test audio visual equipment	TECH PERSON Computer or laptop, projector, screen, speakers, microphones, film file, open/close slides, extension cords etc
	Set up registration table	2 PEOPLE table banner, donation sheets, pens, tape, string, guest list (2 copies), computer, donation box, name tags for Board/Staff/Panelists

STEP 4 Invite your stakeholders

We strongly suggest using Eventbrite, an online event-planning site, from which you can create an event page, register attendees, track attendance, and sell tickets online or at the door. It allows to you capture email addresses so you can keep communicating with attendees after the screening.

If you don't have one already, you'll need to create an Eventbrite account in order to set up an event page. If you plan on using this service for more events, consider using a general email address that could be used consistently or by multiple staff/volunteers.

Additional Eventbrite tips:

- ▶ Go to Eventbrite's 'How to Create an Event page' for full instructions on how to create your page, including how to set up reminder emails and other pre-event communications.
- ▶ Set the price and also how many tickets are available (venue seating capacity).
- ▶ Set your event to "Public" so it's discoverable. Public pages appear on Eventbrite in a general calendar listing open to everyone and are accessible to search engines while Private pages are not.
- ▶ Set up your Eventbrite registration so that you can email attendees in the future. To do this, create an email "opt-in" question on your event form. The two opt-in custom questions you create on your form should be:

I would like to get emails about how I take action on issues and support [your organization name]

[Set the custom checkbox answers to Yes and No]

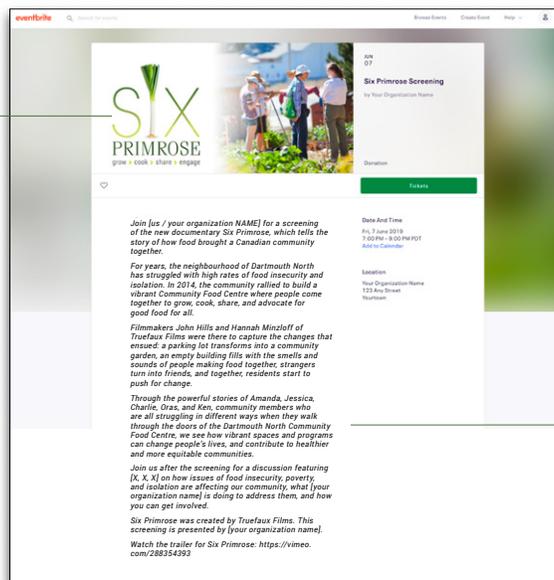
I would like to get news and updates about Truefaux Films

[Set the custom checkbox answers to Yes and No]

Eventbrite event image and description

- ▶ [Download the Eventbrite image and editable event description here](#)

Upload the Eventbrite Header image.



Edit the text to include your organization's information.

Copy and paste the text into the Event description section.

STEP 5 Promote the event

We've created customizable promotional materials to which you can add the details of your event. The following pages contain links to the editable files along with instructions on how to use the **Six Primrose** poster, email invitation, social media visuals, and media release.

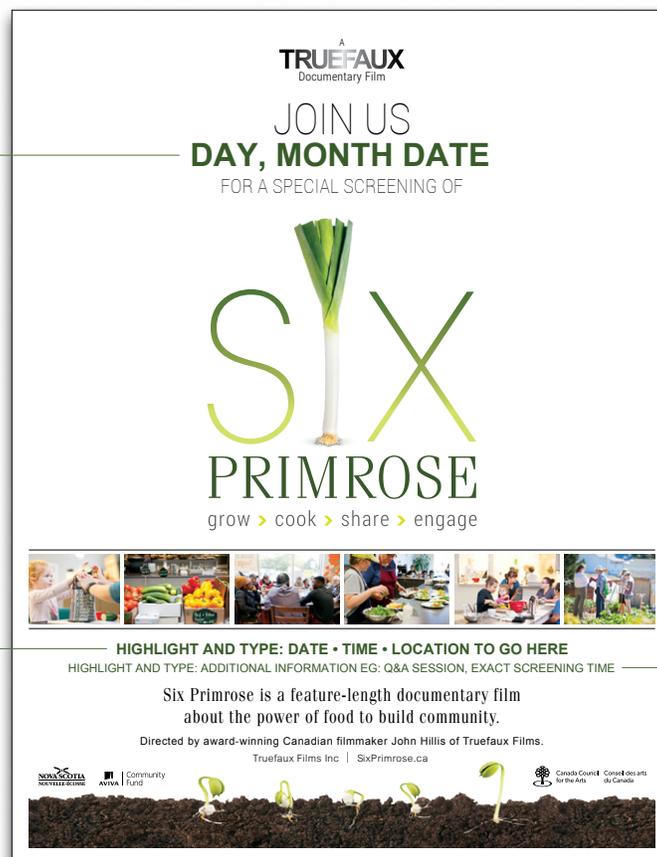
We've created an editable poster that you can use to promote your screening.

► [Download the 8.5 x 11 editable poster pdf here](#) 

To make changes to the poster:

Highlight "Day, Month Date" and type the details of your screening

Highlight the large green text and type the date, time, location information for your screening event



Highlight the smaller green text and add additional details or ticket information for example: Get your tickets on our Eventbrite page!

STEP 5 Promote the event

We've created an editable email invitation that you can use to promote your screening.

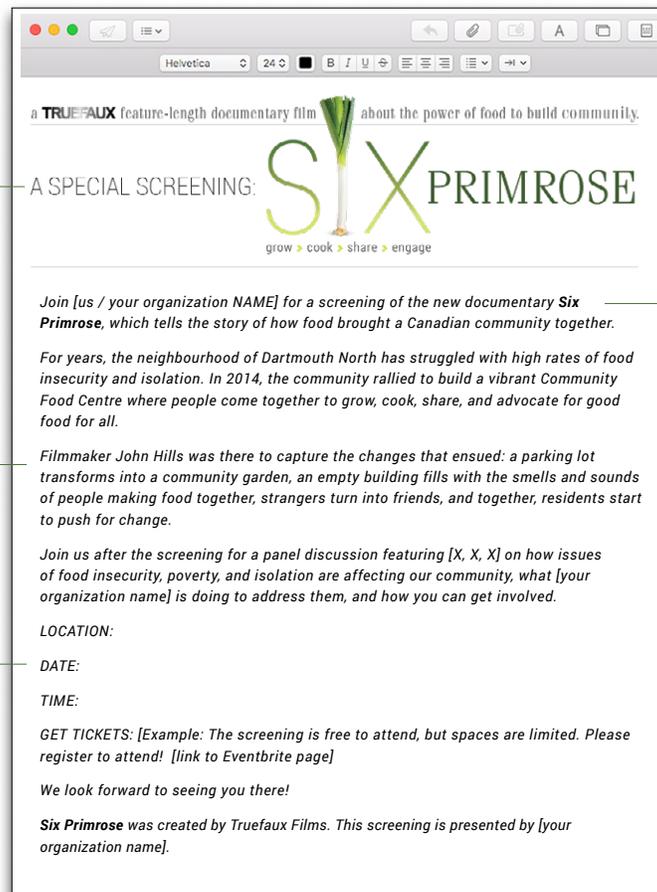
► [Download the email invitation image and editable text here](#) 

To use your email invitation:

Copy and paste this visual right in your email, or add it to an email blast in MailChimp or Constant Contact.

Copy and paste the text into the body of your email.

Remember to add the location, date and time.



Personalize the areas of identified [bracketed] text throughout the event invitation.

Please note:

Although we recommend you copy and paste the supplied email invitation visual into your outgoing emails, some email programs will not preview inserted images. This is a factor specific to each recipient and how their particular email program is configured.

STEP 5 Promote the event

We've created social media visuals that you can use to promote your screening.

► [Download the social media visuals here](#) ↗



For Facebook, Instagram, Twitter and LinkedIn

Your social media network can be a very powerful promotion tool. If your organization does not have much of a social media presence, this could be a reason to begin. Do a bit of research to see what best fits your organization and then set up one or more social media accounts.

- **Get connected:** 'Like' **Truefaux Films**, **Dartmouth North Community Food Centre** and **Community Food Centres Canada** on Facebook and 'Follow' them on Twitter and Instagram.
- **Post about the event** on your network, and encourage others to like and share your posts.
- **Use these tools** as a platform for sharing relevant information beyond the film, starting conversations and continuing to raise awareness of the issues you'll talk about in the post-screening discussion.
- **Remember to include** the hashtags **#sixprimrose** and **#truefauxfilms_inc** in **EVERY** post

Social media handles

Truefaux

- Facebook: @TruefauxFilmsInc
- Twitter: @truefaux_films
- Instagram: @truefauxfilms

Dartmouth North Community Food Centre

- Facebook: @DartmouthNorthCommunityFoodCentre
- Twitter: @dartmouthcfc
- Instagram: @dartmouthcfc

Community Food Centres Canada

- Facebook: @CommunityFoodCentresCanads
- Twitter: @aplaceforfood
- Instagram: @aplaceforfood

STEP 5 Promote the event

Media Release Template

We've created an editable media release template that you can use to promote your screening.

► [Download the media release template here](#) 

To use your media release template:

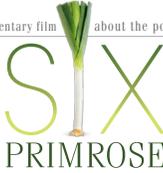
The media release template has been supplied in 2 formats:

- MS Word
- Fillable PDF

To use the Word version: open the file, and type as you normally would

To use the PDF: open the file, click in the centre of the page. Your cursor should appear in the starting location. Type away.

a TRUEFAUX feature-length documentary film about the power of food to build community.



– MEDIA RELEASE –

Six Primrose documentary comes to [your city name]

New film tells the story of how food brought a Canadian community together

[Town, Province/Territory], [Date] | [your organization name] brings a powerful new documentary about food, friendship and community to [your city name] on [date of screening].

For years, the neighbourhood of Dartmouth North has struggled with high rates of food insecurity and isolation. In 2014, the community rallied to build a vibrant Community Food Centre where people come together to grow, cook, share, and advocate for good food for all.

Filmmaker John Hills of Truefaux Films was there to capture the changes that ensued: a parking lot transforms into a community garden, an empty building fills with the smells and sounds of people making food together, strangers turn into friends, and together, residents start to push for change.

"Six Primrose has brought me in touch with a group of extraordinary people who face their problems with determination and their neighbours with empathy," says Hillis. "I've been making films now for over twenty years, and none have made me feel this way."

[OPTION TO INCLUDE QUOTE FROM YOU ABOUT WHY YOU'RE HOSTING THE SCREENING AND PANEL.]

The film is currently on tour across the country. The [your city name] screening is presented by [your organization name]. The film will be followed by a panel discussion featuring [X, X, X and X].

LOCATION:

DATE:

TIME:

GET TICKETS: [Example: The screening is free to attend, but spaces are limited. Please register to attend!]
[link to website or Eventbrite page]

About [your organization]

Add your organization's bio here

-30-

Media contact: XXX

Personalize the areas of identified [bracketed] text throughout the media release.

STEP 6 Watch and discuss the documentary

Slides and speaking notes

We've created slides that you can display on the screen before and after the film. Send them to the theatre/venue at the same time as you send them the film and make sure they'll be able to display them.

Display the opening slide as your guests enter, and while your host welcomes the audience and kicks off the event.

► [Download the before & after slides here](#) 



Opening
Slide

Display the closing slide after the film, and leave it up during the discussion and as guests leave the screening.



Closing
Slide

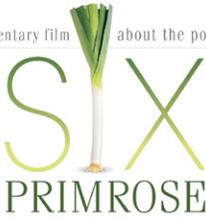
STEP 6 Speaking notes

The speaking notes are meant as a guide for the host of your event. Please customize as needed.

► [Download the speaking notes template here](#) ↗

Edit the speaking notes by adding your own information

a TRUEFAUX feature-length documentary film about the power of food to build community.



Six Primrose Speaking notes

The speaking notes below are meant as a guide for the host of your event. Please customize as needed.

Display the [opening slide](#) before guests enter, and leave it up while your host welcomes everyone and kicks off the evening.

Opening remarks

- Thank you all for joining us **[tonight]** for the screening of *Six Primrose*.
- *Six Primrose* tells the human story of the Dartmouth North Community Food Centre, one of ten Community Food Centres across the country which, like us here in **[your community name]** is bringing people together to grow, cook, share, and advocate for good food for all.
- Many of you here in the audience have been part of our work for many years, and we thank you for that. For those of you who don't know us, **[talk about your organization and why you exist]**
- You're in for a real treat **[tonight]**. *Six Primrose* is a powerful film that shows the incredible changes that can happen when we invest in vibrant community spaces where people matter, everyone has a place at the table, and dignity is at the top of the ingredient list.
- Be sure to stick around after the film for a panel discussion with **[panellist names]**.
- **[Add any housekeeping notes or thank-yous]**
- Let's get the film started!

STEP 6 Discussion questions

Here are some discussion questions you can use to spark conversation

- ▶ Which moment in the film resonated with you the most?
- ▶ What about the Dartmouth North Community Food Centre's approach resonates with you the most?
- ▶ How do poverty, food insecurity, poor health, and social isolation affect members of our community?
- ▶ How will our we support people dealing with those issues?
- ▶ What can we do to make sure that we focuses on people's strengths and skills, and create space for people to contribute?
- ▶ How can we make sure that we create a welcoming space for all?
- ▶ How can we engage people from the broader community in supporting our organization?
- ▶ What barriers do people in our community face in accessing good food?
- ▶ How can we use food as a tool to build not only health, but also connection and greater equity?
- ▶ What has to happen at a policy level for people to be able to afford the food they need?
- ▶ What role can the average person play in pushing for change?

STEP 7 Post-event communications

The day after the screening, **send everyone who attended a thank-you email with a survey**. The survey (a link is provided in the thank-you email below) asks a few general questions about how people heard about **Six Primrose**, what they learned, and whether they're more motivated to take action after having watched it. We'll gather up all the answers in our Survey Monkey account and then export and send you the results.

Download the attendee list with email addresses from Eventbrite following the tutorial: 'How to edit and export an Attendee Summary report'. You'll want to import them into your MailChimp or Constant Contact account.

Create a list that can be imported to your email newsletter service so that you can send the targeted email.

Your email can also **include ways for them to find out more** about you and how they can get involved with you. See below for sample copy for your thank-you email.

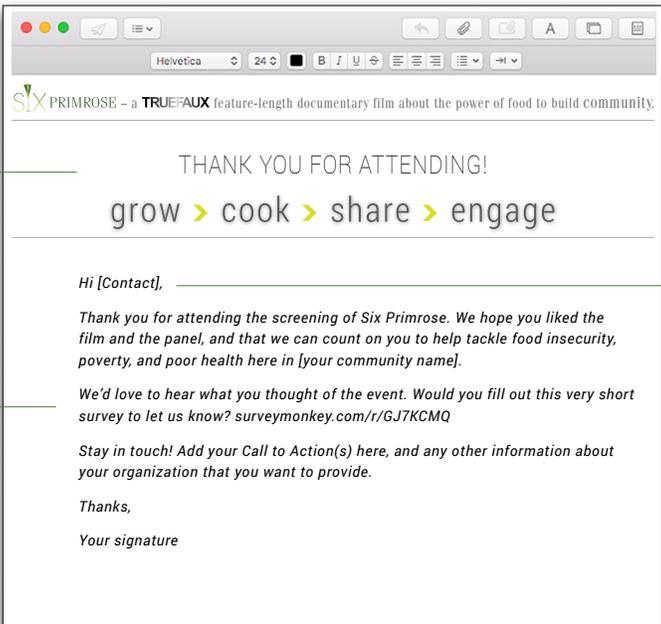
The Eventbrite form should have also been recording **who opted-in to receive email communications** from you. You can add these new subscribers to your email communication list. Consider writing a "reflections" blog post about the screening and panel that you can share in your next e-newsletter and on social media. Be sure to give your new supporters lots of opportunities to get involved with you in the coming year.

Post-screening email

We've created an editable post-screening email that you can use to stay connected with your audience..

► [Download the editable post-screening email image and editable text here](#) 

To use your post-screening email:



Copy and paste this visual right in your email, or add it to an email blast in MailChimp or Constant Contact.

Copy and paste the text into the body of your email.

Personalize the areas of identified [bracketed] text throughout the post screening email.

SIX PRIMROSE - a TRUEFAUX feature-length documentary film about the power of food to build community.

THANK YOU FOR ATTENDING!

grow > cook > share > engage

Hi [Contact],

Thank you for attending the screening of Six Primrose. We hope you liked the film and the panel, and that we can count on you to help tackle food insecurity, poverty, and poor health here in [your community name].

We'd love to hear what you thought of the event. Would you fill out this very short survey to let us know? surveymonkey.com/r/GJ7KCMQ

Stay in touch! Add your Call to Action(s) here, and any other information about your organization that you want to provide.

Thanks,

Your signature

STEP 8 Let us know how it went

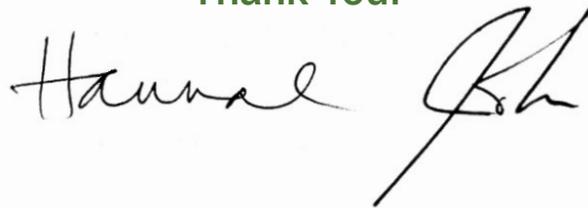
Thank you for hosting a screening of *Six Primrose*!

We hope your event is a success, and want to hear all about it.

Please fill out this 3-minute survey to let us know who turned up and how it went.

surveymonkey.com/r/LLGJF82 

Thank You!



Acknowledgements



Canada Council | Conseil des arts
for the Arts | du Canada



community food centres
CANADA good food is just the beginning



final impressions
GRAPHIC DESIGN & PRODUCTION INC

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Certified



This company meets the
highest standards of social
and environmental impact

Corporation