



Attendee Engagement

- **Start with a good emcee.** A good emcee makes all the difference—especially virtually! When you're thinking about who will record your host clips, choose someone who will keep the energy level up and engage your audience. Think charisma! You'll want someone who is familiar with your organization's mission and the films so that they feel comfortable with the script and their words come across naturally.
- **Showcase a local film.** Wild & Scenic is a great stage to showcase a local environmental or issue driven film. A local addition can create a lot of buzz and hook your hometown media outlets. Plus, audiences love to see stories about where they're from and recognize local faces. Ask your Tour Coordinator for more details about ingesting a film into your program.
- **Invite a special guest speaker or filmmaker.** This person could be a local, high profile environmentalist, someone working on an inspiring community project, or perhaps an adventure traveler or photographer who has a knack for great storytelling. You can also invite a filmmaker to join your event! We provide contact information for all our filmmakers in your Film Program Workbook. With most events taking place virtually, the time commitment and geographic restrictions are much less of a factor. Whether it's recording an introduction to their own film or participating in a Q&A session, many filmmakers are glad to support your event and spread the word about their cause. This is another great hook for your local media.
- **Add-on events.** You have a contract with Wild & Scenic for the entire tour season! It's easy than to host additional events. Outside of your main film festival, you might add a Video on Demand program or Feature Film Screening later on in the year. Ask your Sales Manager for more details and ideas.
- **Consider hosting a VIP gathering,** after party, or a reception featuring local artists and musicians. Add a wine tasting or food pairing to your event, or host a silent auction.



- **Raffles, auctions, door prices & giveaways.** Raffle tickets, silent auctions, and giveaways are great ways to engage your audience and give your fundraising efforts a boost. Include your local community and engage your sponsors! Many businesses may not always be in a position to be a monetary sponsor, but may be able to contribute an item, a gift card, or an experience to be used in your raffle or auction.
Remember to research any state-specific regulations around raffle tickets and raffle prizes to ensure your program is in compliance.
- **Refreshments.** Who doesn't love food and drinks? With an evening festival, you're asking people to attend an event right at dinner time. Offering light snacks and drinks can keep the energy high and attendees happy until the very end of the program. Partner with a local restaurant or brewery or even a food truck
- **Initiate community dialogue.** The goal is to keep people thinking and talking about the issues you raise, so that they are more inclined to take action. Ask things like: what can the community do better to reduce carbon emissions; how can we pressure local industries to change their policies; etc. Consider a community roundtable with key community influencers for an open discussion to find common ground and room for compromise.
- **Host an EnviroFair.** Share the spotlight and invite other local non-profits to the (digital) table. This not only shows a strong sense of community, but also helps highlight local issues where your audience can take direct action. This is a great opportunity for all groups to highlight their mission, share petitions, gather names, and link to more information. See our Flagship Festival Enviro-Fair here! - Membership offers and incentives. Is one of your goals to renew memberships or sign up new members during this event? Keep membership top of time as you're planning and executing your outreach strategy! Identify potential new members and invite them to the event. Galvanize your current members to call friends and neighbors to attend. During your event, make it easy and attractive for your audience to become members! If you are hosting in-person, offer membership incentives at the ticket counter or put a membership form in each program. Have a big ticket raffle drawing just for new or renewing members. Consider special ticket discounts for members. Include membership offers in one or more of your ticket packages. Remind your emcee to make a call for membership.



- **Include a call to action** and opportunity for continuing engagement. Sample script built by one of our On Tour partners, Friends of the Inyo in Bishop, CA.
 - **INTRO:** As the films demonstrate, one person can make a difference. You and I, friends and neighbors
 - **CONSERVATION** – Protection of wild places, wildlife, clean air & water doesn't happen on its own. Preserved landscapes did not come by accident. The recovery of endangered species like the Bald Eagle or Sierra Nevada Bighorn Sheep doesn't happen by itself. It may be ironic, conservation and preservation of nature are made possible by human actions - people, like you and I actively caring for the world around us.
 - **CHALLENGE** – I want to challenge each of you to make conservation happen in your own life. From driving less, to turning off a running faucet to speaking out at local meetings or getting your hands dirty planting a tree or restoring a trail. All of these actions make a difference. It can be disheartening to think of how we can influence huge global issues like climate change or species extinction, but rather than be disempowered, we need to empower ourselves and our communities through small, achievable actions.
 - **CONCLUSION** – Conservation will not happen on its own. And as these films indicate, individual actions do make a difference for communities, wildlife, landscapes. Be one of these people who change the world. Join us and get your hands dirty.