

How To

Connect with Schools for WSFF On Tour

HOW TO START:

- 1. Start Small** - focus on one teacher, grade level, or school
- 2. Use Your Resources** - See if one of your members is a teacher or parent at a school
 - a. Start a conversation with them
 - b. Parents are a GREAT way to connect with schools
- 3. Don't know someone connected to a school?**
 - a. Choose a school and stop by their front office
 - b. Talk to the school administrative assistant! (They are the heart of the school and will get things rolling)

HOW TO CONTACT THE SCHOOL:

- 1. Bring Resources** - School Programs One-Pagers, curriculum information page, program options, and YOUR contact information
- 2. Ask WHO is the best person to connect with**
- 3. Follow up** - call, email, or stop by to follow up 1-2 weeks after initial visit

TALKING POINTS & TIPS:

- 1. Show EXCITEMENT and PASSION**
- 2. Be CONCISE** - leave materials with the school, including your contact information
 - a. don't forget to get THEIR contact information
- 3. Emphasize AFFORDABILITY** - Programs cost around \$1/student
- 4. Curriculum is EASY to implement** - requires little to no prep work for teachers
 - a. aligned to Next Generation Science Standards and Common Core State Standards
 - b. composed of multiple parts to create a comprehensive unit
 - c. includes additional activities to be used in centers, independent work, whole group, or at home
- 5. Screening the films is EASY** - WSFF send them a link to share with students

School Outreach

Sample Script

Hi, I am [insert name] and I work for [insert organization], a local nonprofit organization with the mission to [insert mission]. I was hoping to speak with you or someone at the school about an exciting opportunity to bring to students at [insert school name]. Each year [insert your organization name] hosts an environmental film festival with the goal of inspiring activism and a love of nature. This year I am hoping to engage students from [insert school name] with the films in our Wild and Scenic School Programs. Is this something your school or teachers would be interested in?

Our school programs are broken down into three developmentally appropriate programs with specially curated films for K-4, 5-8, and 9-12 grade students. Each program runs about 45 minutes and as an added bonus, teachers receive standards aligned curriculum they can implement in their classrooms after students watch the films. The curriculum includes two multi-lesson units and requires little to no prep time for teachers. More information on the curriculum can be found on this 1-pager.

We also strive to make these programs as affordable and as easy to implement as possible with a cost of only \$1/student! Students from around the country are engaging with the films and curriculum and I would love to have students from [insert school name] participate as well.

I have a few materials for you to learn more about the films included in the programs, the curriculum, and screening options that works best for your school. Please let me know if you are interested in scheduling a school program with us. Here is my contact information. I will reach out again in two weeks to follow up and hopefully schedule a program for your students. What is the best way to contact you?

Thank you so much and if you have any questions, please don't hesitate to call or email me.

