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2025 Wild & Scenic Film Festival On Tour

TOOLKIT

Getting Started

Welcome! We are so excited for your 2025 On Tour event. Depending on where you are in your event planning experience, the Tool Kit can act as a resource, or as a complete guiderail from start to finish! There is a lot of helpful information in this Toolkit, but don't plan on reading it all at once. Start with the Quick Reference Guide and the Timeline. These sections will give you an overview of all the steps you will need to take. Check things off as you go, stay in touch with your Tour Coordinator, and keep on track. After that, you will know what is available in the Tool Kit and be able to reference each chapter as needed. For example, when you are working on your marketing plan, look in that chapter for ideas. Do not rely on the Quick Reference Guide alone.

Getting Started:

1. Review timelines.
2. Establish an Event Committee. This is not a job for one person. Have one organizer who facilitates a small team. The ideal format is a minimum:
 - 2-3 staff (if available)
 - 3-5 board members (if applicable)
 - 10-20 volunteers for pre-event and night-of (The festival is a great way to entice new volunteers!)
3. Host your first committee meeting at least 3 months out from your event.
 - Investing 60 staff hours or less will result in a less-than-average attended event.
 - 100-120 hours (2hr/workday) is what you should strive for. This is realistic and will produce good results.
 - 150-200 hours (3.33 hr/workday) will produce an incredibly successful event!
4. Set a budget to cover costs and set a goal (monetary or otherwise) for the event.
5. Pick the right venue(s) for your community.
 - You'll want your venue to hold a minimum of 100 people. At least 200 is ideal; 300+ is awesome, but make sure you set a strategy to fill it. The bigger the venue, the bigger your marketing efforts!
 - Types of venue:
 - i. Historic, downtown, centrally located theaters are often best
 - ii. College campuses may work if people are accustomed to going there for events
 - iii. Performance halls are good, but can be expensive
 - iv. Considering an outdoor venue? See pages 36 & 37 for more details.
 - Considerations:
 - i. Does the venue serve a wide demographic? Is it centrally located, easy to get to and park? Choose a venue that will reach your target audience.
 - ii. Are projection and sound equipment included? Will you have an AV technician?
 - iii. What safety measures and protocol does the venue already have in place?

- iv. How green is the venue? Do they recycle? Do you need to bring your own bins? Do you need to request recyclable or reusable cups, napkins, etc.
 - v. What is the layout? Is there room for tables/vendors in the lobby? Does it allow food and/or alcohol, and if so, will it require extra permits?
6. Choose the right date.
- Thursdays through Sundays tend to be best. Check community calendars for competing events, school vacations, etc.
 - Post your event to community calendars as soon as your date is set!
7. Make it fun!
- Having lots of different elements at your event will make it festive and attract ticket purchasers! Consider having music as people enter, hosting a pre-party with food or wine/beer, adding in a silent auction, raffle, or art exhibit. Make your festival a community event for everyone!

TIMELINE

Getting Started

- Review Welcome Aboard email
- Schedule an orientation/update call
- Book event venue and discuss safety protocols
- Assemble a committee and hold first meeting
- Review marketing and outreach guidelines
- Confirm your event date with WSFF
- Set goals (attendance, monetary, etc.)
- Build out your sponsorship plan

12 Weeks

- Complete event checklist
- Start sponsorship solicitations
- Build marketing and outreach strategy
- Review film synopses and categories
- Contact filmmakers or local speakers
- Send shipping address to WSFF

11 Weeks

- Post event on community calendars
- View full-length films and score
- Establish your membership strategy
- Begin to develop your ticketing tiers
- Place order for Klean Kanteen (optional)

10 Weeks

- Begin building your film program
- Customize your press release
- Send out your Save the Date
- Schedule out email/newsletter outreach
- Determine needed volunteer positions
- Invite local community groups to get involved

9 Weeks

- Review graphics and social media guidelines
- Start promotion across social media
- Build a Facebook event page and link WSFF
- Obtain hi-res logos from sponsors
- Create or request your poster
- Start working on your draft film program
- Receive delivery of National Partner Kit

8 Weeks

- Finalize your ticketing plan with WSFF
- Evaluate media and outreach efforts
- Target 5+ community groups to invite
- Email your database – we're 2 months out!
- Schedule ads and interviews
- Finalize your emcee and speaker list
- Recruit volunteers
- Secure equipment and permits (if applicable)

7 Weeks

- Evaluate membership strategy
- Establish membership incentives (if applicable)
- Solicit in-kind donations
- Invite people outside your circle to the event
- Work on your emcee/host clip scripts
- Prepare your draft film program
- Finalize your poster and start printing

6 Weeks

- Submit a final draft of your program to WSFF
- Complete in-person event questionnaire
- Start selling ticket packages
- Work on program and other graphics
- Plan out and start filming host clips
- Solicit in-kind advertisements
- Consider adding in music or art elements
-

5 Weeks

- Finalize and film all host clips (if applicable)
- Create your custom host and sponsor slides
- Upload logos, ingestion films, etc. to Dropbox
- Print and distribute posters and postcards
- Confirm any raffle or auction items
- Attend community events and share yours

4 Weeks

- ___ Finalize job ticket for production with WSFF
- ___ Assess outreach effectiveness
- ___ Continue to distribute posters
- ___ Re-post on social media and share film stills
- ___ Confirm all logistics with your venue
- ___ Continue volunteer recruitment
- ___ Email your database – 1 month to go!

3 Weeks

- ___ Follow up with local media outlets
- ___ Repost all social media blasts
- ___ Promote your films, speakers, and your event
- ___ Finalize and print your paper program
- ___ Collect raffle and/or auction items
- ___ Finalize your day of plan
- ___ Draft your in-person run of show

2 Weeks

- ___ Download your MP4 file program and test
- ___ Pay your balance to WSFF
- ___ Keep promoting; invite your connections
- ___ Finalize your staff and volunteer plans
- ___ Plan for a final e-blast and event reminder
- ___ Your biggest outreach push yet!
- ___ Setup your live event page (if applicable)

1 Weeks

- ___ Check in with sponsors and invited guests
- ___ Confirm with your volunteers
- ___ Confirm with all vendors and partners
- ___ Finalize your in-person emcee script
- ___ Finalize your food and beverage plan
- ___ Seek out last minute promo opportunities
- ___ Re-poster as necessary
- ___ Build your venue supply list and prep
- ___ Keep selling those tickets!

Week Of

- ___ Final push for attendance
- ___ Attend Screening Room Tour (if applicable)
- ___ Review script with your emcee
- ___ Review run of show with venue
- ___ Prep supplies, signage, and print lists
- ___ Collect all raffle or auction items
- ___ Hold local media interviews
- ___ Plan to represent your organization/campaign

Day Of

- ___ Send reminder email/instructions to attendees
- ___ Arrange space at the venue for booths, etc.
- ___ Bring supplies to venue and pick up rentals
- ___ Setup tables, supplies, and greening stations
- ___ Meet with emcee, stage manager and AV tech
- ___ Review protocol with staff and volunteers
- ___ Facilitate the chat box (if applicable)
- ___ Take pictures!

Post-Event

- ___ Complete debrief call with WSFF
- ___ Return banners to WSFF with prepaid mailer
- ___ Delete your MP4 program (or mail back discs)
- ___ Inventory supplies
- ___ Debrief with WSFF staff and committee
- ___ Send pictures to WSFF for recap social posts
- ___ Pull attendance reports
- ___ Reconcile memberships, donations, etc.
- ___ Send thank yous to volunteers
- ___ Schedule follow up with attendees
- ___ Get ready for next year!

Required Components

Digital & Social Media:

- Send a high-resolution version of your logo to the Tour Coordinator.
- Post event details on your website a minimum of six weeks before your event.
- Use the WSFF logo as a button on your home page to link to your complete events page.
- Consult our social media guidelines and create a Facebook event (and make us co-host!).

Programming:

- Submit your program at least six weeks in advance to begin the production process.
 - For every film in your program, you must have watched the full version on Interdubs.
 - Programs all start with the 3-minute Wild & Scenic trailer, before the emcee addresses
- Review the Technical Guidelines chapter in detail with your AV Tech and test your program ahead of time.
 - Remember, you may not alter or manipulate the files in any way.
- For in-person events, schedule film introductions during your program with your emcee.

Graphics:

- Use only the WSFF Approved logos, digital assets, and templates provided via Dropbox linked in our Resources. These are paid for and created as the festival's official branding pieces. These honor our national sponsors who play a critical role in making on tour possible and build consistency and messaging between venues.
- Do not recreate the poster or create your own. Send a proof of your poster at least five weeks prior to your event or fill out the online poster request form.
 - Local sponsor logos can be placed on the poster near national partner logos but must stand out from national partner logos. Limit the number of local sponsors to a few whose benefits include logo placement on the poster, so as not to have any of them "lost in the crowd".

National Partners:

- Designate a National Partners table to display giveaway and informational items.
- When applicable, schedule staff or a volunteer who can serve as a National Partner liaison by having ready the "talking points" for each National Partner (see Sponsorship Guidelines).
- Plan for placement of provided banners (one Wild & Scenic, one National Partner).
- Have your emcee to thank each of our National Partners by name on stage.

Post-Event:

- Pay your festival balance no later than two weeks before your event.
- Return all banners (and any discs) within 2 weeks of your event. They are the property of SYRCL.
- Delete all copies of your MP4 program after your event. Please respect the legal and contractual relationships that we have with our filmmakers.
- Complete a debrief call with the Tour Manager within 30 days of your event.

Environmental Component:

- Choose a central environmental issue or campaign that relates to your organization or its work.
- Set an environmental goal for the event: new memberships, a letter-writing campaign, build support for a local issue, present ways to take action, etc.
- Set an example on what it means to be green! Build your event to be as zero waste as possible.

Quick Reference Guide

Technical Guidelines:

- Meeting your technical requirements is the most important thing! You can plan everything perfectly, but if you cut corners here, you jeopardize the whole event. Read the complete Technical Guidelines chapter.
- It is required you test your projector system before your event using the actual equipment at your venue with the AV technician.
- You must have a technician to run the projector equipment.
- Test the projection of films onto the screen – do any films not fit on the screen?
- Test your venue's sound system – know how to adjust sound and practice turning off/on the emcee's microphone.
- Test your venue's lighting – coordinate who, when and where lights will turn off/on.
- Coordinate with your AV technician, emcee, and event organizers where you will pause for film introductions.

Marketing:

Balance PR & outreach. They're not the same! PR is traditional media; outreach is grassroots and direct.

Promotion:

- Outline all potential media opportunities and pick your top 10 to secure!
- Get at least two newspaper articles and one radio interview.
 - Press is integral – You need press! Send a targeted press release and cultivate relationships. You will get a better return on your investment by landing a story, ad, or interview. Choose who you send the press release to and follow up!
- Hang posters all over town. Make it a “postering campaign.” Go to the usual places like coffee shops, gyms, and community centers, and reach farther to grocery stores and local businesses.
 - Check all posters the week of your event to make sure they are still intact.
- Ask local businesses and sponsors to place your handbills on their counters.
- Advertise (print/radio) if your budget allows. Look for inexpensive options or get an underwriter.
- Post your event on community event calendars, websites, blogs, and social media.
- Get mentioned in the entertainment section of your local newspaper and/or weekly guide.
- Research and take advantage of all media opportunities!

Outreach:

- Outreach = Inviting. Invite people to your event and you will know about how many will come.
- Host a brainstorm session with staff members to see what outreach options exist: who is involved with what other groups, innovative ways to get the word out, alternative media, the best way to engage your network to find new people and most importantly: delegate tasks for outreach!
 - Get all staff/volunteers to commit to at least one outreach effort. Get creative!
- Identify five groups, clubs, or organizations you want to target. Personally invite them to attend. Attend a weekly meeting, get a write-up in their newsletter, have contacts address their peers.
- Ask partner organizations to email their contact lists.
- Contact your local Chamber of Commerce. Get a list of all the non-profits in your area and reach out to different organizations, not just the environmental groups. Reach past the choir!

- Invite key community influencers to attend and share your event.
- Have all Board Members commit to personally inviting at least 20 people.

Media:

- Have a plan to work with the media. Start early, meet deadlines.
- Create relationships! Do not approach with a one and done attitude.
- Be organized – create a press kit to share.
- Write a press release – distribute to all media, do not discriminate. Get it out there!
 - Be persistent and follow-up. Create a schedule for following up.
- Have your pitch ready, along with sound bites for interviews – know your facts.
- Get to know your films and celebrate your favorites. Use your anchor films to really sell people.

Sponsorship:

- Local sponsorships are encouraged! Solicit money and in-kind donations.
 - Start this early! Do not leave sponsorship to the last minute.
- In-kind donations can cover printing, rentals, venue, beer/wine, food, music, raffle items, etc.
- Ask monetary sponsors to underwrite certain parts of your event (a reception, a film, etc.)
- Create sponsor benefits for added value. Generate a 1-page flyer with sponsorship levels on one side and matching benefits on the other side. Include the great work your organization is doing!
- Remember, sponsors can be an integral part of your marketing. Leverage the relationship.

Film Program:

- Choose your films by reading the film categories and synopses and watching the trailers.
 - Do not share film links outside of your film selection committee.
- Your final film program is due 6 weeks before your event.
- Select a balance of films - light films, transition films, fun films and issue-oriented films.
- Each program must start with the 3-minute Wild & Scenic opening trailer.
 - Do not have your emcee speak before the trailer; use it to start the show.
- You must introduce films. Introduce 1-3 at a time, or you can introduce your whole first session at the beginning and second session when you return from intermission.
 - There is about a 6-second transition between each film so you can pause and introduce.
- Write an emcee script to include an opening address, call for membership, environmental campaign, and introduction of films. Relate films back to local issues.
- Create a minute-by-minute schedule/run of show. There must be a coordinated effort between the emcee and the technician for film introductions and intermission.
- Produce and print a paper program. You can find a template on our Resources page.

Ticketing:

- Your ideal ticket price is \$10-25. Extend discounts for students, members, “early birds”, kids, etc.
- Evaluate the best way(s) to sell your tickets:
 - Online services like Eventbrite can work for both virtual or in-person events.
 - These services also serve as a way to track potential new members and existing members contact info post event.
 - Set-up raffle prizes with purchase of tickets at the early bird deadline
 - Take phone orders or have attendees come to your office and buy in person
 - Set-up sponsors and business partners as ticket outlets.
 -
- Consider sending a postcard or e-blast offering a discount if people mention or bring in the ad.
- If you are a non-profit or are partnering with one, offer a membership incentive with the price

of the ticket, i.e. a \$35 includes ticket and membership.

- VIP ticket packages are encouraged! Great way to tie in with local sponsors
- Ticket stubs double as great door prize tickets and a place to collect contact info.

Volunteers:

- You must schedule volunteers for both pre-event organizing and to assist you at the venue. Volunteers are key to your success!
- Promote the festival as a fun, community-based way to volunteer. Don't forget to thank your volunteers and, if you can, offer perks (like serving pizza after a long day of poster-ing).
- Create a list of volunteer duties: poster-ing, recruiting raffle prizes, outreach coordination, etc.

Greening Your Event:

- Take a holistic approach to greening your event. Look at the big picture – all aspects of your event can be “greened”.
- Offer organic, recycle, or use reusable products. Avoid plastics (especially water bottles), compost, etc.
- Take advantage of Klean Kanteen's pint cup program to supply branded sustainable options to your event.

Dressing Your Event:

- Give certain aspects a little extra! Add some finishing touches to create an event to remember.
- Get a good emcee who is passionate and familiar with your issues. You want someone charismatic who can also make the connection between the films and your organization. Great opportunity to promote your organization's goals, upcoming events or what you have done for their community.
 - A keynote speaker, local celebrity, or filmmaker can help draw people in. Purchase film ingestions to add a local film and invite the filmmaker to emcee, and/or be a part of a Q+A or panel.
- Host a reception before or after the event. People love reasons to mingle and engage within their communities and the films are sure to encourage discussions!
- Create a social gathering. Have food available to purchase and a cash bar.
- Energize with music pre-show or during intermission. Ask a musician to donate time for exposure.
- Hold a raffle or a silent auction using swag from the National Partners Kit or in-kind donations.
- Invite non-profits and green businesses to table and create an “enviro-fair”.
- Create excitement! Make it not just about films but a “festival”. This will expand your audience.

Fundraising:

- Offer different ticket prices and packages to appeal to a broader audience (especially if hybrid!).
- Host a pre-show or post-show reception for members only or for an add-on cost. Include food, drinks, music, a presentation,
- Offer door prizes or raffle prizes. If selling raffle tickets, they can cost \$2, \$5, \$10, depending on the value of the prize. Solicit in-kind donations as prizes.
- Host a silent auction, or a live auction if you have an auctioneer with experience.
- Recruit local sponsorships! They have the potential to bring in thousands of dollars and you can offer them a long list of benefits in return.
- Sell memberships or merchandise from your organization.
 - Order Klean Kanteen's steel pint cups. This covers both greening and fundraising!
- Charge food and drink vendors, or other local organizations, for booth space.
- Sell ad spaces for local businesses in your paper program.

Environmental Action:

- You are hosting an environmental film festival so be sure to match the theme of the event from walking the talk to providing an outlet for people to act.
- Spend some time creating your strategy:
 - Choose an environmental issue or campaign to spotlight at the event.
 - Invite one or several local environmental groups and non-profits groups to table.
 - Set an environmental goal for the event.
 - Solicit signatures for a letter writing campaign.
 - Get sign-ups for a volunteer project.

Engage Your Contacts:

- Have a plan to get everyone's contact info. Use what you collect to follow up, update people on local issues, and recruit volunteers. Do not rely on a clipboard sitting on a table - take an active role in getting names!
- A great way to collect contacts is for everyone to get one free entry into the drawing by using the ticket stub template.
 - If you are concerned about keeping the line moving, ask for limited information - collect only a name and email right when people come in the door.
- Additional ways to engage & collect contacts:
 - Simply ask people as they enter: "We're asking everyone to sign-in."
 - Planet Pledge – have people write down their "Pledge to the Planet" on a big chalkboard or piece of paper, and in doing so get their name and email.
 - Canvas the lobby and ask people to sign-up for the newsletter and stay abreast of the issues.
 - Promote an upcoming volunteer project and announce that you have a goal of getting 30, 50, 100 people signed up that night to volunteer.
 - Have a letter writing campaign or petition. Get people taking action NOW!
 - Make an announcement from stage to get a petition signed. Have volunteers walk the aisles handing petitions to each row. Make sure the petition requests contact information. The petition gives people an immediate action.

Technical Guidelines

For your in-person event, adhering to the technical guidelines is the most important thing you can do for your event. Ensuring you have a quality projection system (sound, projector, screen) and have tested the system will ensure you have a seamless and trouble-free event. It is required that you test your discs at the venue on the actual venue equipment at least 2 weeks before your event.

Here is your basic list of what comprises your technical system:

- AV technician
- Digital Projector
- Movie screen
- Sound system
- Lighting

The venue you choose can determine a lot about your projection system:

- **Traditional Theater:** If you are having the film festival in a traditional theater, do not assume they are completely set up with what you need. Most likely they are, but you still want to review the following guidelines with the theater's tech person to ensure you adhere to the criteria. It is equally important to confirm that their tech person will be there the night of the event. You do not want them assuming you are bringing your own tech.
- **Non-Traditional Film Venue:** If you are having your festival at a hall, community center, auditorium, etc., they may not be film ready. You may need to bring in all your own projection, sound, and lighting equipment. You also may need to black out windows or make quiet closures. Please read the guidelines below to ensure you adhere to the criteria.

AV Technician

- Wild & Scenic requires that you have an AV technician to handle the sound, lights, and projection equipment. Ideally, the venue you have chosen will have someone who can run all the AV equipment.
- Whether the venue provides someone or you hire someone, that person needs to be present the entire length of the show. Have the same tech person for the test as you will for the event!
 - Meet at least a month before to review equipment needs based on venue size.

Your program will be delivered as a downloadable 1080p Full HD MP4 file.

- Create a detailed time schedule for your event – include the opening trailer, each films, any speakers, the intermission, raffle drawing, time for questions, discussions, etc. Make sure your tech crew and all necessary staff/volunteers have a copy.

PROJECTION

Equipment

- Digital projector: Variable depending on venue size. Make sure you have one appropriate for your venue. Projector should be at least 1024x768 resolution
 - Projector should be a minimum of 2,500 lumens. The higher number of lumens the better: 2,500 minimum, 6,000 is really good, 8,000-10,000 is amazing! Lumens measure brightness. If you have a big venue and a low lumen projector, the quality will be poor.
- Depending on your projector, connect a laptop, thumb drive, or SD card containing your downloaded MP4 file. Never stream your program directly from Vimeo.
- Screen should be appropriate size for venue. Baseline is a 16-foot wide screen for a 300-seat venue. The screen must be at an appropriate height for seating.
 - Some films have subtitles so your screen must be high enough for all seats to see.
 - Outdoor venues, check out: www.thevisionexperience.com.

Guidelines

- Do you have to rent projection equipment or does your venue have equipment? Does the venue have the right projector/screen equipment?
- Is the projector/screen appropriate for the size of venue?
- How far is the projection site from the screen?
- Are there any lines of sight issues where the films are being screened?

Troubleshooting

- Projectors cannot always be moved to make the films fit the screen. If the films fall off the screen, WSFF cannot adjust for this. - it must happen at the venue. Films programs are produced in 16:9 (widescreen). Projectors may not automatically adjust for this and it must be done manually.
- When testing the program, see if any films fall off the screen. Use that film to adjust the projector and size the film to the screen.
 - Solution #1 - Move projector closer to screen. You do not want to change the aspect ratio on the projector to squeeze the wide aspect film (16:9) to a regular aspect image of 4:3.
 - Solution #2 - Use a projector with a long throw lens. The long throw lens is a factor of the projector type, screen size and distance from screen to projector. Not all projectors can use a long throw lens. A chart is usually available in the documentation for each projector.

SOUND

Guidelines

- How is the sound quality in the theatre?
- Is there an adequate sound system in place?
- Is it enough sound for the size of the venue?
- Is there a microphone available for speakers?
- Is there enough power in the venue?
- Do you have all the necessary cabling, cords, connectors, adapters and power strips?
- What power is available in the venue? How many 15 or 20 amp circuits (outlets)? Is the power clean and well-grounded, or dirty and prone to hums, buzzes, and overloads? All of this information matters in relationship to how all of this gear is put together!

Equipment

- 2-4 speakers (appropriate to the venue)
- Amplifier
- Cable connects from player to amplifier
- Cable from amplifier to the speakers (be sure to check length of cables needed)
- Microphone
- Optional: It would be great to take full advantage of the available enhanced audio: 5-channel surround sound, or Dolby 5.1. To set this up, you need an audiovisual preamp/amp mixer and the speakers that go with it; 2x front, 1x center, 2x rear, to reproduce the 5-channels of audio.

LIGHTING

Guidelines

- Have at least basic lighting for your emcee on stage.
- To create a seamless show, you will need your house lights and speaker spotlight to be controlled by either your tech person in the projection booth or by a capable member of your production team.
 - They will need to know how to turn them off/on for the films vs when your emcee is speaking. They will also need a minute-by-minute schedule of your event to coordinate the lighting.

REQUIRED TESTING GUIDELINES

Your program will arrive as an MP4 download approximately two weeks before your event. Schedule a system check with your venue as soon as you can. You must test your program at your venue, on the equipment you plan to use, and play it all the way through with the AV technician for the event.

- 1) Test the MP4 program with your projection equipment
 - a. Watch the Opening Trailer all the way through. The trailer ends after the last sponsor clip with a 'thank you' slide to your organization, before fading to the WSFF logo.
 - b. Watch every film all the way through.
- 2) Test the sound system
- 3) Test the lighting system (where are the switches and who will control these?)
- 4) Have your technician calibrate the projector for brightness, tint, color, and contract and notate.
- 5) Adjust the projector so each film projects properly onto the screen and does not bleed off the edges.

Be sure your tech person knows how to use the player to incorporate speakers between films.

- Simply hit PAUSE at the conclusion of the last film when the WSFF logo or your custom slide displays on the screen.
 - If you have long speaker segments, ensure the "soft off" or battery savings settings on your projector and/or computer are turned off so the program picks up where you left off right away.
- When the speaker finishes, hit PLAY. The WSFF Logo will fade out and the next film will begin.

Dress Rehearsal Guidelines

- After you have tested the program two weeks before, schedule a final tech rehearsal for the day of the event.
- Check operations of all projection, lighting, and sound equipment.
- Run the film program to check play and sound.
- Have your tech person review the playing and pausing of the program.
- Do a microphone/sound check and review operations with your emcee and all speakers.

Emcee Guidelines

- What are the needs of your emcee and speakers?
 - Have a podium or a stool setup and provide access to water.
 - Make sure the podium or other props have proper lighting and are not in the line of sight of the screen.
- Make sure your emcee/speakers know what time they are on and how long they have to speak.
 - It is imperative emcee/speakers have a set time limit and not run too long.
 - Have a person to slip notes to speaker or hold sign up to let them know how much time they have left or if they need to wrap it up.

Playing Your Film Program

- 1) When you start your program, press PLAY and the WSFF logo will appear. This is a good time to pause and have the logo on screen as the audience files in.
- 2) After the logo, the Wild & Scenic trailer will play (approximately 3 minutes). The program will continue through each film unless you press pause between each transition.
- 3) When you are ready to start the festival, flash the theater lights give minutes before and then bring the house lights down. Start with the Wild & Scenic Opening Trailer. It settles people and grabs their attention.
- 4) The Trailer ends with your logo, then comes the Wild & Scenic logo. Either of these slides is a good place to pause and have your emcee come up to welcome the audience and begin the show.
- 5) Press PAUSE every time the emcee or a speaker comes on stage to introduce the next film. The WSFF logo comes up for 4 seconds between each film. Have your AV Tech practice pausing at this point. It seems basic, but it's easy to skip a film or pause too early or late.
- 6) Press PLAY after a speaker is finished to continue on with the program.
- 7) During intermission, you may want to turn off your projector to allow it to cool down.
- 8) With the MP4 download, you cannot press SKIP to continue to the next film. The only way to skip to a film is to scroll to the exact time that particular film starts. You may want to notate the time stamps of each film during your initial test, just in case.
- 9) Do not press stop! If you need to stop, skip or rewind, it's okay. Just breathe and follow the above instructions.
- 10) To prevent your "behind the scenes" work from being projected on to the screen, simply cover the projector's lens. Once you are ready to go, remove the "cover" and press play.

Marketing

Outreach + Promotions = Marketing

While similar, outreach and promotions have different means to the same end. Outreach is targeted and promotions are general. Create a balanced marketing strategy with both promotional and outreach tactics to reach your identified targets. Before you dive into this section, you may want to review the webinar in the Marketing section of our online Resources page.

OUTREACH

- Personal invites to clubs or groups
- Targeted announcements that reach new people
- Strategic word of mouth marketing
- Going direct to the people

PROMOTIONS

- Newspaper articles
- Radio Spots
- Advertisements
- Posters
- Social Media

Take advantage of all promotional opportunities in your community: local radio stations, newspapers, entertainment magazines, local television, community websites and blogs, etc. PR will ensure you reach everyone in the area through traditional media channels, but to have a truly effective marketing strategy, you must employ outreach efforts.

Use a direct email marketing to send out weekly reminders. Begin with a Save-the-Date in advance. Follow on schedule with messages highlighting films, musicians, menus, environmental activities, sponsors, silent auctions, raffle prizes, keynote speakers, and more!

Marketing Part I: Outreach

Outreach = Inviting

Quite simply, if you want to make new environmental activists you need to find new people. You can't rely on general promotions alone to do this. To bring together a diverse audience of all affiliations, you need to reach into your community in unique and creative ways. So let's get creative! How can you personally and directly connect with different people in your community?

Key elements to an effective outreach strategy:

- 1) Approach outreach from a "relationship building" perspective.
- 2) Identify FIVE targets in three different outreach categories:
 - Easy targets – leverage relationships with members, board members, other non-profits
 - Low-hanging fruits – outdoor clubs, arts council, libraries, food co-op, social groups
 - Reach past the choir – churches, schools, recreation centers, town officials
- 3) Host a brainstorm session with staff or board members to see what outreach options exist.
- 4) Delegate tasks. Ask all staff or volunteers to commit to at least ONE outreach effort.
- 5) Pass out handbills at like-minded events, farmers markets, local businesses, etc

Outreach Categories

- 1) Easy Targets – people currently involved: friends, customers, members, local non-profits
 - Local tribes and community-based organizations
 - Rotary Clubs, Community Foundations, or Sustainable Business Councils
 - Societies (Historical, Human, Native Plant)
- 2) Low-Hanging Fruits – people who consider themselves environmentally conscious but perhaps are not currently involved
 - Outdoor and adventure community (trail crews, bike clubs, climbers, etc.)
 - Arts, theater, and music community groups
 - Social clubs (Veterans, Shriners, Toastmasters, Women’s Club, etc.)
 - Organic food buyers, farmer’s markets
- 3) Reach past the Choir – these people require more cultivation, but to increase the groundswell, we need to reach people who may not otherwise know about environmental issues and people we have not had success reaching in the past because of political differences. Use the event to introduce your organization to new people!
 - Schools: elementary, high school, and college. Don’t forget the parents too!
 - Neighborhood associations or community service organizations
 - Community or recreation centers
 - Political clubs and municipal officials
 - Public service and government organizations

Outreach Ideas

- 1) **“Bring a Friend”**. Put the job of recruiting back on your organization’s members, staff, and board members. Utilize the infrastructure you already have in place and tap the network closest to you - your members!
- 2) **Establish Ticket Captains**. Recruit 10-20 people to be personally responsible for inviting non-members (friends, associates, co-workers, neighbors, family). Create a mailing list and mail them a personal invitation. Or request board members to buy a block of ten tickets. They can sell the tickets or give them away to potential members!
- 3) **Word of mouth marketing**. Look into your member, staff or volunteer base for folks who are connected or have an ability to communicate a message. They are your outreach team! Look for candidates who have influence in different areas. Meet with your board and create a list of who knows who and who is involved where. Then conquer and divide.
- 4) **Social Networking**. Whether you tap the network of your own organization and those of folks you know, social networking tools should play an integral role in your outreach efforts. Go beyond just word- of-mouth marketing and use online social networking tools, which have the potential to reach “beyond the choir” especially to a younger audience.
 - If you feel uncomfortable with social media, find a volunteer to manage your PR! This volunteer could be younger and could include their peers in your outreach!
 - The key to social media is making sure that your posting is consistent, especially in the weeks prior to the event. Post multiple times, making sure that all your information does not get bunched up into one day or one point in the day so the information is shared more effectively.
 - Share information about your sponsors, film trailers, film stills, speakers, emcees, and musicians! By incorporating multiple types of media in your social networking (photos, videos and text) you give your audience a better idea of what to expect.

- “Like” your sponsors on Facebook, so their brand will be incorporated further into your outreach efforts.
 - Wild & Scenic Facebook page: Use your personal Facebook page, or that of your organization, to create a Facebook “event.” Link to the Wild & Scenic “Fans” page so we can leverage all our efforts.
 - All in all, social media will generate anticipation and has the potential to include your whole community and others around the world.
- 4) **Send Email Blasts.** Create an email marketing strategy and schedule out informational and promotional emails to your database. Better yet, use “forward to a friend” links in emails so that recipients can share them with other friends who were not on the email list.
 - 5) **Evaluate Your Efforts.** See how people communicate in your area to determine where your efforts will reach the most people and be the most successful.
 - Are they on social media? Facebook, Twitter, Instagram.
 - Are they receiving your emails? How big is your email database?
 - Do you have local online community calendars hosted by a local newspaper or station?
 - Is there a popular blog or message board your community reads? Get a post!
 - 6) **Ticket Giveaway.** If you have a big venue or if you are hosting a virtual or hybrid event, one of the best ways to pack the house is to give away lots of tickets.
 - Give away single tickets, not in sets of two. You want people to bring their friends.
 - Give local radio or TV stations 10-20 tickets to give away leading up to the event. This will get people talking about your event!
 - Give staff and members each five tickets to giveaway to non-members. They could be talking to the check-out clerk at the grocery store and stoke them out with a free ticket!
 - If you have a 500-seat theater, give away 60 tickets. If you have a 1000-seat theater, give away 100. Even if you have a small venue, you can still give away tickets- just not as many.
 - 7) **Film Committee.** Create a committee comprised of a variety of people from parents to business owners, town officials to community leaders. Selecting your film program is not only fun, but also a great way to engage the community. Fostering a sense of inclusion builds goodwill for your event and is a great way to connect with hard-to-reach branches of your community.
 - 8) **Connect with Groups.**
 - Your Chamber of Commerce may help promote or advertise. Perhaps you can make an announcement at a weekly mixer. Take it one step further and ask the Chamber for a list of all the non-profits in your area!
 - Many communities have a Non-Profit Collaborative where all the non-profits in the area, environmental or social, get together to share ideas and synergize efforts. Attend one of their meetings and get the festival on their community board.
 - 9) **Street Teams:** One week before the event, have “street teams” stage in front of key public areas to let people know about the festival. Have a simple handbill or flyer ready to hand out. Be sure to check with store management for authorization to solicit. Don’t forget the college campuses!

Marketing Part II: Promotions

Bottom line: you must get press! The basis for your promotional efforts should be to determine which tactics are the most effective for your community. Where do people get their information and what options exist?

What to Promote

- Your Films! The films are what you will use to hook people. If you're excited about them, people will get excited about them. Tell their story everywhere possible: interviews, poster, website, talking with people, articles, etc.
- Your other event elements. Make the event look festive and something not to be missed. Let people know if you are having food, beer and wine, a keynote speaker, music, art show, etc.

Additional Ways to Promote

- Social Networking Tools: See the notes under Outreach above for more details. Be sure to include social media in your marketing strategy. Social networking is a low-hanging fruit. Be sure to harvest it!
- Posters: The more posters, the better. Begin putting up posters a minimum of one month before the event and continue throughout the month. You will need a diligent volunteer who can triple check all the poster locations.
 - Keep a list of all the places you hung a poster for future events. Include places outside your local area as well.
 - PLEASE EMAIL TOUR MANAGER A DRAFT OF YOUR POSTER FOR APPROVAL BEFORE YOU GO TO PRINT!
 - Places to hang posters: coffee shops, libraries and bookstores, video stores and theaters, outdoor stores, climbing/yoga/fitness gyms, community centers, grocery stores, local businesses, trail heads, and more.
 - Posters get ripped down! Be sure to go back around and re-poster at least twice after the initial postering. You do not want to find out the week of your event that all your posters have been removed!
- Handbills/Postcards: These should be a small version of your poster. People like having something they can take home as a reminder and Save-the-Date. See our online Resources Page for templates.
 - Wherever you hang a poster, ask if you can leave some handbills.
 - Place them on café counters, bookstores, at cashier counters, public events, etc.
 - Ask a local restaurant to insert a handbill inside the billfold they give customers. Make the restaurant a sponsor for their support!
 - If you canvas public and high traffic areas, use handbills to hand out to people. This could be at an outdoor event, farmers market, Costco, post office, grocery store, etc.
 - Send a handbill/postcard as a direct mailer! A mailing should go out at least six weeks ahead of the event. Take advantage of your database and contact everyone!
 - Ask local outdoor retailers, climbing centers, or hiking clubs if you can use their mailing lists to send out handbills. Maybe they will let you include it in their next mailing!
 - Give people a stack to hand out: board members, business partners, sponsors, etc.

Media

Local Radio & Television: One of the best ways to reach people is through local stations. You can schedule a variety of interviews, ticket giveaways, announcements, PSAs, etc. Try for at least two stations that reach a different demographic. Make the station a sponsor!

Print Media: Plan for two articles or advertisements. Pitch to all print media in your area, including alternative, college, and entertainment newspapers. Some papers offer a non-profit section, occasionally an environmental section, a “locals” section, a weekend calendar, editorials, candid interviews, and more. See if you can get an article and a mention in another part of the paper. And don’t forget their online events calendars!

E-vites: Send an invite 4 weeks before the event to your mailing list. Share the list with sister organizations, local environmental groups, and community nonprofits. Leverage all email lists you have access to! There are great online invitation and email template services.

Advertising: Budget for some advertising to reinforce your grassroots promotional efforts. Place an ad in newspapers one week before the event. Choose an eye-catching film still and pair it with an attention-grabbing headline. Don’t clutter your ad with logos. The goal is to get people’s attention and pique their interest. Images work; logos do not.

Street Banners: You know those banners that stretch over a main street to advertise events? Get your Wild & Scenic event in that prime real estate!

Website: You must post the event on your website, not just on your events calendar but also on your home page. This is the face to your organization and often the first place people find out about you. When people visit your site, you don’t want them to have to search for the event. Use the Wild & Scenic logo as a button to link from home page to event page. Include your website on all promotional collateral.

- Include film stills or embed trailers on your website. These are all saved in our Resources.
- Link to <http://wildandscenicfilmfestival.org/on-tour/on-tour-films/> for more information about each film you are screening.

Media offers the most efficient way to get the word out and there are lots of vehicles to carry the message: newspapers, websites, radio and local TV. Effective PR will boost ticket sales and build your organization’s profile.

Your local sponsors will be happy to support a well-publicized event. Take it one step further: can a local business sponsor underwrite an ad placement? Feature the sponsor or a local celebrity in the ad to give the event credibility.

The media should be happy to promote a new and exciting event like an environmental film festival hosted by a local group. But remember...you have to pitch the story.

Ideas to get you thinking media savvy:

- Use it as an opportunity to gain awareness for your organization.
- Leverage the environmental component.
- Highlight what the festival brings to your community and how it can help inspire activism!
- Think like a journalist. Why would they want to cover the festival? What makes the event unique? What is special about your venue?
- Promote the “feel good” story on how the festival got started: “An environmental group started the festival and is now sharing their success with communities nationwide and bringing the films to a larger audience.”
- Get the media interested in the films. The film’s messages are a great story and something the media can grab onto. Connect the media with the filmmakers for interviews too. Choose one or two films to spotlight. Provide good film stills and celebrate the films!
- Invite the media to the event and offer complimentary tickets.

Tips for working with the media:

- Create a press kit: Introductory letter, mission of your organization, campaigns you are currently working on, a copy of other recent press coverage, press release, customized film synopses and stills, Wild & Scenic trailer, National Partners, unique event features and photos.
- Start early! Lead times can vary, but you want to make sure you are ahead of deadlines.
- Write a press release and distribute it to all media outlets.
 - Research and follow submission guidelines.
 - Always send personalized emails - no group emails, no mass press releases.
- Be persistent and follow-up! Follow up more than once.
- Have your pitch and sound bites ready – know your facts!
- Get to know your films and celebrate your favorites. Use your anchor films to sell people on the event and tell a story.
- Wherever possible, include info and links in the body of your email. Attachments are a secondary option, but less desired and effective.

Who Are You?

Can you articulate what your organization is all about – your mission, your message, your values, your goals? In a one-minute sound bite? What makes your organization unique? What are your goals for hosting Wild & Scenic?

What is the Wild and Scenic Environmental Film Festival?

The Wild & Scenic Film Festival was started in 2003 by the South Yuba River Citizens League (SYRCL, pronounced ‘circle’), a watershed advocacy group based in the Sierra foothills of Northern California. The organization was formed in 1983 when a small group of concerned citizens banded together to fight against several proposed dams. The festival’s namesake is in celebration of achieving Wild & Scenic status on 39 miles of the South Yuba River in 1999.

The festival celebrates its annual event in Nevada City, CA each winter featuring over 150 award-winning films and welcoming filmmakers, celebrities, and activists who bring a human face to the environmental movement. SYRCL’s Wild & Scenic Film Festival is a call to action! The films illustrate not only the challenges facing our planet but the work communities are doing to protect the environment and the places we love. The stories give us a sense of place and what it means to be responsible stewards of the earth.

Once the curtain closes in Nevada City, SYRCL shares their success with other organizations nationwide by packaging the 4-day event into a one-night festival which visits 165+ communities worldwide. The tour is building a grassroots network of organizations connected by a common goal of using film to inspire activism. The festival's National Partners have joined together to support this campaign. They help to bring these inspiring and provocative films to communities across the country.

Enjoy the festival!

See our online Resources for additional information on Radio Sound Bites!

Your Media Strategy

- 1) Build a Media List: build a comprehensive database for your city or region.
 - Print Media: Start with print media. Include daily papers at the top of the list followed by weeklies, monthlies, specialty magazines, and newsletters. Do not forget student newspapers! List them alphabetically by organization and include the main contacts.
 - Specialty Publications: Many local communities have specialty publications that come out seasonally and are geared to special audiences: sports, music, events, tourists, seniors, or parents.
 - Broadcast Outlets: Do you have a community radio station? Don't forget about local college stations. For TV stations, look for community news producers, talk show hosts, and film reviewers. Even some of the larger TV stations have community calendars – do not neglect the big guys.
 - Online: Do you have a local website that features special or community events?
 - Newsletters: Both digital and printed, like your local Sierra Club, community groups, etc.
- 2) Create a Press Kit: we provide a sample press release, film synopses, film stills, and festival facts (see our online Resources). Armed with that information, you should be able to build a Press Kit.
 - Press Release: Edit the press release sample for your event. Make sure to include a contact number and the who, what, when, where, and why of the event.
 - Digital Images: An article is more likely to run if there are images available. Most media prefer electronic submissions of all the press materials, but confirm the submission guidelines.
 - Festivals Facts: Include information about the Wild & Scenic Film Festival and SYRCL.
 - Organization Overview: Background information on your organization.
- 3) Schedule Your Media Outreach
 - Daily Papers: about 2-3 weeks before your event
 - Weekly Papers, at least one month before your event.
 - Monthly Papers: at least 1-2 months, depending on their deadline
 - Radio & Television Stations: at least two weeks for interviews, ads can go in much earlier
- 4) Conduct Interviews
 - Make sure you (or your organization's representative) knows their talking points!
 - Arrange a newspaper or station interview with a filmmaker. A story about a film can give the festival tangibility.
- 5) Follow Up
 - Media appreciate knowing you liked what they did. A call or a thank you note will make their day! Write a kudos or Letter to the Editor thanking the community, the sponsors, and the volunteers publicly.
 - Take notes on all your contacts and sources of promotion so you will have a head start for next year.

Sponsorship

Important Tip:

****Simply dropping off a letter and your benefits with a smile will not get your event sponsored, no matter how worthy the cause. Sponsorships come through carefully fostered relationships, time, respect, and understanding of how much and event like yours can offer to businesses and organizations trying to get their name out to your community. It is worth putting yourself out there through a concerted effort to get sponsorships to offset the cost of the event. The earlier you start soliciting sponsors, the better!****

Before diving into this section, check out the Sponsorship Webinar Series in our Resources.

Soliciting local sponsors is encouraged. Sponsors are a great way to help cover expenses and double as marketing partners. Local businesses can hang a poster, sell tickets, talk it up with customers, and share the event with their mailing list. Cultivate these relationships and you will get not only get a fundraising boost, but increased attendance!

Sponsors can also add a lot of value to the event with in-kind donation and complimentary services. You can get sponsors to donate just about anything: services (printing, advertising, airtime on local radio), food and beverages (to sell at the event), or items for a raffle (outdoor equipment, gym memberships, experiences, etc.).

It's good to solicit businesses who have supported your past events, but keep in mind that one sponsor may be a good fit for one event but not another. You want progressive, forward-thinking businesses looking to align themselves with an environmental event which will position them as a green business. Keep in mind that these relationships take time to build, so you should start on this as early as possible.

Cash Sponsors: Create sponsorship benefits. The incentives should include what sponsors when they sign on to support your event. Create different levels of sponsorship. As the levels go up, the perks increase. Sponsors may be more inclined to offer support if they know the event is a fundraiser for a grassroots environmental organization. Do not set a precedent and undersell your sponsorship. Remember what you have to offer is valuable!

In-Kind Sponsors: Many businesses prefer to give in-kind donations (goods or services) over cash.

Trade: Trade sponsorship for as much as you can – venue, advertising, printing, supplies, tech equipment. Solicit donations to cover items you would have to buy anyway, like food, drinks, or other concessions.

Raffle and door prizes: Raffles are an excellent and fun way to raise more funds! Get donations from local businesses and sell tickets both ahead of time and at the event. Get some high value items, even a trip or experience if possible. Setup a raffle table to display items with recognition to your contributing sponsors.

Where to look for local sponsors?

- Outdoor retailers
- Banks and credit unions
- Book stores and other local shops
- Local restaurants, breweries, coffee shops
- Beverages providers, specifically beer/wine
- Adventure companies or guiding services
- Local newspapers and radio/TV stations
- Other non-profit organizations
- Natural food stores and co-ops
- Local hotels or bed & breakfasts

What you can offer sponsors:

- Ad space in your program via slides or film ingestion
- Thank you from stage
- Banner or signage placement
- Film sponsorship and/or logo on slides
- Complimentary tickets
- VIP seating or reception invitation
- Linked logo on your website
- Logo on your poster (if at a high level)
- Opportunity for branded giveaways
- Table or booth space in the lobby
- Call outs during interviews

Additionally, what you can offer sponsors virtually:

- Record a host clip
- Call out during a host clip

Film Program

This section will help you with choosing films and organizing the order of your film program. Please plan to have your film program finalized 6 weeks prior to your event. Call your Tour Coordinator for any help you need: selecting films, lineup, adding more films, reducing films, etc. We need plenty of lead time to produce your program.

How to build a film program:

- 1) Recruit a film selection committee.
- 2) Read the film categories and synopses.
- 3) Watch the film trailers on our website.
- 4) Watch the full-length versions* – a narrowed down selection after looking at the above.
- 5) Consult your Tour Coordinator for suggestions or recommendations.

**You can share your film link with others in your film committee only. The link to view the full-length films in Interdubs can be found in our Resources.*

Tips for building your film program:

- 1) Create a film journey: highlight issues, provide solutions, and make the connection to your group and community giving a call to action.
- 2) Decide the format of your program; your contract allows you to choose 2 hours of film.
- 3) Your first draft can be over 2 hours. We'll help narrow it down. Share your list with the Tour Coordinator once you have a draft and remember all programs must be approved by WSFF.
 - Optimum program length is 90 – 120 minutes. Do not shortchange your audience either – the length of your program should not be under 90 minutes.
- 4) Choose an array of films, not just issue-oriented films. Include some fun and adventure films.
- 5) Plan to have at least ONE anchor film in your program. Anchor films (over 20 minutes) help you focus the promotion around one or two central films.
- 6) If you want to show a lot of films, consider a two-day event or even a three-week series.
- 7) Remember your audience. Who are they? Do you have kids in the audience?
- 8) Select a mix of short and long films and budget your emcee/speaker time into the program
- 9) Include an intermission for programs longer than 1.5 hours.
- 10) Open with a short, light film (5 minutes or less) to get people excited.
- 11) Place a fun, upbeat, or compelling film right before intermission to keep people jazzed for the second half.
- 12) Use lighter, shorter films as transitions between heavier films.
- 13) Group like-minded or similarly themed films together into “blocks”. This will allow you to bring your audience along for your film journey and tell your story.

Once you have selected your films:

- 1) Email your film program draft to your Tour Coordinator using the template provided in the Resources. WSFF will work with you to finalize the program from there.
- 2) Email your host or sponsor slides to your Tour Coordinator using the PowerPoint template in Resources (or save the slides as 1920x1080 resolution PNG files)
- 3) Finalize your film program with your Tour Coordinator no later than 4 weeks out from your event.
 - If you are hosting a virtual or hybrid event, see the Resources Program Assets section for all deliverables needed by 4 weeks out to produce your program.

Slides & Logos:

We're pleased that you may customize some screen time for your event! You may promote your organization through use of your 5 custom slides, and include any programs, or sponsors of your event. This is valuable "screen-time" that should be reserved for your truly top sponsors—another selling point when seeking sponsorship.

You may use the same slide 5 times, create 5 different slides, or any combination of that. Slides must be made to the specifications below or they will not be incorporated into your program. Please do not send individual logos (unless they are for host clips); only completed slides will be accepted.

SPECS

We provide downloadable PowerPoint templates in our Resources.

Slide Size: 1920 (w) x1080 (h) pixels
 Image Area: 1536 (w) x 864 (h) pixels (allows for 20% safety margins)
 Resolution: 72 dpi
 Format: .png or send as the .pptx template

Here are some tips to ensure quality; both for your host logo and for your sponsors' logos:

- Request a .eps (vector) file. A vector means you can make the image as big as you want and you won't lose quality.
- Not sure the quality? An image that is a minimum of about 960 x 540 pixels should do it. If it's 1MB or larger it's probably ok. Reach out to us if you're unsure!

EVENT PROGRAM

Plan on preparing a minute-by-minute film schedule or run of show. This will provide critical information for your emcee, tech director, stage manager, etc. Please see an example below. Be sure to include all speaker times and breaks.

WSFF Opening Trailer	7:00pm	3 min.	Play
Welcome address	7:05pm	5 min	Pause
Intro first two films	7:10pm	1 min	
First film	7:11pm	15 min.	Play
Second film	7:26pm	20 min.	
Intro third film	7:46pm	1 min.	Pause
Third film	7:47pm	30 min.	Play
Intermission	8:22pm	15 min.	Pause
Address Audience	8:37pm	5 min.	
Fourth Film	8:42pm	15 min.	Play
And so on.....			

Program Flow Guidelines

- 1) Flash the theater and lobby lights five minutes before show time.
- 2) When most people are seated, drop the house lights and start the WSFF Opening Trailer.
- 3) Your film schedule for the evening must begin with the WSFF Opening Trailer (Festival Intro). NO exceptions! It is a dynamic piece that commands the audience's attention so when the emcee takes the stage for the first time, the audience is ready and engaged. Your emcee should not address the audience until after it is over.
Here the order of the Festival Intro:
 - WSFF Trailer: choreographed sequence of film clips set to music
 - National Partner clips
 - Your Logo: comes on screen at the end of the trailer
- 4) The emcee's cue is when the WSFF logo comes on screen after the "A Special Thanks to our Host Partner..." slide.
 - The WSFF logo fades in and out for 4 seconds between each film. It is there so you have an optional pause point and to create boundaries between each film.
- 5) Once the Festival Intro is over, the emcee should plan to:
 - Welcome the audience
 - Review the evening's schedule
 - Introduce the first 1-3 films
- 6) Plan to introduce all the films. You can do this one at a time or in batches of two to three depending on the length and importance of each film.
 - Keep intros short! Introducing a film sets the stage for the film and primes the audience. Mention the film title and the length of the film.
 - Relate the films to local issues so people see the parallels. Intros can defuse graphic material, draw local parallels, or update on an issue.
 - Create your own intro based on the film synopsis. Make it one sentence, two at most.
- 7) If you have a film that is not a Wild & Scenic film, this event can be a great stage to showcase your film! We have a system in place to accommodate your film. We suggest you place your film as the first film after intermission and before you resume the WSFF program.
- 8) Raffles are best handled immediately following intermission. Raffles keep people engaged for the second half.
- 9) After intermission, you will also want to remind people of your goals for the event: volunteers, members, campaigns, projects.
- 10) Thank the audience at the beginning of the last film.

Create a Paper Program

People will ask for a list of films so you may want to create a paper program. This also gives you an opportunity to talk up your organization, include a membership form, sell advertising, include sponsor logos, etc. Concerned about wasting paper? You don't have to print one for everyone. We have provided a program template on the Resources Page (Graphics & Images section).

Programs should include:

- WSFF logo on the front
- Information about your organization and your website
- Festival information about SYRCL and WSFF (included in the template)
- Acknowledgement of National Partners (logos included in template)
- Film synopses, along with each film's title, length, filmmaker name, awards, and website.
- Optional
 - Thank you to sponsors, volunteers, board, staff
 - Local sponsor logos
 - Ad space
 - Conversation starters to initiate dialogue

Your Emcee Script

Think about everything you want your emcee to mention while speaking throughout the event. Make sure your emcee and speakers prescreen all the films prior to the event so they can speak with confidence about each film.

- Finding an emcee: Choose someone who is charismatic, maybe a familiar face in your organization or community.
 - Brainstorm with your event committee and come up with a list and narrow it down to three or four people. Start with your first choice and work down the list till someone agrees. Most importantly, choose someone who is passionate about the environment and understands local issues and the need for community action.
- Emcee talking points:
 - Introduce your organization and why you are hosting. Build a bridge between the films and your programs or issues.
 - Review house rules:
 - Please turn off your cell phones!
 - Where are emergency exits (this is state law in some states).
 - Trash, recycling, and compost plan
 - Move people to the center of the aisles to make room for late comers
 - Thank National Partners.
 - Thank local sponsors, staff, and volunteers.
 - Share the story of how the film festival got started. What is the film festival all about?
 - Reminder to buy raffle tickets, concessions, meet organizations with tables, etc.
 - Introduce the films.

Tickets

Producing Tickets

If you plan to use printed tickets, you can produce them with the ticket template on our Resources page. Before you print tickets, check the capacity of your venue to determine how many tickets to produce. If the projector is set up in the seating area, subtract those seats from the number of tickets you produce. And be sure to include ticket information on all event materials, i.e., poster, website, press release, radio interviews, etc.

If you make your own tickets (printed or digital), please follow these guidelines...

- Include the WSFF On Tour logo
- Include your logo
- Create a numbering system on your tickets to keep track of them.
- Include general admission so people know to get there early for a good seat.
- Write out the date, time, and location so it serves as a save the date reminder
- Provide space for contact information so ticket can double as a raffle ticket

Pricing

- Ideal ticket price is \$15 - \$30. Too high of a ticket price and you push people's envelope; too low and you are not conveying the value of your event.
- If you are hosting WSFF as a membership drive, make it affordable so people are compelled to take advantage of your membership incentive. Offer a membership incentive with the ticket price, i.e. \$25 includes ticket and membership.
- Consider incentivizing more people to come by offering special prices in advance, at the door, member specials, discounts for kids, students, seniors, etc.
- If hybrid or virtual, include options for donation levels on top of your ticket tiers so a group watching together on one account can still support your organization at higher level.

Ticket Outlets

- Establish when and where you will sell tickets.
- Consider online ticket outlets or sell through your website.
- If you are screening at a theater, ask if you can do advanced tickets sales at the theater.
- Outdoor retail stores make great ticket outlets because of their public visibility and accessibility
- Tickets can also be sold through a club office, other local businesses, sponsors, or a university ticket center.
- If using multiple in-person ticket outlets, make sure you keep track of how many tickets you provided to each outlet and monitor sales at all your outlets to restock periodically.
 - Also provide posters and handbills, and a contact number if there are questions.

Volunteers

As you know volunteers are critical in helping pull off a successful event. They are the heart and soul behind any non-profit organization!

When working with volunteers, there are things you must do:

- Provide clear directions
- Be respectful of their time
- Offer them a comp ticket to the event (if applicable)
- Give plenty of kudos!! You cannot thank your volunteers enough.

Recruiting Volunteers

Start with your database! Reach out to past volunteers and email your entire database. If you are low on numbers, offer one comp ticket. Post your request on your website and at a community volunteer center. Do not hesitate to use radio, newspaper, or your newsletter. A film festival is a great way to recruit new volunteers because it is a fun job to work!

And do not be afraid to recruit volunteers with higher-level skills. Often these folks are looking for ways to give back. For example, ask graphic designers, marketing specialists, or event organizers to provide their expertise and join your committee.

Volunteer Positions

When establishing volunteer positions, think what needs to get done and start there, like postering a month before your event, clean-up at the end of the event, etc. Are there key positions that require a bit more time and might be more suitable for specific people? Alleviate your workload and designate a Volunteer Coordinator.

Have a clearly written description for each volunteer job. For something like “venue setup”, have a detailed list of everything that needs to happen. If there are multiple shifts, consider having the first shift train the second shift.

Example Volunteer Roles:

- Volunteer Coordinator
- Outreach specialists
- National Partner table liaison
- Office volunteers: phones, mailers
- Postering
- Venue setup or clean up
- Greeters
- Tickets taker & hand stamper
- Concessions
- Hospitality/VIP liaison
- Membership booth
- House lights
- Photography
- Merchandise Sales
- Floaters (volunteers who can fill in last minute, or run errands as needed)

Coordinating Your Volunteers

- Have one volunteer coordinator who handles recruitment, organization, and checks in the other volunteers
- Determine your positions and if each position requires more than one volunteer
- Confirm with all your volunteers well in advance of the event
- Call all volunteers the week of to remind them of their shift
- Create and print a volunteer list; give copies to key staff.
- Host a pre-event meeting the night before to review details, answer questions, and hand out instructions. Bring in pizza and drinks – make it fun!

National Partners Table

You will be asked to designate a volunteer or staff person to setup and man a National Partners table. Provide the volunteer the information they need to become familiar with each partner, so they can talk to festival attendees with some authority.

Outreach Volunteers

Utilize your volunteers to broaden your reach. Ask all volunteers to tell their friends and networks. A great way to attract volunteers is to mobilize a volunteer team to execute your outreach strategy. Have them brainstorm a list of targets, divide up the list, and make personal contacts.

Thanking Your Volunteers

Your volunteers are vital to your event. Thank them every opportunity you get – including on stage during your event! Have your emcee ask the audience to give a round of applause for your volunteers, staff, board, and everyone who helped put on your event.

At the event, have food and drinks available for your volunteers, especially if they are working a longer shift. At the event of the night, fill a goody bag with sponsor giveaways or extra items to send them home with.

After the event, send a handwritten note to each of your volunteers—this is extremely important! If you have a newsletter, be sure to thank them in there too. Think of creative ways to show your gratitude—maybe a local restaurant can donate a coupon or free meal to your key volunteers.

You have a lot to learn from your volunteers. Ask them for feedback. It will show you truly value their help and opinion. Also make notes on good/not so good volunteers and what each excelled at so you can ask them back next year.

Greening Your Event

As an environmental event, it is your responsibility to model best practices. Remember that your event is an outward representation of your values. Walk the talk! If you want your community to conserve resources, you can demonstrate that with your event. Yes, costs may go up, but you are sending a message to your community, sponsors, and the media that being environmentally responsible affects every aspect of our daily lives.

- 1) **Offer local or organic!** Seek out vendors who offer organic food, drinks, or other natural products. Support healthy pollinators, ecosystems, and your own body. Your local natural food store might donate food to your event.
- 2) **Avoid disposables!** Brand your event as “zero waste” – this is becoming more and more popular and people will recognize this term. Ask people to bring their own cutlery. Rent dishes and recruit a team of volunteer dishwashers.
 - **Take advantage of Klean Kanteen’s pint cup program!** Klean Kanteen, stainless steel pint cups can be purchased for your event from the Wild and Scenic online store. You can buy them with your logo or the Wild & Scenic logo, then resell them with a drink for a profit. Reduce waste, raise funds, and add a fun element to your event!
- 3) **Avoid plastics!** Making bottles to meet America’s demand for bottled water uses more than 17 million barrels of oil annually, enough to fuel 1.3 million cars for a year. Ten percent of the plastic manufactured worldwide ends up in the ocean, the majority of that settling on the ocean floor where it will never degrade. Alternatively, offer reusable cups and/or ask people to bring their own cup. Do NOT offer plastic water bottles.
 - **Don’t be fooled by bio-plastics!** Yes, bio-plastics might be better than petroleum-based single-use plastics. BUT they do not break down in home-scale compost piles, only in commercial composting facilities. They pollute the recycling stream because they look like recyclable plastic, but they are not. They are typically made from GMO corn, which requires a lot of land and water to grow.
- 4) **Recycle!** Every place you have a trash bin, also put a recycle bin there. If you have a trash bin by itself, inevitably non-trash items will end up there. Make sure recycle bins are well-marked so that your audience knows what they can put in there.
- 5) **Reduce paper!** How many ways do you use paper at your event? Posters, flyers, event program, brochures, napkins, paper towels, toilet paper... Request recycled paper for everything you do! By requesting recycled products, you help to expand the recycling market.
 - If you invite other groups to table, ask them not to bring handouts but to instead have a beautiful enticing display and a human being to share information! Do you really need to have paper napkins and paper towels? There are lots of reusable alternatives for these that are not paper.
- 6) **Compost!** Someone in your community has a compost pile and would be GRATEFUL to take your event’s compost home. Compost is a valuable resource. Keeping food scraps out of the landfill means reducing greenhouse gases which contribute to climate change. Plus, landfills are someone’s habitat – by composting you can protect habitat and build healthy soil! Place a compost bin everywhere that you recycle and trash bins.
- 7) **Waste station volunteers!** You’ll be amazed at how much trash you avoid making just by having educated volunteers help audience members know where to put their waste. Most materials at your event will be recyclable or compostable; therefore, the trash produced will be very little as long as you help your audience in knowing what to put where.

Dressing Your Event

“Dressing up” makes the event a festival. Once you have your plans in place for marketing, promotions, and logistics, add some sparkle and shine! We’ve given you all the nuts & bolts for a successful event, but now make it your own. Have some fun!

As we transition back to in-person events, please keep in mind the safety of your attendees, staff, and volunteers and consider reducing interactions, especially indoors. Some of these ideas may be best left for a time when the pandemic is squarely behind us! Remember, a hybrid event and access to video on demand are also great features to sell to your audience.

Have a Good Emcee

A good emcee makes all the difference. They keep the energy going and are sometimes an act all themselves. Think charisma! Also think of someone who can make a membership appeal and is familiar with your mission.

Refreshments

People love food and drinks! Remember, you are asking people to attend an event right at dinner time. Offering light snacks and drinks can keep the energy high and people happy until the end. Make it more than an evening of watching films but a chance for people to network and mingle!

Have a Keynote Speaker

A keynote speaker can add a classy, red carpet touch. Bring in a guest to give a short introduction. It could be a local high-profile environmentalist, or someone working on a community project. More than likely someone on staff or your board will know someone in the public eye. You need to ask, so look within your social circles. They could be an adventure traveler or photographer who is a good storyteller. Have them do a 15-minute slide show. If you do, promote and celebrate this special feature!

Showcase a Local Film

Wild & Scenic is a great stage to showcase a local environmental film. A local film can create a lot of buzz and hook media. People want to see stories about where they are from and recognize local faces.

Invite a Filmmaker

Wild & Scenic provides you contact information for filmmakers. Having a filmmaker introduce their film adds dimension and gives a larger scope. You may find a member who is able to host the filmmaker at their house.

Childcare

Recruit some high school volunteers to organize childcare on-site at the venue. Space permitting, you could promote that the kids will see kid-friendly films and be served snacks. This makes your event even more marketable!

Make it Look Pretty

Give the venue some flair. Think flowers, lighting, decor, ambiance... it really makes a difference. Remember, you must hang up all your banners and setup a professional looking National Partner table.

Side Parties and Events

Add one or more of the following fun and money-generating activities:

- Opening reception or after party
- Live music in the lobby or while people are taking their seats
- Raffle, silent auction, or door prizes
- Wine tasting or a food pairing
- Art gallery or reception
- Show a separate children's program or feature film

Giveaways

- Have door prizes!
 - You'll receive giveaways in your National Partner Kit – use these however makes the most sense for your event. It is often used as a raffle item where the winner is announced at intermission.
 - - The items this year are:
 - 1) Peak Design Everyday Sling or Field Pouch,
 - 2) Klean Kanteen 16oz tumbler with lid and straw,
 - 3) Sierra Nevada keychains and sunglasses and tote bag,
 - 4) Earthjustice Quarterly, coasters, gavel pencils.
 - 5) HHMI WildHope hats, sunglasses, canvas bags, regional seed packets and stickers
 - 6) Nia Capital Basil Seed Packs and Postcards
 - 7) American Rivers sticker pack and postcards!
 - Promote early ticket purchases are given a free raffle ticket or that the first 50-100 people get a free gift from a local sponsor or from your organization. Ask for an in-kind donation to cover this!
 - Encourage people to reuse by giving away water bottles with your logo on them. Or get a sponsor to cover the cost and put their logo on the water bottles. Work with
 - Check out the WSFF Merchandise page for more ideas!

Mini-Enviro Fair

Share the spotlight - invite local nonprofits to table. It shows a strong sense of community and helps to highlight issues affecting the area. This provides a positive and busy atmosphere in the lobby where people are circulating and talking before the show and during intermission. That is exactly what we want people doing – talking and taking action. It offers a great opportunity for all groups to conduct petitions, letter writings and gather names.

Mini Farmer's Market

Invite local farmers to table before and during intermission. They could sell prepared dinners or offer food samples. It provides a fun and festive atmosphere and a great way to promote locally produced seasonal food.

Initiate Community Dialogue

- 1) Include conversation starters in the emcee script. Questions that will initiate dialogue between attendees after the festival is over. It will take the issues outside the venue and keep people thinking so they are more inclined to take action.
- 2) After intermission, have the emcee, guest speaker, or local advocate engage the audience in a 5-

minute, “what can we do locally?” The moderator can ask things like: what can the community do better to reduce carbon emissions, how can we pressure industries to change policies, etc.

- 3)** Coordinate a community roundtable with key, community influencers. Here is where you start to make your evening film festival wrap throughout the weekend. Personally invite a wide array of specific people to attend the festival (community leaders, politicians, and business owners). An open discussion makes it more about the films than who is right or wrong. It gets people talking to reach common ground and place for compromise.

Membership

Set a membership goal – shoot high and your strategy will rise to meet it.

- Measure the ratio of members to non-members; make it easy for people to become a member.
- Offer an incentive at the ticket counter when people have their wallets open. Use multiple pitches from stage to encourage people at intermission or after the show to sign up. Make a compelling ask during the welcome address, leverage film intros to connect people to local issues, remind people to get involved and support local, grassroots organizations.
- Galvanize your members to call friends and associates to attend. Think personal connections!
- Identify potential new members in your community and invite them to the event.
- Use creative ways to attract different people to your event – reach beyond the choir!

Sample Membership Incentives

- Offer discounted membership with entry. Example: A \$30 includes membership.
- Free membership with a certain ticket level purchase. This yields high renewal rates.
- Free ticket with purchase of NEW membership, i.e. \$20-\$25 all inclusive.
- Purchase a membership and get extra raffle entries.
- Purchase membership at door; get entrance into pre-festival party with food/drinks.

Special Membership Offers

- Put a membership form in each program. Encourage people to sign up that night for a free gift!
- Have a separate raffle drawing just for new members. Make sure it is a big ticket item!
- Offer free, half price, or 2 for 1 membership, if accompanied by a “current” member.
- Offer a student, youth, or discounted family membership.

Make it simple to sign up!

- If selling tickets online, include a button where people can add on membership at checkout.
- Get new members at the door before they enter the venue. Your organization’s table inside the venue should spotlight ONE campaign! Make it attractive, make it simple and tell one story. You want to hook people and make it easy for them to get involved! One campaign is something people can put their hands around. At this table, you can also capture people who did not sign up at the door to be a member, but were moved to join after watching the films or a membership pitch from stage!
- Have plenty of easy-to-fill out membership forms and schedule fun, energetic people to solicit membership.
- Have emcee and speakers make announcements to drive people to the membership table.

Sample “Build-Your-Own” Membership Script (built by Friends of the Inyo in Bishop, CA)

- 1) **INTRO:** As the films demonstrate, one person can make a difference.
- 2) **CONSERVATION:** 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.
- 3) **CHALLENGE:** I want to challenge each of you to make conservation happen in your own life. Our everyday 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.
- 4) **CONCLUSION:** Conservation doesn’t 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. Get your hands dirty. Become a member.

National Partners

We are proud to present the alliance of National Partners for the Wild & Scenic Film Festival: HHMI, Tangled Bank Studios, NIA Capital, Earthjustice, and Sierra Nevada Brewing Company. These likeminded companies have joined together in a shared campaign to use film to inspire activism. Together, they support environmental groups across the country hosting Wild & Scenic On Tour. We ask for your support of these companies. To demonstrate their support, each has contributed to an event kit that will be shipped to you.

Our National Partners make the tour possible. Without them we would not be able to share these inspiring films with you and the other 165+ communities worldwide. When you look at the poster, the line-up of National Partner logos is very impressive and gives your event instant credibility. Be sure to leverage this in your media efforts.

While the ongoing pandemic has affected how we share messages from our National Partners, you can still support them through the required components below.

- 1) **On-stage Recognition:** Please recognize our National Partners by name on stage and/or in your host clips. (For example: "Thank you to our National partners... for supporting the use of film to inspire activism").
- 2) **Your National Partner Kit:** Each event will be shipped a National Partner Kit with goodies generously provided to you from our partners. Use these items in a raffle drawing, as door prizes, or put them all together for a silent auction basket – whatever makes the most sense for your event! Share these prizes with your audience and thank our awesome National Partners.

National Partner Table & Liaison

If your event can currently accommodate, please plan to setup a National Partner Table. WSFF will advise when this becomes a required part of each event again in the future.

- 1) **National Partner Table:** Setup a National Partner Table at the event where products and literature can be displayed. Use the shipped items from the National Partner Kit to stock this table. The banners can be used as a table skirt or behind the table on the wall. Dress up your table and show our partners that they are appreciated!
- 2) **National Partner Liaison:** Assign a person to be the National Partner Liaison. This will require familiarity with the "Talking Points" of each National Partner (see our Resources page). The talking points cover each partner, their company, green initiatives, and products and/or services. In lieu of the National Partners being at your event, the trained liaison will serve as a representative in their absence answering questions of festival attendees.

Outdoor Screenings

If you are planning your event in the summertime (or spring or fall, depending on your location), it might be worth considering holding your event outdoors.

Especially during the pandemic, an outdoor venue or a drive-in could be a fun and safe option to host a full-capacity event.

Why else should you host outdoors?

Hosting a Wild & Scenic On Tour event at an outdoor venue provides unique opportunities that an indoor venue may not. Being outdoors allows you ample space for a growing audience, and therefore the ability to invite more people and sell more tickets.

An outdoor venue lends itself to additional activities that enhance the “festival” atmosphere of your event. Additional space and activities create a social environment where people can get to know each other and make connections that ideally help further your campaigns and projects.

You have the ability to personalize the space. Make it your own; give it the feel of your organization. Set up fun outdoor lights to create a magical nightlife entertainment experience. In an outdoor space you can be super creative with the event activities and food options.

Additional activities can be easy to coordinate and make space for. Have a stage with live music, host demonstrations, provide a local food tent, drink vendors, a farmers market, a climbing wall, photo booth, games, visits with filmmakers, even kayaking! If you want to include community organizations, there is plenty of room for them to participate.

Enjoy the weather and take advantage of the seasonal long days and warm evenings in summer. If you live in a region with long winters, your audience will especially want to engage in outdoor events and activities when the weather is beautiful. You can frontload all of your event’s “extra” activities and save the film screenings for last.

Embody the scenic in Wild & Scenic! Whether your venue has riverside grounds or is in a metropolis, it’s fun for your audience to enjoy their surroundings and take in their local landscape while attending your event. If your organization does visible outdoor work, like watershed restoration, perhaps there’s a venue that provides visibility to one of your projects.

Outdoor screenings are social! Attendees can move around, have conversations, play games, and share a meal. Children have room to play and don’t have to stay still in a seat. Dogs are more likely to be allowed. This is a great setting to engage attendees in conversation about local issues.

Tips for Outdoor Screenings:

- Consider a drive-in movie venue, a park with a portable screen, or even projecting onto the wall of a downtown building.
- Make sure the venue or space you are using can accommodate an adequate sound system. You will need to put extra thought into outdoor sound needs.

Plan ahead for parking. Is there plenty of street parking? Do you need to refer people to a parking garage? It might be helpful to have signs and volunteers directing people.

- Toilets – make sure your outdoor venue can accommodate the number of people you are planning to attend. Be sure your audience can easily find the restrooms.
- Consider what time the sun sets. You don't want to start films until it is dark enough, so plan other fun activities while it is still light outside.
- Have fun with lighting! Make it festive and useful. For participating organizations and refreshment tables, provide lanterns that can be dimmed to lower levels during the films.
- Encourage your guests to ensure their own comfort with a blanket or lawn chairs. If you will have food available, make sure people know so that they can plan for this. Be sure there is an area that is good seating for people in wheelchairs.
- Make a rain plan in advance. Ask a local business owner for use of their indoor space in the case the weather gets bad. Choose a date when weather is most likely mild but have a backup plan or rain date, just in case.
- Be prepared for bad weather during the event. If it gets windy, it can turn your screen into a sail. Angle your screen properly so it does not get caught in the wind and anchor it down.
- With an outdoor venue, the equipment needed to screen films can be very different than for an indoor venue. Make sure you are confident that you can meet the technical requirements of your venue.
- It might be helpful to have radios/walkie talkies for people running the event. Electrical cords and power supplies should be taped down and well-marked. Plan to have volunteers preventing guests from entering areas that they ought to stay out of.