

PROMOTE YOUR IN-PERSON OR VIRTUAL SCREENING

R A C E TO BE
H U M A N

SET A SCHEDULE & ANNOUNCE YOUR SCREENING

- ☐ Once you pick your date and time, email your community to inform them about the screening and how to attend.
- ☐ Click [HERE](#) for promotional materials, including posters, email announcement templates, and social drafts.

2 WEEKS BEFORE YOUR SCREENING

- ☐ Send a “Save the date” email with a calendar invite link and further instructions and updates on the screening. If applicable, announce your panelists and moderator. Include their biographies in the email, so people know who they are.
- ☐ Pump up promotion for the event! Get your community excited by posting to internal dashboards, and social accounts, having a giveaway, popcorn, etc.

2 DAYS BEFORE YOUR SCREENING

- ☐ Send out reminders for last-minute additions.
- ☐ Polls are also a fun way to get attention and educate. We recommend sending one to your community of a mental health question that’s easy to answer. Here are some suggestions, but feel free to come up with your own!
 - 1-10: *How comfortable are you talking about race and racism?*
 - Yes or No: *Have you ever experienced a microaggression?*
 - Yes, No, or Maybe: *Do you think it is important that the school prioritizes addressing racism and mental health support for our students and educators?*

DAY OF YOUR SCREENING

- ☐ Today's the big day! Send out a reminder email about the timing of your event. The movie is less than an hour, following a 30-minute panel, making the event generally under 90 mins (you can always run long).
- ☐ Send out instructions for virtual access or in-person attendance.
- ☐ Remind all viewers to complete the survey! The data is super helpful for your community.

IMMEDIATELY AFTER YOUR SCREENING

Promptly following your event while the community is still engaged, ask them to go back to the dashboard home page and complete the survey. If you are hosting an in-person event, you can also have the audience access the survey on their smartphones via a QR code. This survey will provide you with the film's impact on your community, so encourage them to complete it! We will send you a report of the results after access to the film expires.

AT HOME, HYBRID ON-DEMAND ACCESS

When you share access with families at home:

- ☐ Remind your community of the dates.
- ☐ Provide the link and instructions on how to access the materials.
- ☐ Send reminders to inform your community to watch the film at home if they can't make it in person. We suggest not mentioning at-home viewing until after your event to ensure more people will show up in person!
- ☐ Encourage viewers to use additional supporting materials provided in tabs of the dashboard.
- ☐ Remind them to take the survey immediately following the film.