

COUNT≠D OUT

Screening Guide for “Counted Out”

5 Tips for a Successful Event

1. Provide food to draw a crowd

- Provide snacks, drinks, or popcorn at your event to draw a crowd

2. Host a raffle or giveaway

- Offer a small prize (like a gift card or book) to encourage sign-ins and keep attendees engaged until the end.

3. Designate a strong facilitator

- A prepared facilitator helps ensure a meaningful and inclusive post-film discussion. Use our Facilitation Guide to support them

4. Invite local leaders and influencers

- Reach out to educators, elected officials, or community organizers. Their presence can draw others and spark powerful conversation.

5. Collect emails and follow up

- Use a sign-in sheet and QR code to gather contact info.

Get the Word Out!

• Invite your community

- Send an email blast to your community. You can use the editable flyers provided in your Host Toolbox.
- Post the event on your social media pages using our social media toolkit, graphics, and editable event flyers.

• Contact local press

- Contact your local community newspaper(s) and other publications to run your event listing, using our template press release.
- Share our press release with local media and feel free to tailor it to your community. Local outlets often seek compelling stories, so don't hesitate to reach out to TV, radio, podcasts, or newspapers to highlight your event and its impact.

- **Outreach beyond your community.**

- Create a diverse list of local contacts, groups, and organizations to invite and send email invitations. This could include:
 - Local, state, and federal elected officials from your area
 - Social justice organizations
 - Business leaders and chambers of commerce, including tech, AI, finance, health, media, legal, and media
 - Local libraries
 - Local teachers and school administrators
 - Parents groups and PTOs
 - Parks and rec districts
 - Union representatives
 - Adult ed programs
 - Local colleges and universities
 - STEM organizations and programs

3 weeks before the event

- **Send invitations again!**

- Send another email blast to your community
- Send reminders to local press contacts
- Send another invitation via email and social media invites to your list of contacts, groups, and organizations.

2 weeks before the event

- Post reminders on social media, drum up excitement for information you can add to tease your event (Instagram stories showing the preparation, etc).
- Line up event volunteers to collect tickets, circulate a sign-in sheet to collect emails, and walk microphones around the room during the post-film discussion.

1 week before the event

- Run another event listing in your local newspaper or community publication.
- Send one more email reminder to your community and list of contacts.
- Share the event post again on social media
- Go over your post-screening conversation plan using our Facilitation Guide.

The day before the event

- Post an event reminder on social media (you will want to make one more the day of the event!)
- Confirm with your event volunteers.

During the event

- Display the pre-film slides as the audience arrives.
- Start on time. Allow latecomers to get there, but start no later than 10 minutes from the posted time.
- Briefly introduce yourself and the film. You can use the introduction language provided in the Facilitation Guide. Feel free to also introduce any special guests and ask everyone to stay for a discussion after the film.

Discussion

- Plan for the discussion to last between 30 to 60 minutes.
- Display the post-film slides.
- Kick off the discussion — invite audience questions and comments. See your facilitation guide for ideas on questions and audience engagement.
- Wrap up with a thank you to the attendees and any special guests.
- Remind the audience to sign up for the Counted Out newsletter, follow us on social media, and join the movement to spark a conversation about math's power to shape our future.
- Invite the audience to share feedback and tag @countedoutdoc with their stories — we may feature highlights (with consent) on our website, report, or social media.

Please reach out to us with any questions, concerns, or feedback.

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