



## **RESPONSIBLE TRADE PROGRAM**

# **GUIDE TO HOSTING A FAIR TRADE FILM SCREENING PARTY**



*Mardi Gras Made in China* courtesy of David Redmon

## Fair Trade Film Screening Guide

The Sierra Club has compiled this guide to help you set up and host a Fair Trade film screening party in your community. The films listed on the Film Recommendations page all relate in some way to international trade. Through their depictions of deforestation, workers' rights abuse, climate change and corporate and government politics, these films evidence some of the ways in which trade impacts our world. After selecting a movie, do some preliminary research on its plot and the issues it brings up. The Sierra Club's website may offer some helpful background. Follow the directions explaining how to get a hold of these films. Some can be streamed or downloaded **for free** directly through the film's site. You can also simply email a link and your thoughts to your friends or a listserv. Other films must be purchased either through the producer's site or through a site such as amazon.com. If you are a Netflix member, see if you can rent the film online, or check out your local rental store. A few of these films may be rented free of charge through the Sierra Club. Please email [responsible.trade@sierraclub.org](mailto:responsible.trade@sierraclub.org) to take advantage of this service.



Children of the Amazon courtesy of Denise Zmekhol

### **Your Party's Focus**

Your party's focus may be (but not necessarily) on one of the following issues:

Climate Change: <http://www.sierraclub.org/trade/climate/>

Fair Trade Labeling: [http://www.sierraclub.org/trade/fair\\_trade/](http://www.sierraclub.org/trade/fair_trade/)

Global Population: <http://www.sierraclub.org/population/>

Illegal Logging: <http://www.sierraclub.org/trade/downloads/2008-04-logging.pdf>

Labor/Workers' Rights: <http://www.sierraclub.org/partnerships/labor/>

Trade Agreements: <http://www.sierraclub.org/trade/agreements/>

World Trade Organization: <http://www.sierraclub.org/trade/wto/>

Check out these sites and some of the materials they provide. If you need help determining the best theme for your party, contact Susan Ellsworth at [susan.ellsworth@sierraclub.org](mailto:susan.ellsworth@sierraclub.org) or 202-548-6593 to discuss the materials that best match your film.

### **How to Plan Your Party**

*Hosting a Fair Trade house party and film screening is a great way to begin or promote a Fair Trade campaign in your chapter or community. A home screening provides a warm, informal setting that is conducive to camaraderie, networking, and developing a base of active (or new) volunteers who are invested in working for Fair Trade. Conversely, a larger party can be held in a library or community space if you can get your hands on a projector and a bunch of chairs!*

Here are some steps for organizing a fun and successful film screening and Fair Trade house party:

**1. Set a Date:** Set a time and date that you think would accommodate the most people in your target audience. Give yourself at least 4 weeks to get ready.



*Black Gold* courtesy of Marc Francis and Nick Francis

**2. Set a Place:** Ask around and find an appropriate home or venue. You can also host at your own home, use your local chapter's office or inquire at a local library. Visit the venue as soon as possible to see the layout and find out what the homeowners or office manager will be willing to do to help you make the event a success.

Depending on the content of your party, you will want to consider:

- Where will the presenter/faciliator stand and where will the audience be located?
- Are more chairs needed? (Members may lend some for use, or they can be cheaply rented)
- Is there a small table that can be placed near the door for sign-in sheets?
- Is there a table for literature and refreshments? Feel free to serve whatever is easiest for you to put together and/or you can purchase Fair Trade products if it fits in with your agenda. Many stores carry Fair Trade items and you can also order online from <http://store.gxonlinestore.org/>.
- Does the host have a DVD player, VCR or computer and if not where can you find one?

- If serving items are needed, it's nice to use real glasses and china, if possible. Otherwise, get biodegradable serving utensils (they can be ordered at [www.greenhome.com](http://www.greenhome.com))

**3. Identify your Facilitator:** The facilitator of your party might greet incoming guests, introduce the documentary and give a brief synopsis of it, run the film, and lead the discussion. This is a role that you as the host can easily fulfill, but if you do not feel comfortable the Sierra Club has a wide range of resources and suggestions to help you find one.

- We can prep you on how to be a facilitator and provide you with the information you need to feel more knowledgeable on the subject matter. Call Susan Ellsworth for more information at 202-548-6593 or email her at [susan.ellsworth@sierraclub.org](mailto:susan.ellsworth@sierraclub.org).
- Many local trade unions or Fair Trade organizations have representatives that could facilitate the screening. You can find them in the phone book or by a quick search online.
- The Sierra Club may have local volunteers or contacts that would be willing to facilitate a screening. Please contact Susan (see above contact information) for more information

**4. Create Invitations:** Make a catchy Fair-Trade invitation of your own to send out over email or snail mail. Make sure to include the date, time and location as well as a catchy couple of sentences about the film.



party.

**5. Get the Word Out:** Once you have your date, location and invitation figured out, work hard on publicity. Track down committee lists, chapter lists, active volunteers, friends, and other groups who might be interested. You can also post your screening party on your chapter's website or blog. Old sign-in sheets from previous events are always good prospects. Send the invitations to as many folks as possible about 3 or 4 weeks before the party and make follow-up calls a week before the event. Assign calling lists to your fellow volunteers to ensure that as many calls as possible are made. Also, if possible, send out a follow-up email a week before your

**6. Get Ready:** Make sure the room(s) you plan on using for the party are comfortable and inviting, that you have all the materials and supplies printed out and ready, and that you have watched the film once already. Keep a sign-in sheet (provided below) near the door and encourage people to fill it out – this will make your life easier the next time you host a party. If you are interested in featuring any Fair Trade products at your event, such as coffee or chocolate, visit [www.transfairusa.org](http://www.transfairusa.org) to order these in advance. For resources such as Fair Trade fact sheets or sign-in sheet check out the appendix included at the end of this document or contact Susan at 202-548-6593 or by email at [susan.ellsworth@sierraclub.org](mailto:susan.ellsworth@sierraclub.org). You will want to provide a variety of different ways in which attendees can take action

ranging from directions on how to call or write your public official, to sample letters to the editor, to instructions on how to purchase Fair Trade goods (see appendix).

**7. Get the Party Started!:** When your guests arrive, give a brief description of the film and how it relates to trade issues, then simply start the film. It is a good idea to watch the film in advance so that you are familiar with starting and stopping the film, selecting chapters, etc. After the screening, you can lead a group discussion (see sample discussion questions below). Some of the films have viewing guides you may want to refer to on the producers' websites.

**8. Set a Goal:** At the end of your party, set a goal for those in attendance on what to do next. Examples include: organizing a letter-writing campaign to your public officials, hold a follow up event focused around trade, or form a trade committee in your chapter. A really simple goal is to just to commit to joining the Sierra Club's e-newsletter the Green Trader or bringing trade materials to the next Sierra Club event you attend.

**9. Follow-Up:** After your Fair Trade party, shoot Susan Ellsworth a quick email at [susan.ellsworth@sierraclub.org](mailto:susan.ellsworth@sierraclub.org) letting her know how it went. We love to hear about both your progress and your road-blocks! Also, send a photocopy of the sign-in sheet that you got at the party to Susan at 408 C Street, NE, Washington DC 2002. You can also use the list to create a phone tree, which is a list which sets an order for information dissemination. For example, you will call Jane with information, Jane will call Joe with this information, Joe will call Mark, and so on. This will make future campaign efforts a lot easier for you!



*Maquilapolis* courtesy of Vicky Funari and Sergio De La Torre

## **Sample Discussion Questions**

Choose 2-3

- What struck you as the biggest obstacle presented in the film? How does international trade relate to this obstacle?
- What sort of solutions or assistance for affected communities or environments was suggested by the film? How would this create change and would it be sufficient?
- What should international government institutions, the U.S. government, consumers, corporations, religious organizations or human rights organizations be doing to solve these issues?
- What can we as viewers and average citizens do to address these issues?

If you are unsure about the discussion topics, feel free to contact Susan Ellsworth at [susan.ellsworth@sierraclub.org](mailto:susan.ellsworth@sierraclub.org) to determine which questions would work best for you and your party. You can also see if your selected film's website has its own viewers guide.



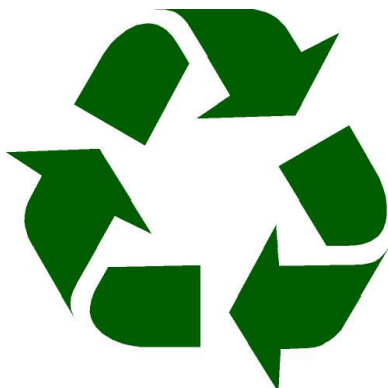


# How to Host a Big Party...

...with a Small Carbon Footprint

- Provide only fair trade or locally grown snacks and refreshments
  - Buy Fair Trade!
  - [www.transfairusa.org/content/shop/products.php](http://www.transfairusa.org/content/shop/products.php)
  - [www.sierraclub.org/store/](http://www.sierraclub.org/store/)
  - Find Fair Trade products at retail stores near you!  
<http://www.transfairusa.org/content/WhereToBuy/>
  - Find a farmer's market near you!  
<http://states.farmersmarket.com/>
- Do not use disposable plates, plastic ware etc. Instead use reusable china, biodegradable ware, or ask everyone else to bring their own.
- Use filtered water, or tap if it's clean instead of bottled water. Make sure a recycling bin is prominently located.
- Minimize the paper you use by emailing invites.
- If you decide to feature printed materials, use recycled paper and print on both sides of the sheet.
- If you have to, use recycled paper products

To learn more about how to reduce your party's or your personal carbon footprint, visit:  
<http://www.carbonfootprint.com/calculator.aspx>



- Encourage guests to take public transportation to the screening location. If possible, organize a carpool.