



A PATH TO SOIL HEALTH  
AND FOOD INDEPENDENCE

# COMMUNITY SCREENING TOOLKIT

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CATALYZE LOCAL REGENERATION





# GRATEFUL.

**Dear Farmer's Footprint Community Leader,**

On behalf of Farmer's Footprint, we would like to extend to you our deepest gratitude for your commitment, passion, and leadership in this grassroots movement for a new economy of health. Your efforts have the potential to disrupt some of the largest industries in the world and achieve transformational progress toward a healthier planet.

Every successful revolution must be founded on education and shared values. Your participation will serve as a template and catalyst for many more grassroots leaders to follow. Without your participation, our reach as a non-profit would be limited. We thank you for your willingness and inspiration!

This is more than just a film screening toolkit. In order to support your local regenerative evolution, we have equipped you with the most essential resources you'll need to create change in your community. This guide along with the film is intended to provide a backdrop for your efforts - a seed for greater change.

We recognize that the most important and transformational elements of your gathering will be the personal stories and human connections. Your group will likely bring their own excitement, frustrations, and fears to this event. Your willingness to share personal vulnerability is often the spark to overcome these fears, allowing space for connection and collaboration.

We look forward to your candid and constructive feedback, as well as your creative contributions. We can't wait to see what your local community, as part of our global community, will do to accelerate the positive impact of our collective efforts for a future of health, for the planet, plants, animals, and humanity!

**In Sincere Gratitude,**



**ZACH BUSH MD & Team Farmer's Footprint**

Chairman of the Board, Farmer's Footprint



# STEP 1: GETTING STARTED

This toolkit is meant to serve and guide you in creating an event as unique as the soil beneath your feet. Take notes as you move through the pages ahead and watch your event come to life.

## WHAT?

### **An opportunity to support Farmer's Footprint by:**

- Screening the film **Farmer's Footprint | Regeneration: The Beginning**
- Sharing knowledge about **Regenerative Agriculture**
- Bringing people together. Creating and fostering relationships grounded in purpose.
- Inspiring your community to get proactive about their health and the health of the planet.
- Cultivating interest in root cause solutions with local politicians, schools, families, students, and changemakers.
- Raising funds to support Farmer's Footprint in our efforts to regenerate 5 million acres by 2025!

## WHO?

### **Who are you?**

You might be an event planner incorporating this screening into an already large event or you may be gathering with a few friends in your basement to talk about how you can come together to grow the regenerative ag movement. Whatever the scale of what you're about to create, we appreciate your passion and the contribution of your time and energy! We will outline some options and resources and you can feel free to use whatever feels appropriate for your situation.

### **Who are they?**

Who is your audience? This is an important place to start. How big are you trying to go with this event? Are you trying to communicate with farmers, gardeners, consumers, students? How many people do you hope to host? Is this open to the public or a private event?

### **Who else?**

Would you like to invite anyone else to co-host or speak at your event?

Ex: Connect with Kiss The Ground's Soil Health Advocates through our Resources (Step 3)





# WHERE?

There are many options for where you can host your event which can vary greatly depending on many factors including how many people you are expecting, whether you intend to sharing a meal, the weather, etc. You will want somewhere that either already has good AV or you can bring in sound and screen. Some options we have seen work well:

- In someone's home or backyard
- At a farm
- In a school auditorium
- At a local community center
- Local theatre

Things to consider – Where is your demographic likely to attend / be most comfortable?

Consider time of year and weather if you'll be outside. (eg. Will you need shade if hot or heat if cold?)

# WHEN?

We recommend at least a month for planning. And we trust that you know your situation and audience best! As above, keep in mind needs for outdoor events. Ex: If at night, you might need lighting.

# WHY?

We know if you're doing this, you not only recognize the need for change but you're excited to be part of root cause solutions. **We appreciate you!**





# STEP 2: YOUR SCREENING

## REGISTER

Please use the link below to complete the online form. When you enter your details here, you will have the option to make this a “public event.” (You do not have to!) If you choose to, we will create it as a Farmer’s Footprint event on Facebook and Eventbrite and make you the host so you can invite your people and our community will also be able to search for it and potentially attend.

If you do choose to go public, here are some ways to spread the word:

- Send links to invite your community and encourage them to spread the word through their network
- Invite your local Farmer’s Market and ask if they’d be willing to share the information about your screening with their broader community
- Invite your local natural grocery stores and other community groups  
Ex. Schools, gardening club, church, etc.

If you would like a unique link for people to donate to so that you can track donations from your event, please email [Screenings@FarmersFootprint.us](mailto:Screenings@FarmersFootprint.us).

## ONLINE FORM

## PARAMETERS

- Host supports the regenerative agriculture movement and is inspired to bring their community
- Do not create any additional assets with our logo.
- If you have a request for anything not included in our media kit, please reach out.





# STEP 3: RESOURCES

**We are happy to be a resource to you!**

For questions, please email: [Screenings@FarmersFootprint.us](mailto:Screenings@FarmersFootprint.us)

Use these assets to support your screening and your community at large. In this download you will find:

- Assets to promote your screening and educational postcards to hand out at your event
- A deck to support those that are interested in starting dialogue with your city staff to understand the urgency of switching to regenerative practices in your community

## DOWNLOAD ASSETS

For playbooks on how to talk to your city council, HOA, school district, etc, visit [Non-Toxic Neighborhoods](#).

If you would like the support of a “**Soil Health Advocate**,” our friends at [Kiss The Ground](#) have trained up an amazing group of leaders. Please feel free to see if there is someone in your area and reach out if you would like:

**Slack Request:** [kissthegroundcollab.slack.com](https://kissthegroundcollab.slack.com)

**Facebook Alumni Group:** [www.facebook.com/groups/205730736671282/](https://www.facebook.com/groups/205730736671282/)

**Direct email to all Soil Advocate Training Alumni:** [SAT@kisstheground.com](mailto:SAT@kisstheground.com)



Feel free to use the below copy and link for promotional purposes.

**“Watch the trailer for Farmer’s Footprint | Regeneration: The Beginning to learn more about our path to food independence and join us for our event...(List your when & where).”**

<https://bit.ly/farmersfootprint>





# STEP 4: THE FILM

Use this link to download and screen  
Farmer's Footprint | Regeneration: The Beginning.



**DOWNLOAD NOW**

[Click Here](#) to view the film on Vimeo