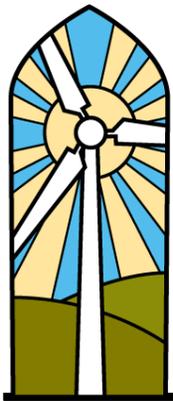


Screening kit for The Human Element Film



Thanks to a partnership with Earth Vision Institute, Interfaith Power & Light is able to offer you this inspiring film! In this screening guide you will find:

- IPL welcome letter
- Screening and promotion tips
- Sample promotional newsletter article and social media posts
- Press Kit links from Earth Vision Film that includes short preview videos to post to your congregation's website, Facebook event banner, customizable screening flyer
- Link to a customizable bulletin insert
- Faith-based discussion questions to spur post-film conversation
- IPL Audience Sign-in Sheet: please pass it around at your screening and mail back to IPL in the return envelope provided in the printed Faith Climate Action Week kit, or mail to IPL, 672 13th St., Ste. 100, Oakland, CA 94612. This way audience members can join the nationwide movement and receive faith-based resources for caring for the earth.



Interfaith Power & Light

A Religious Response to Global Warming

Dear Friends,

Thank you for screening *The Human Element*, a moving film about how climate change is affecting lives of everyday Americans that we hope will inspire your congregation to action.

Climate change is a crisis of moral responsibility. As people of faith and conscience we accept our obligation to address the root causes of global warming, to care for the vulnerable members of our society who are most harmed, and to work for a clean energy future.

As the host, prepare to encourage your audience members to take action. Consider suggesting a collective action you can do as a congregation or group of congregations.

In this election year, we also have the opportunity to let all candidates know this issue is a priority for us by pledging to vote with climate and Creation in mind.

Today: Sign the Faith Climate Voter Pledge and you will get reminders of upcoming elections in your area, from local to federal. *You pledge to vote. We remind you to keep your word. It's so easy. And it works.* Click here to pledge: <http://bit.ly/FaithClimateVoter>

Next week: Make plans with a team to carry out a public event to share our moral obligation to act on climate based on your religious tradition's statement on the environment or Creation care. Find your religious tradition's statement here:

<https://www.interfaithpowerandlight.org/religious-statements-on-climate-change/>

Plan a prayer vigil, appear in front of a government building or fossil fuel plant with placards, take part in a march or rally, visit your member of Congress's local office, etc. to *make your concern for our climate and your love for Creation visible*. To plan a successful event, access the Sacred Activism Guide as part of the 2020 Faith Climate Action Week kit here:

www.faithclimateactionweek.org

Over the year: Work with your local election officials to run a voter registration drive and assist with a Get Out the Vote effort before the November election.

This guide includes relevant images, videos, suggested copy, and social media best practices to help you share your screening of *The Human Element* with your target audience for maximum impact.

Thank you,
Sarah Paulos
Community Engagement and Programs Manager
programs@interfaithpowerandlight.org
672 13th St., Suite 100, Oakland, CA 94612

Film Synopsis

In an arresting new documentary from the producers of *Racing Extinction*, *The Cove* and *Chasing Ice*, environmental photographer James Balog captures the lives of everyday Americans on the front lines of climate change. With rare compassion and heart, THE HUMAN ELEMENT relays captivating stories from coast-to-coast, inspiring us to reevaluate our relationship with the natural world.

Screening Tips

PLANNING — VENUE & TECH

- ❑ Secure an accessible venue — think about the location, public transportation options, and disability access. Make sure you have all the equipment you might need to screen the film, such as a projector and DVD player, as well as seating for all those expected.
- ❑ Perform a technical test run to make sure the copy of the film you received is playing well, and double check that the projector and sound are working properly.

PROMOTION

- ❑ Reach out to other congregations or local community groups in your area to find co-hosts or panelist to discuss the impact of climate change on your community.
- ❑ Create a Facebook page for your event and share it with members of your congregation and community to invite them to attend your event. Use the FB event banner image accessed below.
- ❑ Post about your event to your congregation or organization's social media pages regularly in the weeks and days leading up to your event, and encourage attendees to spread the word to their own networks as well.
- ❑ Identify community leaders to invite, such as your faith leader or other local faith leaders, the mayor, local politicians, local foundations, and business leaders, to help build enthusiasm for your event and awareness about the issue in your community.
- ❑ Put up a provided flyer in your congregation, include the provided bulletin insert and bulletin announcement (below) in your weekly service bulletin, make oral announcements during the designated time in your worship service or at other congregational meetings, and include in your congregation's newsletter or regular email announcements. See sample newsletter article below.
- ❑ Consider asking your faith leader to include a reference to the movie in a sermon. The theme of this movie is people acting together to save their communities for the benefit of all, especially the most vulnerable among us, which is in keeping with many religious teachings.
- ❑ Consider conducting a worship service on this theme of caring for each other by caring for the earth upon which we all depend for our health and wellbeing. You might ask for commitment forms to be placed in the offering basket, or Faith

Climate Voter Pledge cards that can be found in the 2020 Faith Climate Action Week kit at <https://www.faithclimateactionweek.org/order-supplies/>. Reference your screening of the movie and encourage people to attend.

DAY OF SCREENING

- ❑ Conduct a final technical test to ensure video and sound are ready to go. If screening to an older or hearing-impaired crowd, consider turning on closed captions.
- ❑ Ask arriving audience members to sign the provided sign-in sheet below so you can follow up with them about your chosen collective action. **Mail a copy to Interfaith Power and Light, 672 13th St., Suite 100, Oakland, CA 94612 so audience members can join the nationwide movement and receive faith-based resources for caring for the earth.**
- ❑ Prep panelists. Prep your panelists with your call to action in advance, so they can incorporate that into their answers where applicable.
- ❑ During your screening introduction, give them your screening schedule so attendees know what to expect.
- ❑ After the film ends, don't let the energy in the room drain while the credits run for three minutes; cut them off after 20-30 seconds.
- ❑ Once the film has ended and the lights have turned on, begin the discussion by acknowledging the weight of the content. Consider asking 1-2 audience members to share their reflections.
- ❑ Then pick up the energy and pace as you begin your discussion and call to action. Connect the film to local issues to emphasize why the themes from the film matters to your community.
- ❑ After your Q&A, discussion, and/or panel, end on a high note: offer a specific call to action that everyone can participate in.
- ❑ Capture the event for social media. Take a group photo and some fun candid after the screening. Tag *The Human Element* (@thehumanelementmovie @james_balog) and Interfaith Power & Light (Twitter: @interfaithpower FB:@interfaithpowerandlight) when posting on social media to share your screening experience.

Promotional language

SAMPLE NEWSLETTER ARTICLE

In an arresting new documentary from the producers of *Racing Extinction* and *Chasing Ice*, environmental photographer James Balog captures the lives of everyday Americans on the front lines of climate change. With rare compassion and heart, *The Human Element* relates captivating stories from coast-to-coast, inspiring us to reevaluate our relationship with the natural world.

Join us for discussion afterwards about how our faith informs our response to the impact of climate change in our community.

We are excited to be hosting a screening of this powerful film at [LOCATION] on [DATE] at [TIME] We hope to see you there!

BULLETIN INSERT

Join us @NAME OF YOUR CONGREGATION at TIME and DATE to be inspired to act on climate by viewing the captivating story of the human impact of climate change on everyday Americans. Join the discussion afterwards to find out why people of faith are called to act by caring for one another and restoring balance to the earth.

SAMPLE SOCIAL MEDIA POSTS

Twitter

Our faith traditions teach us we are not separate from nature; we are part of it. The Human Element inspires us to reevaluate our relationship. @thehumanelementmovie @james_balog @interfaithpower #FaithClimateActionWeek

Be inspired to #actonclimate! See the human impact of climate change in the U.S. in The Human Element @thehumanelementmovie @interfaithpower #FaithClimateActionWeek

Follow james_balog as he meets the Americans on the front lines of #climatechange. @thehumanelementmovie @interfaithpower #FaithClimateActionWeek

Join us @NAME OF YOUR CONGREGATION at TIME and DATE to be inspired to #actonclimate by viewing the human impact of climate change on everyday Americans. @thehumanelementmovie @interfaithpower #FaithClimateActionWeek

Facebook

Join us @NAME OF YOUR CONGREGATION at TIME and DATE to be inspired to #actonclimate by viewing the human impact of climate change on everyday Americans. @thehumanelementmovie #FaithClimateActionWeek @InterfaithPowerandLight

Follow award-winning environmental photographer james_balog (Chasing Ice) as he captures the lives of everyday Americans on the front lines of #climatechange. @thehumanelementmovie @interfaithpower #FaithClimateActionWeek Join us @NAME OF YOUR CONGREGATION at TIME and DATE

Our faith traditions teach us we are not separate from nature; we are part of it. In an arresting new documentary from the producers of *Racing Extinction* and *Chasing Ice*, environmental photographer James Balog captures the lives of everyday Americans on the front lines of climate change. With rare compassion and heart, *The Human Element* relays captivating stories

from coast-to-coast, inspiring us to reevaluate our relationship with the natural world. Join us @NAME OF YOUR CONGREGATION at TIME and DATE @thehumanelementmovie @interfaithpower #FaithClimateActionWeek #ActonClimate

#ClimateChange is here now and affecting real people everyday. @james_balog shows us the undeniable evidence in The Human Element. Join us @NAME OF YOUR CONGREGATION at TIME and DATE @thehumanelementmovie @interfaithpower #FaithClimateActionWeek #actonclimate

Nature is made up of four elements: earth, air, water, and fire. But now there is a fifth element, and it's changing everything: humans. Join us @NAME OF YOUR CONGREGATION at TIME and DATE @thehumanelementmovie @interfaithpower #FaithClimateActionWeek #ActonClimate

Photos, Videos, and Other Assets from the Human Element:

Bulletin Insert

<https://www.faithclimateactionweek.org/wp-content/uploads/2020/01/Bulletin-Insert-The-Human-Element.doc>

Press Kit

Located in this Google Drive folder

<https://drive.google.com/drive/folders/1dGoNt9waxiXDdhvqxl2EyfbeWyBiWt9a>

Videos

- Official trailer on YouTube (you can also download it for your website)
<https://www.youtube.com/watch?v=k34FhplukXQ&feature=youtu.be>
- 30-second "teaser" video
<https://www.facebook.com/watch/?v=235396377346269>
- 15-second spot
<https://www.facebook.com/watch/?v=1792998160812605>

Facebook Event Banner

<https://drive.google.com/file/d/1Cv0cTBsvWRvL-631EjWEnHlChgRlc87u/view>

Customizable Screening Flyer

<https://drive.google.com/file/d/1Q5lkyz6KZ5VygxH7zjqNBYgpVNRcsSzo/view>

Discussion Questions

**Consider printing and distributing the one-page handout on what various faith traditions say about climate change to audience members for discussion of the question below. Find the handout here: <https://www.interfaithpowerandlight.org/wp-content/uploads/2019/11/Faith-Traditions-Creation-Care-Statements.pdf>*

1. Which stories in the film resonated with you most?

2. How is “the human element” at play in earth, air, water and fire?
3. Have you felt the impacts of climate change?
4. How is your community impacted by climate change? Who are the vulnerable members of your community who are most impacted?
5. What does your religious tradition say about caring for the poor, the earth?
6. *What does your religious tradition’s statement on climate change say? **
7. How does your faith inform your decisions on how to act on climate? As an individual? As a congregation?
8. What are some things that your community is doing to address climate change? What are things you think your community *should* do to address climate change? How can you help initiate a change?
9. What role would you like your congregation to play?
10. James Balog says, “truth matters more than ever.” What does he mean?
11. The last quote of the film is: “We depend on the stability of the fundamental forces of the world. An imbalance in one element leads to an imbalance in another. People are the only elements that can choose to restore balance ... It’s up to us to make the right choices. Our survival demands it and our children deserve it”. What do you think are the “right choices?”
12. Who do you think is most responsible for finding solutions to climate change? Individuals, corporations, the government? Where does your congregation fit in?
13. What one thing will you do this week to make a positive impact on our climate?
14. What will we do together? Organizers make your call to action.



Interfaith Power and Light Information Sign-up Sheet

Event and Date _____

Name	Email Address	Phone	Address

Mail to: Interfaith Power & Light, 672 13th Street, Suite 100, Oakland, CA 94612