Kiss The Ground Movie
Screening Kit

Thanks to a partnership with Kiss the Ground and Roco Films, Interfaith Power & Light is able to offer you this inspiring film! Please find enclosed:

- IPL welcome letter
- Screening and promotion tips
- Sample promotional newsletter article and social media posts
- Promotional images from Kiss the Ground
- Faith-based discussion questions to spur post-film conversation
- Suggested actions to take after viewing the film (Sign postcards to the Secretary of Agriculture! Available through Interfaith Power & Light)
- IPL Audience Sign-in Sheet: If you are doing an in-person COVID-safe event, please pass it around at your screening and mail back to IPL, 672 13th St., Ste. 100, Oakland, CA 94612. By signing, audience members can join the nationwide movement and receive faith-based resources for caring for the earth
Dear Friends,

Thank you for screening Kiss the Ground, an inspiring film about the capacity of healthy soil to sequester legacy carbon on a large scale, thus helping to reduce climate change. Our food policies can also have a positive impact on food justice, racial justice, and climate justice. View the trailer here. Sign up to view online here.

In this moment in our country’s history we are experiencing three great overlapping challenges: a pandemic and economic downturn causing more families to go hungry, racial injustice awareness rising, and the climate crisis worsening. We have an opportunity to address all of these issues with one focus – our food practices.

Food is an important part of our faith traditions, and all the major faith traditions call us to care for the earth. So how we grow our food is integral to the way we care for the earth and each other as religious people.

IPL will be offering a webinar in conjunction with the film, featuring someone from the film team and experts in starting congregational food gardens. We invite you and your congregants to attend. Subscribe to our newsletter for details. And we also encourage you to consider hosting a post-film webinar discussion with your congregants highlighting panelists from your area’s local food movement to learn about local opportunities.

As the host, consider suggesting a collective action you can do as a congregation or group of congregations. Here are a few ideas:

**Today:** Purchase your food from local growers and ask them how they care for their soil.

**Next week:** Arrange for your congregation to host a Community Supported Agriculture (CSA) grower to encourage congregants to buy from local farmers who care for the soil.

**Over the year:** Find a local community garden that needs your support – financial, volunteers, equipment, more land - can your congregation offer space for a garden? Or start a congregation-supported garden that supports food justice in your community.

Thank you for all that you do,

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

*Kiss the Ground* Documentary Inspires Action to Regenerate the World’s Soils

“*Kiss the Ground*” is a new film about how regenerating the world’s soils has the potential to rapidly stabilize Earth’s climate, restore lost ecosystems, and create abundant food supplies. This film explains why transitioning to regenerative agriculture could be key in rehabilitating the planet, while simultaneously invigorating a new sense of hope and inspiration in viewers.

Screening Tips

If you are planning an in-person screening, be sure to follow Covid-safe guidelines in your area. Host the screening outdoors and project on a large screen, even a sheet will do. Be sure to arrange for a good sound system. Limit the number of attendees so they can safely sit 6 feet away from each other, and require mask wearing.

If your congregants are watching the film at their homes, see the promotional language below to encourage them to sign up to view the film.

IPL will be hosting a webinar with the filmmakers and experts on starting congregational gardens during Faith Climate Action Week (April 16-25, 2021) that you and your congregants will be invited to.

And we also encourage you to schedule a webinar with your own congregants to discuss the film after they have viewed it so you can make the connection to local action. Discuss the faith connection, and invite local growers or local food movement leaders to discuss their soil conservation practices. And/or invite food justice activists to speak. You can draw from the discussion questions below for your webinar. Encourage discussion about a collective action your congregation can take to support food justice and healthy soil.

Discussion Guide

As the organizer, have the discussion leader watch the film ahead of time to be prepared to lead the discussion. Also read IPL’s Faith and Agriculture statement for your tradition [here](bit.ly/faithfoodclimate) and print off your tradition’s statement to share with attendees, or share with your congregants via email in advance of the film.

Questions to discuss with your congregants:

1. How do you feel about what you saw?
2. What information did you learn that is new to you?
3. What does your religious tradition say about caring for the poor, the earth?

4. What does your religious tradition’s statement on Faith and Agriculture say? (Download IPL’s Faith and Agriculture statements [here](#) and print off your tradition’s statement to share with attendees, or share with your congregants via email in advance of the film.)

5. What does your faith tradition say about food justice and racial justice and climate justice?

6. How can healthy soil and regenerative agriculture support food justice and climate justice?

7. How does your faith inform your decisions on the food you purchase? As an individual? As a congregation?

8. How does your faith inform your views about how our farmers should grow our food?

9. What is your congregation or community already doing to encourage food practices that support healthy soil and food justice?

10. What could your congregation or community do to encourage food practices that support healthy soil and food justice?

**Questions for Panelists:**

- Where do we go from here? What can we do as individuals and consumers to support and participate in the regenerative agriculture movement?
- What is the relationship between human health, soil health, and planetary health?
- What is regenerative agriculture’s relationship to nutrition and food security and food justice?
- What should we be aware of when going to a grocery store or restaurant? What kinds of foods, and what sources of foods, are best for us and for the planet as a whole?
- How can I promote the ideas that were brought up in *Kiss the Ground* in my community?
- How can we build the value of regenerative food into our community fabric? What kinds of models can we put into action to help build community and the demand for regenerative food?
- What are ways that people can change policy that is currently supporting industrial chemical agriculture to that which is supporting regenerative agriculture?

**Tips for a Great Q&A**

- Allow time for your audience to reflect on what they have just seen and ask questions.
- Feature both panelists from *Kiss the Ground* and from your community.
• Select a moderator if possible, to ensure that the discussion stays on track and on time.
• 30-60 minutes is an optimal time-frame for a post-screening discussion, leaving at least 15 minutes for questions from the audience at the end
• Prepare questions for the panelists to engage in at the event in case your guests are slow to ask their own questions. Please share these questions with your panelists at least one week in advance to give them time to prepare.
• Be ready with resources and action items! See the Call to Action Steps and Resources below

Call To Action Steps and Resources

Be sure your audience leaves the event knowing the concrete steps they can take to be a part of the regenerative community and movement. Here are some ideas:

• Collect signatures on the postcards addressed to Secretary of Agriculture Vilsack found in the 2021 Faith Climate Action Week kit. These postcards are also available separately. Mail them to the address on the postcard.
• Purchase food for your home and your congregational events from local growers and ask them how they care for their soil.
• Arrange for your congregation to host a Community Supported Agriculture (CSA) grower to encourage congregants to buy from local farmers who care for the soil.
• Find a local community garden that needs your support – financial, volunteers, equipment, more land - can your congregation offer space for a garden?
• Start a congregation-supported garden that supports food justice in your community.
• IPL has compiled a list of suggested study resources on food, faith, and climate included in the Faith Climate Action Week kit and also at this link. (bit.ly/foodnfaith) It includes suggested Study Guides, Books for discussion, additional films, and websites.

To learn more and get involved with Kiss the Ground, go to www.kisstheground.com. They have great videos on how to garden regeneratively, training to become a soil advocate, and other great resources!

Promotional Tools

These resources can help you promote your event.

How to Promote Your Event
• Promote your event through your newsletter, social media, or any other communication tools you use.
• Ask other congregations to share the event invitation in their emails
• Reach out aligned organizations or to local community groups for them to extend invitations; community gardener groups, co-ops, farmers markets, food justice activists, etc.

Sample Promotional Images

Find great promotional images from Kiss the Ground here: Social Sharing Assets: graphics, movie posters, social media images.

Sample newsletter language:

“Kiss the Ground” is a new film how about how regenerating the world’s soils has the potential to rapidly stabilize Earth’s climate, restore lost ecosystems, and create abundant food supplies. This film explains why transitioning to regenerative agriculture could be key in rehabilitating the planet, while simultaneously invigorating a new sense of hope and inspiration in viewers.

People are calling KISS THE GROUND “The Most Important Film You’ll Ever Watch” -- which is a really big claim. But it just may be true. View the trailer here.

(For in-person screenings)
We are excited to be hosting a Covid-safe screening of this powerful film at [LOCATION] on [DATE] at [TIME]. The number of attendees will be limited to the Covid-safe regulations in our area. Sign up here to attend. (LINK to your registration system) Covid masks required.

(For online viewings)
Sign up with Interfaith Power & Light to view the film online for free in the comfort of your home starting April 10 through April 25th, 2021. Sign up here. (http://bit.ly/fcawfilm)

(If you are hosting a discussion)
Join us for discussion afterwards about how our faith informs our response to food practices that support food justice and healthy soil in our community. (add details on how to join your discussion if it is an online discussion)

Sample Social Media language:

Facebook

We @NAMEOFYOURCONGREGATION are invited to join @InterfaithPowerandLight for a free viewing of Kiss the Ground during Faith Climate Action Week, starting April 16
through the 25th. The film educates about IPL’s #faithclimateactionweek theme, Sacred Ground: Cultivating Connections between Food, Faith, and Climate. It’s about a solution to climate change that’s right beneath our feet – healthy soil and its ability to sequester carbon on a large scale. “It's not about religion or politics, it's about love — and if you love something or somebody you want to understand them, take care of them, protect them, and keep them safe. That's what we're all here to do." - Maria Rodale. Sign up here to view the film. bit.ly/fcawfilm
@kissthegroundmovie

Instagram

What if there was a simple solution that could help balance our climate, replenish our freshwater supplies, and feed the world? Join us @NAMEOFYOURCONGREGATION to watch Kiss the Ground, an exciting documentary about an obvious solution to climate change with @interfaithpower during #FaithClimateActionWeek starting April 16 through April 25, 2021. The film educates about IPL’s theme, Sacred Ground: Cultivating Connections between Food, Faith, and Climate. Thanks to a partnership with the film team @kissthegroundmovie this event is free! Sign up link in bio. (http://bit.ly/fcawfilm)

Twitter

We @NAMEOFYOURCONGREGATION are invited to join @InterfaithPower for a free viewing of Kiss the Ground as part of #FaithClimateActionWeek theme, Sacred Ground: Cultivating Connections between Food, Faith, and Climate. April 16 through the 25th. Sign up here (http://bit.ly/fcawfilm)
@kissthegrounddoc

Recommended hashtags:
#FaithClimateActionWeek #FoodJustice #ClimateJustice #kisstheground #kissthegroundmovie #kissthegroundfilm

Recommended tags:
FB: @InterfaithPowerandLight @kissthegroundmovie
IG: @interfaithpower @kissthegroundmovie
Twitter: @interfaithpower @kissthegrounddoc
Get Involved
There is power in numbers. Join with a national network of people of faith concerned about climate change. When you add your name below, you will receive climate news and updates that will help you make your voice heard on critical issues like EPA action on power plant pollution and the Paris climate talks. You'll also have access to helpful toolkits for lowering your carbon footprint in your home and house of worship. Interfaith Power & Light has affiliate in 40 states, so if there is one in your state you will also learn about local opportunities for involvement. Thank you for helping to create a world with good jobs, clean air and water, and healthy communities.

Title and Name

Email

City & State

Please return to: Interfaith Power & Light • 672 13th St., Suite 100, Oakland, CA 94612 or Fax: 510-444-4816

Congregation

Thank you for signing today. You will periodically receive updates from Interfaith Power & Light. You can unsubscribe at any time. Your email address will be kept confidential.