

USUFRUCT

Screening Toolkit



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INTRODUCTION

Thank you for hosting a screening of Sam & Me!

This guide and toolkit is intended to help you host an impactful and successful screening. Below we have included a few tips to help bring this event to life.

Promotion: Make sure you promote your event! Social media, email, and phone calls are great ways to spread the word. Resources, sample language, and images can be found here.

Timing: Give yourself at least two weeks to schedule, plan, promote, and execute your event. Don't forget to use the resources provided by Purple Mountains.

Organizing your Event: We highly recommend having a post-screening conversation or panel. Partner with other organizations for participants, reach across the aisle for different points of view, and develop a list of questions (using those outlined below) that will address the local and personal issues your audience cares about.

Event Preparation: Make sure you test your technology at least a day in advance of your screening so you have plenty of time to troubleshoot. If you are doing a panel conversation, do a test run with your participants and ensure they are all comfortable with the run of show.

Creating Impact: We're making this film available to you for free but we need your help! In this guide you will find ways for you and your audience to take action. Encourage your audience to register to vote, to learn about local legislation and candidates on their ballot, and to inspire others to get involved.

There are 50 Million passionate outdoor enthusiasts across the country. This is our common ground. Together, we can use our votes to protect the places we love.

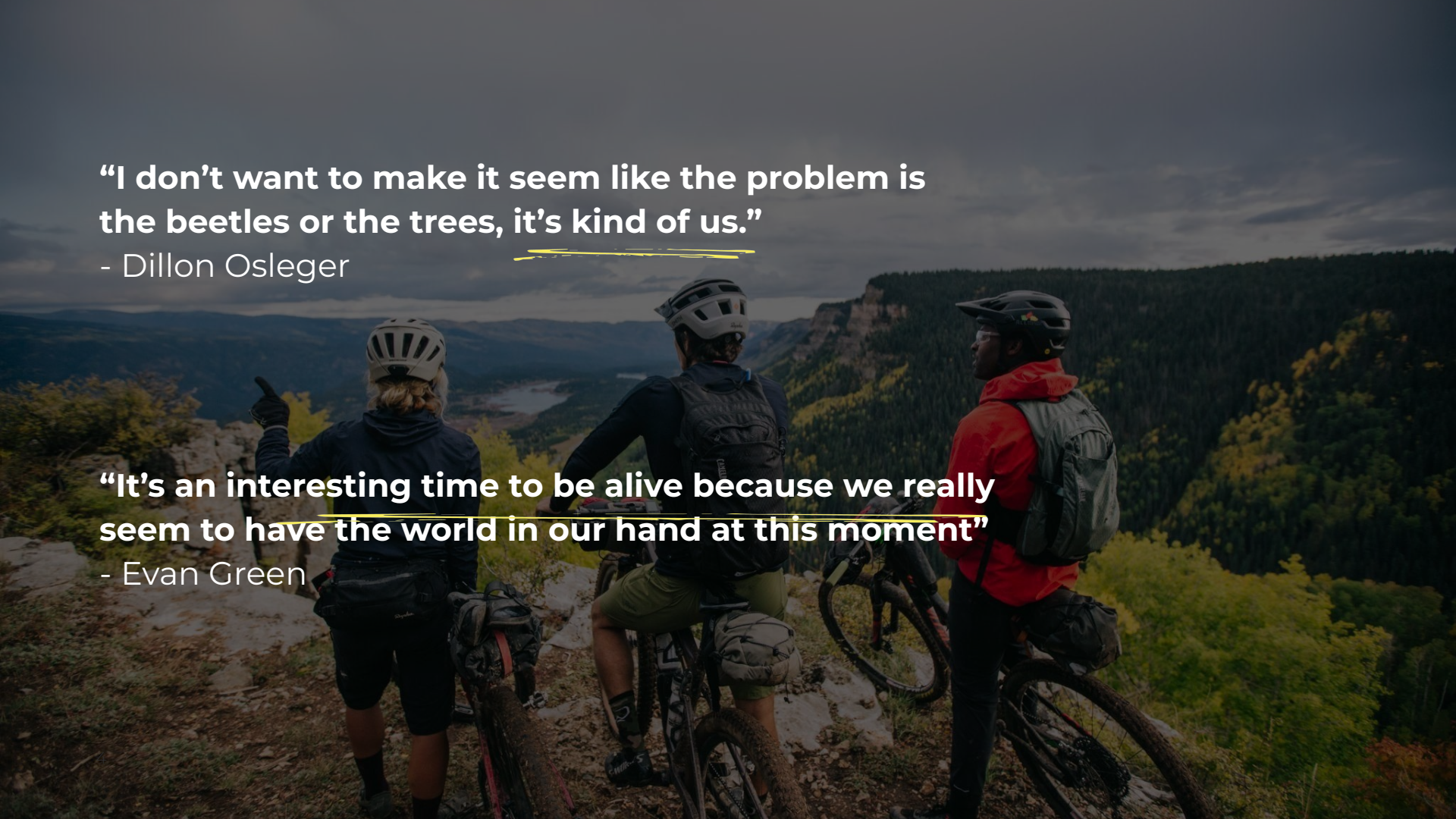


**"I don't want to make it seem like the problem is
the beetles or the trees, it's kind of us."**

- Dillon Osleger

**"It's an interesting time to be alive because we really
seem to have the world in our hand at this moment"**

- Evan Green





ABOUT POW

Protect Our Winters turns passionate outdoor people into effective climate advocates. POW leads a community of athletes, thought pioneers and forward-thinking business leaders to affect systemic political solutions to climate change. Our policy agenda consists of a four-pronged approach to climate solutions including clean energy, clean transportation, carbon pricing and protecting public lands from fossil fuel extraction. We've chosen to focus on these four areas because of their broad reaching impact to climate, their possibility for success in policy and their ability to be enacted on the individual and collective scale.

FILM SYNOPSIS

Usufruct is a short film about three friends on an atypical bikepacking trip near Durango, Colorado. Instead of planning a route with the best riding or most scenic vistas, they opt to ride through burn zones and beetle kill areas, diving into the impact and implications that climate change is having on their home trails.

Their goal is to learn what they can do—and what we all can do— to start to change the tide.

Film Access

Official Trailer:

<https://www.youtube.com/watch?v=pl1W-l6v8HQ>

Film:

<https://bit.ly/UsufructFilm>



A group of people, mostly young adults, are standing outdoors in front of a dense forest of evergreen trees. They are wearing black t-shirts with a small circular logo and black baseball caps with the word 'POW' on them. They are holding up large, hand-drawn signs on cardboard. The signs in the foreground spell out 'CLIMATE' from left to right. The signs in the background spell out 'VOTE FOR' from left to right. The overall tone is serious and organized.

TAKE ACTION

Pledge to Vote: Pledging to vote, making a plan, showing up to the polls, or mailing your ballot - your action inspires others! Take 2 minutes to take a stand and preserve our land!

Stokethevote.org

THANKS!

ross@protectourwinters.org



**Text POW to 65351
to Join Us & Stay Informed!**



4 msgs/month. MsgDtaRtsMayAply. Reply STOP to optout, HELP for help

