

TOOLKIT

**Celebrate Stewardship Week  
by hosting a screening of**

# LIVING SOIL

*Sunday, April 28 through  
Sunday, May 5, 2019*



*The nation's documentary film about U.S. conservation  
and the agricultural heroes who nurture our soil*

**Celebrate  
Stewardship Week  
2019  
April 28 – May 8**



MADE POSSIBLE BY:



*Living Soil* was directed by Chelsea Myers of Tiny Attic Productions, and produced by the Soil Health Institute through the generous support of The Samuel Roberts Noble Foundation.

# TOOLKIT

Here is a toolkit to help you hold a screening of *Living Soil*, a documentary that explores the rich history of U.S. conservation and highlights how today's producers are protecting and building soil health.

## 1. Plan your event early.

Reserve a location for the screening and start planning details of the event like date, time, speakers and snacks!

## 2. Partner Up.

Contact your conservation, commodity, wildlife and hunting groups, academic institutions, FFA, 4-H, scouts, service and civic organizations, agribusiness and producers to get support and expand your reach for promotion and attendance.

## 3. Promote your event.

Utilize the attached flyer template to insert your screening information and distribute far and wide! Send your screening information to your local radio, newspaper, news station and partner publications. Put your event on social media.

## 4. Play *Living Soil* and post on social media.

See the sheet provided for the best quality of play. Take pictures and post event happenings using the hashtags: [#livingsoilfilm](#) and [#NACDstewardshipweek](#)

## 5. Let us know about your event by emailing information to:

NACD at [stewardship@nacdn.net](mailto:stewardship@nacdn.net),  
SHI at [info@soilhealthinstitute.com](mailto:info@soilhealthinstitute.com), and  
SWCS at [memberservices@swcs.org](mailto:memberservices@swcs.org).

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# T O O T K I T

Turn your *Living Soil* film screening into a memorable occasion with some added elements.

- ▶ Consider a unique location, such as a barn or other rustic venue, to set the stage for your event. (Remember to make sure electricity is available.)
- ▶ Arrange for local 4-H Clubs to help decorate the venue.
- ▶ Contact potential guests before you finalize your screening date to give them the ability to recommend the best day and time, and give them more of a chance to attend.
- ▶ Invite local celebrities, county commissioners, school board members, farm organizations, rural bankers, and others who directly and indirectly may educate, influence and promote conservation.
- ▶ Invite farmers and ranchers who remember the Dust Bowl years and can help you with conversations. Invite them to bring photos, scrapbooks and memorabilia from the 1930s and devote at least one long table to the local conservation story.
- ▶ Invite all producers who have been recognized for soil health in your area (and then recognize them with VIP ribbons during the event).
- ▶ Invite your local grocer(s), librarian(s), vocational agriculture teacher(s), agricultural extension agent(s), science teachers, Master Gardeners, garden clubs, churches, food pantry volunteers, media, civic organizations, FFA members and 4-H'ers.
- ▶ Ask your local businesses to post a *Living Soil* poster on a bulletin board or in a store window to help you promote your event.
- ▶ Ask your local newspaper and any broadcast stations to assist you in getting the word out to the community.
- ▶ Promote your event enlisting your local social media and word-of-mouth ambassadors, such as other local organizations and friends.
- ▶ Consider hors d'oeuvres/snacks that are locally sourced and create small table tent tags that share the farm-of-origin.
- ▶ Arrange for a local volunteer photographer to shoot and post photographs of your event to [livingsoilfilm.com/digdeeper](http://livingsoilfilm.com/digdeeper) where your event can gain special recognition.
- ▶ After the event, be sure to provide a short write-up with photos for your local news media.

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## Materials available for printing

You may access materials for printing at [livingsoilfilm.com/digdeeper](http://livingsoilfilm.com/digdeeper).

### Join us as we view

#### LIVING SOIL

*The nation's documentary film about U.S. conservation and the agricultural heroes who nurture our soil*



**DATE | TIME:**

**LOCATION:**

**FOR MORE INFORMATION:**

## POSTER

This is a "form-fill" PDF that enables you to type in the date/time and location of your event along with contact information (such as a phone number, email, or website). When you have filled in the information, save the file, and print it on any laser printer.

It is standard letter size (8½" x 11").



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DATE | TIME

LOCATION

FOR MORE INFORMATION:



**STEWARDSHIP WEEK**  
April 28 through May 5, 2019

### Celebrate an Evening

with



*The nation's documentary film about U.S. conservation and the agricultural heroes who nurture our soil*

## TRIFOLD BROCHURE

This brochure features a "form-fill" section on the back panel where you can type in the date/time and location of your event along with contact information (such as a phone number, email, or website) on the back panel. When you have filled in information, save the file, and print it on any laser printer.

The brochure fits on a standard 11" x 8½" sheet (landscape format).

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## HANDOUTS

This is a "form-fill" PDF that enables you to type in the date/time and location of your event along with contact information. When you have filled in the form, save the file, and print it on any laser printer.

This file prints on standard letter size (8½" x 11") card stock. There are two handouts per sheet. After you have printed, just cut down the middle to separate the two pieces.

You can also use these as large postcards.

<p><b>Join us as we view</b></p> <p><b>LIVING SOIL</b> The nation's documentary film about U.S. conservation and the agricultural heroes who nurture our soil.</p>  <p><b>DATE   TIME:</b></p> <p><b>LOCATION:</b></p> <p><b>FOR MORE INFORMATION:</b></p>	<p><b>Join us as we view</b></p> <p><b>LIVING SOIL</b> The nation's documentary film about U.S. conservation and the agricultural heroes who nurture our soil.</p>  <p><b>DATE   TIME:</b></p> <p><b>LOCATION:</b></p> <p><b>FOR MORE INFORMATION:</b></p>
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## POSTCARDS

This is a "form-fill" PDF that enables you to type in the date/time and location of your event along with contact information. When you have filled in the form, save the file, and print it on any laser printer.

This file prints on standard letter size (8½" x 11") card stock – or you can print on Avery-8387 cards. There are four small postcards per sheet. After you have printed, just cut down and across the middles to separate the four cards – or break at the perforations if you used Avery-8387 cards.

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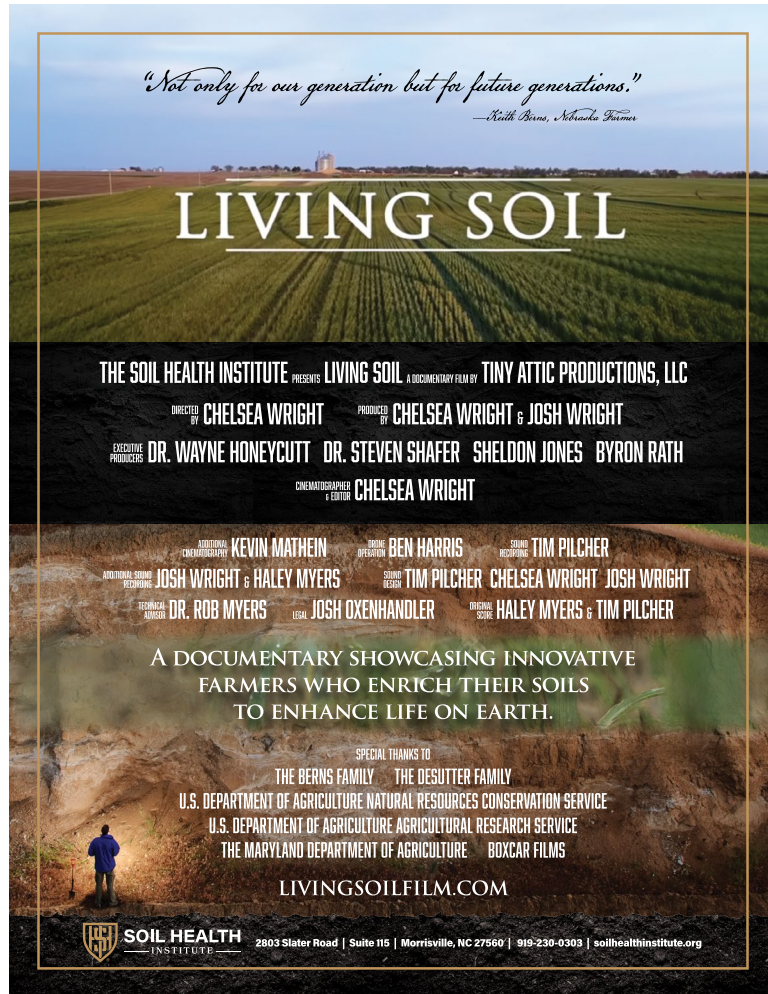
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## THE FILM POSTER

This is the original film poster in PDF format for laser printing. It is available in two sizes: 8½" x 11" and 11" x 17". Download at [livingsoilfilm.com/digdeeper](http://livingsoilfilm.com/digdeeper).



## WHERE TO DOWNLOAD ITEMS

You may access the poster and all items in the toolkit at [livingsoilfilm.com/digdeeper](http://livingsoilfilm.com/digdeeper).

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