



HOST A SCREENING OF PODER IN 3 EASY STEPS

Thank you for your interest in hosting a screening of PODER and supporting Let Girls Lead! We created this screening guide to help you organize and host a successful screening event. You can find the full movie on this Youtube link

<https://www.youtube.com/watch?v=jlHCMLFJMdo&t=12s>

STEP 1: Think About Your Audience & Choose Your Venue

The first step to hosting a screening of PODER is to decide whom to invite and where to host your event. You can consider the following:

- Do you want to share PODER with girls and young people to show them a great example of how girls can make a difference and change the world?
- Do you want to share PODER with your coworkers or leaders in your community?
- Do you want to use PODER to increase awareness and raise money for girls' empowerment and Let Girls Lead?

It's easy to host a screening anywhere – in your home, school, office, place of worship, or community center. Remember to check the maximum capacity of your potential venues. Once you have an audience in mind, a date and a venue, you can begin to spread the word!

STEP 2: Get the Word Out

Depending on your target audience, you can promote your PODER screening by starting with friends, coworkers, and family, and then reaching out to local community groups interested in girls and women.

The host should send out invitations to guests at least four weeks prior to the event. For free screenings, consider using [Evite](#) or another free online invitation site. You can use [Eventbrite](#) if you decide to do a fundraiser. An email invitation template is included below.

In the invitation, let your guests know that you are hosting a PODER film screening to build support for girls around the world. Be sure to include a link to the PODER page on Let Girls Lead's website: <http://www.riseuptogether.org/en/storytelling/film-poder/> . You will find more information and the PODER trailer on the site. Ask guests to RSVP at least a week prior to the event date. Also, it's always a good idea to ask people to arrive 30-45 minutes ahead of the presentation to give everyone a chance to snack and chat. A few days before the screening, email or call invitees to remind them about the event – this also help you know how many guests to expect.

Make sure to share your screening on Twitter and Facebook! Please let us know about your screening so we can help you to promote your event by sharing it on our own social media. You can find us @letgirlslead and <https://www.facebook.com/letgirlslead>.

Here are a couple sample tweets and FB posts to help you get started:

Sample Tweet

How do you let girls lead? Find out at my screening of the film #PODER [INSERT LINK TO INVITE] @letgirlslead

Sample Facebook post

How did two teenage girls change their country? I am thrilled to be hosting a screening of PODER tonight – come join us! You can find out about this film and how you can host your own screening here: <http://www.riseuptogether.org/en/storytelling/film-poder/>

STEP 3: Host the Screening

A few hours before the screening begins, set up a projector and speakers to show the film – and test them out beforehand to make sure everything works properly!

Set up a small table in a prominent location, with a Let Girls Lead newsletter sign-up sheet, Let Girls Lead fact sheet, and PODER postcards – Please email Lorena at Lgomezbarris@riseuptogether.org for the digital files before the event or find them online on our resources page.

When you begin your event, spend 5 to 10 minutes prior to showing PODER to introduce the film and the Let Girls Lead movement. You can find this information in the Screening Background Information document. Share with the audience why *you* think it's important to LET GIRLS LEAD! Once the film is over, you can use the PODER Discussion Guide to start a conversation with your guests about the film and how to support girls' leadership.

Take and share pictures during your event. We would love to see them and share them on our social media! Please send them to Lorena at Lgomezbarris@riseuptogether.org and share them with @letgirlslead and on www.facebook.com/letgirlslead

Wrap up the event by letting your guests know that they can donate to Let Girls Lead Give them specific examples on what their donations will mean to girls around the world:

\$25 provides a year of leadership training for a girl in Honduras.

\$50 helps girls in Liberia learn public speaking and social media skills.

\$100 supports the important work of girl advocates in Guatemala.

\$500 provides a girl leader in Malawi with equipment and training to create her own video.

Let people know that if they aren't able to contribute financially, you still welcome their involvement and they can share information about PODER with friends and host their own screenings. Donations can be made online [here](#). Checks can be made out to Public Health Institute/ Let Girls Lead and mailed to PHI – LGL, 555 12th Street, Oakland, CA 94607.

AFTER THE SCREENING

The day after your event, send an email to your guests thanking them for attending and send a link to <http://www.riseuptogether.org/en/storytelling/film-poder/> inviting them to host a screening too!

EMAIL TEMPLATE FOR PODER SCREENING INVITATIONS

Dear **[insert name]**,

I'm hosting a screening of an exciting new short documentary film called PODER and would love to invite you. 'PODER' ("power" in Spanish) is the true story of Elba and Emelin, two indigenous Guatemalan girls who raised their voices and stood up for girls' rights. Overcoming poverty and discrimination, Elba and Emelin transformed their community of 26,000 people, and their nation of 14 million, ensuring that girls can go to school, stay healthy, and learn important skills to escape poverty.

The 16-minute film is a production of Let Girls Lead, a global movement to empower girls through participatory media and girl-centered advocacy. Elba and Emelin were involved in creating PODER from the very beginning, and even played themselves in this engaging short film.

Check out the trailer for PODER to see why I was inspired to host a screening:
<http://www.riseuptogether.org/en/storytelling/film-poder/>

I'm planning the screening for **[insert date]** at **[insert time]** at **[location]**. Light refreshments will be served, and we'll have time for a great discussion on how we can support girls' leadership and Let Girls Lead after viewing the film. I hope you can make it!

Please help spread the word about PODER and bring friends with you to the screening. To confirm your attendance, please RSVP to me by **[insert date]** at **[insert email]** or **[insert phone number]**. For more information on PODER and Let Girls Lead, you can visit www.riseuptogether.org

I look forward to seeing you at our PODER screening on **[insert date]**!

Best,
[Your Name Here]

EMAIL TEMPLATE FOR THANK YOU EMAIL

Dear [insert name],

Thank you so much for attending the screening of Let Girls Lead's documentary, PODER. I hope you enjoyed the film and our great discussion. I'd love to have you join the Let Girls Lead movement by signing up for their email list [here](#).

You can also learn more online at www.riseuptogether.org, like Let Girls Lead on [Facebook](#), and follow them on Twitter @letgirlslead to get updates. And if you want to host your own screening, there are lots of great resources on the website to help you get started.

Thanks for helping Let Girls Lead!

Best wishes,
[Your Name Here]