

## Hosting a Film Showing in Your Community

### Advance Planning

**1. Decide who to invite.**

You may want to specifically appeal to families that have preplanned a funeral, members of the community at large, members of a specific civic group, hospice professionals, families with a loved one in hospice, etc.

**2. Will you have guest speakers?**

Depending on your audience and the topics you'd like to cover, consider whether it would be valuable to invite guest speakers to your event. For example, if you're going to be showing the films to families that have someone in hospice, it might be a good idea to have a hospice professional at the event to answer any questions related to hospice.

**3. Choose a location.**

This could be your funeral home, a local community center, another business, a hospice, etc.

**4. Set a date.**

Make sure to choose a date that gives you plenty of time to invite your guests.

**5. Plan the details.**

If you're going to offer refreshments, contact your local caterer or purchase refreshments.

**6. Decide how you will show the films.**

If you have the films embedded on your website, you can show them by connecting a laptop to a projector. If you'd like to show them via DVD, email [nfda@nfda.org](mailto:nfda@nfda.org) to request a DVD. Test all audio/visual equipment in advance.

**7. Spread the word.**

You can get the word out in a number of ways, depending on the audience you're trying to reach, including in-person invitations, a mailing, an email, a newspaper or radio ad or social media.

### Day of Event

**8. Create a comfortable environment.**

Create a comfortable environment in which attendees will feel free to contribute to the discussion. Ensure that there are tissues readily available since watching the films can be an emotional experience.

**9. Welcome attendees.**

Creating a welcoming environment is critical to ensuring that people feel comfortable sharing their thoughts and speaking with others. You may want to provide nametags or introduce attendees to others as they arrive.

## remembering a life

### **10. Show the films.**

You can show as many of the films as you like. Pause after each to have a conversation about the film, things your attendees noticed about the film and how it demonstrates storytelling and memorialization. Ask open-ended questions such as:

- What was your key takeaway from this film?
- What did the film tell you about the life of the individual?
- What was important to him or her?
- Given what you know about the individual in the film, how might you make their funeral or memorial service unique? What would you do to help guests better understand who the person was, the impact he or she had on others and the things about which he or she was passionate?

This is your opportunity to talk about the unique ways people can pay tribute to their loved ones:

- Share examples of ways families you've served have paid tribute to their loved ones.
- Talk about meaningful and/or unique funerals you've directed.
- Invite discussion about how attendees want to be remembered or ways in which they might pay tribute to a loved one.

### **11. Share how-to guide for creating a legacy film.**

If attendees are inspired to create their own legacy film, share the how-to guide with them. Stress that films are only one way of paying tribute to someone and that there are countless other things that can be done to memorialize a loved one.

### **12. Thank attendees for coming.**