

## Up Up! Organizer Handguide

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### Up Up! Farm Promotional Language

*Note to organizers: Use the text below to help inform your audience and better promote your film festival.*

#### Who/what is The Greenhorns?

The Greenhorns is a non-traditional grassroots non-profit organization made up of young farmers and a diversity of collaborators. Our mission is to recruit, promote and support the new generation of young farmers. We do this by producing avant-garde programming, video, audio, web content, publications, events, and art projects that increase the odds for success and enhance the profile and social lives of America's young farmers.

#### About Up Up! Farm

The Greenhorns has released a specially curated set of films - Up Up! Farm - a cooperative film collection exploring questions of farmland access, rural livelihoods, and the relationships of people and place. Telling these stories we herald the glorious, thriving culture of young farmers and new agrarian economies.

#### Why Up Up!?

The project aims to spread young farmer stories far and wide -- to the ears and eyes of entire communities and into the hands of aspiring farmers. Sharing these stories through a festival format helps to generate dialogue within communities and provides a productive platform for cross-pollination of ideas.

The unique DIY structure of the festival makes for an empowering combination. Not only do the films provide thought-provoking content, by making the festival a hands-on event, we create a space for organizers to adapt the festival to the specific needs of their community.

The films in this festival package paint a broad picture - they move from an introduction to the young farmers movement, deeper into the complex ecosystem of agricultural issues, and then into the historical context of these issues. The combination of these topics allows for a wide range of possibilities. Each festival can be adjusted to address the most relevant questions, provoke the most valuable dialogue, or provide the most appropriate support for the community.

#### Sample Social Media Promo Post

Calling all friends and supporters of local farming, film, and good food! The (enter name of your organization) is hosting a weekend-long (or insert alternate length) film festival extravaganza from (enter range of festival dates). Up! Up! Farm is a collection of independently produced films and shorts, each exploring questions of farmland access, rural livelihoods, and the sustainability of people and place. Visit our website (enter your website) for a full film screening schedule, and

email (**enter point person's email**) for any questions or if you would like to volunteer with the festival.

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## Screening templates for your DIY Film Festival

*Note to organizers: There are dozens of ways to host an Up Up! Farm Film Festival in your community. Below are just a few templates for successfully implementing a film festival -- whether you prefer to show all the films over the course of one weekend, or host a film series over the course of several months.*

### Weekend Festival (2-3 days)

One option for hosting your Up Up! Farm film festival is to show all of the films over the course of 2-3 days, using multiple venues. This model tends to work well at Universities and colleges, where there are many potential venues for showing the films, as well as a large potential audience (ie, students, faculty, clubs, etc).

*A few tips for throwing a weekend festival:*

1. **Partner with like-minded student and faculty groups** to host the festival. The more networks you reach out to, the bigger the potential audience.
2. Before finalizing and publicizing the date(s) of your festival, **secure all film screening venues**.
3. To generate fruitful conversations around the films, **coordinate a speaker panel** to take place after each film screening.
  - a. Start this process early - reach out to student leaders, faculty, local farmers, etc who may be interested in participating on a panel.
  - b. Find a moderator for each panel, and provide him/her with all relevant information about the film, the bios of each panelist, help generate panel questions, etc.
    - i. Below are some sample panel questions to get you started. (Feel free to make these more specific to the needs/interests of your community):
      - Each panelist **introduce** yourself in 5 minutes. (ex: Describe your operation, tell us about the ag landscape, where you live, what skills and mission you brought to your agricultural career)
      - In conceiving of the agricultural succession in your area and in considering the long term re-localization of the food system, what do you see as logical **next steps**, for your farm and for the region?
      - Where are the **obstacles** that need tackling, what needs doing?
      - Can you describe the culture of the new farmer movement? Can you explain why you think it has **endurance** and **appeal**?
      - **\*\*Use this moment to spread the word. How could the people in this crowd help your success...beyond buying the food, but as agents of change (social networking, support, investment, facilitation, pressuring land trusts etc.) What do you need right now? (Working capital, helpers, carpenters, graphic design)...?**

4. **Kickoff the film festival weekend with a rollicking good time community event** - be it a potluck, contra dance, bonfire, etc. A kickoff event will generate excitement and buy-in for the film screenings, and will provide detailed information (via flyers, etc) about the timing and location of each film screening.

### **Film Series Model (Several months)**

Screening the Up Up! film set over the course of several months is another viable option, especially for Grange Halls and community centers. If you / your organization only have one venue available for viewing the films, this model allows you to screen the films over the course of several months. Typically, a film series model features a new film screening every month - ideally at the same time (ie the first Monday of every month @ 6pm) and the same location (ie local Grange Hall) to create consistency and community around the monthly events.

*A few tips for hosting an ongoing film series:*

1. **Partner with like-minded community groups** to co-host the film series - your film series will have a broader reach, and a greater diversity of attendees.
2. **Decide on a regular film screening schedule** - for example: screen a film every first Monday of the month
3. **Create community around your film series** - organize a potluck meal to be enjoyed before or after each film screening, which will facilitate more interaction and connection among participants - not to mention happy bellies.

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### **Press & Promotion**

*Note to organizers: One of the keys to hosting a successful film festival is getting the word out to the community. Below are tips / suggestions for promoting your film festival, and for garnering positive press attention.*

1. **Create a little buzz...Write a press release and send to local press.** Write a brief description of the event, including important dates/venues/contact information, and email the press release to local newspapers, online media outfits, bloggers, weekly magazines, local radio stations etc.
2. **Print and post promotional flyers/posters.** Electronic files of promotional posters and flyers will be provided upon purchase of the Up Up! Farm film set. They're also available for free at [www.upupfilmfest.org](http://www.upupfilmfest.org). We encourage you to post the flyers in local cafes, health food stores, farm supply stores, etc.
3. **Advertise the film festival on social media.** Facebook, instagram, and twitter are all great avenues for promoting your event to a wide range of audiences. Keep the social media messages brief, to the point, and include an image when possible.

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### **Additional tips for a successful film festival**

1. **Good food.** We suggest organizing a potluck meal to take place at film screening events. You can also solicit food donations from local food producers, chefs, friends, and farmers.
2. **Value your volunteers.** Your film festival will depend on the strength of your volunteer team. Be organized, thoughtful, and appreciative to all individuals who assist with the planning / implementation of your event.
3. **Build partnerships** with other local agrarian organizations. There is strength in numbers, especially when it comes to expanding your network!
4. **Host film panels.** These films are only as good as the fruitful conversations that take place because of them. Start early to find informed panelists and moderators.
5. **Promotion is key.** Use a multitude of avenues to promote your film screenings - flyers, social media, press releases, etc. Word of mouth is sometimes the most effective!