

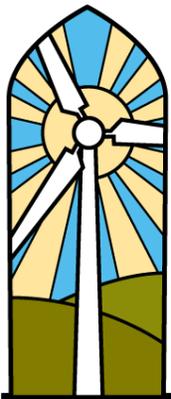
Screening kit for The Human Element Film



Thanks to a partnership with Earth Vision Institute, Interfaith Power & Light is able to offer you this inspiring film! In this screening guide you will find:

- IPL welcome letter
- Screening and promotion tips
- Sample promotional newsletter article and social media posts
- Press Kit links from Earth Vision Film that includes short preview videos to post to your congregation's website, Facebook event banner, customizable screening flyer
- Faith-based discussion questions to spur post-film conversation
- Encourage members of your congregation who view the film to sign up to receive the IPL newsletter to join the nationwide movement and receive faith-based resources for caring for the earth. Sign up for the newsletter here:

<https://interfaithpowerandlight.salsalabs.org/websitesignupform/index.html>



Interfaith Power & Light
A Religious Response to Global Warming

Dear Friends,

Thank you for screening *The Human Element*, a moving film about how climate change is affecting lives of everyday Americans that we hope will inspire your congregation to action.

Climate change is a crisis of moral responsibility. As people of faith and conscience we accept our obligation to address the root causes of global warming, to care for the vulnerable members of our society who are most harmed, and to work for a clean energy future.

As the host, prepare to encourage your members who view the film to take action. **In this election year, we have the opportunity to let all candidates know this issue is a priority for us by pledging to vote with climate and Creation in mind.**

Today: Sign the Faith Climate Voter Pledge and you will get reminders of upcoming elections in your area, from local to federal. *You pledge to vote. We remind you to keep your word. It's so easy. And it works.* Click here to pledge: <http://bit.ly/FaithClimateVoter>

Next week: Make plans with a team to encourage members of your congregation to sign the Faith Climate Voter pledge. Be sure to share our moral obligation to act on climate based on your religious tradition's statement on the environment or Creation care. Find your religious tradition's statement here: <https://www.interfaithpowerandlight.org/religious-statements-on-climate-change/>

Over the year: Work with your local election officials to assist with a Get Out the Vote effort before the November election.

This guide includes relevant images, videos, suggested copy, and social media best practices to help you share your screening of *The Human Element* with your target audience for maximum impact.

Thank you,
Sarah Paulos
Community Engagement and Programs Manager
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Film Synopsis

In an arresting new documentary from the producers of *Racing Extinction*, *The Cove* and *Chasing Ice*, environmental photographer James Balog captures the lives of everyday Americans on the front lines of climate change. With rare compassion and heart, THE HUMAN ELEMENT relays captivating stories from coast-to-coast, inspiring us to reevaluate our relationship with the natural world.

Screening Tips

PLANNING

- ❑ Encourage your congregants and others that receive your promotions of the film to view the film online at their leisure between June 8 – 17, 2020. Sign up to receive the link to view the film here: https://bit.ly/IPL_THE Please ask each household to sign up. Please do not share the “link to view” directly with others. **Instead share the link to sign up to participate. When every household signs up we can then report the number to the filmmaker as our way of saying THANK YOU for his generous offer.**
- ❑ Consider organizing an online post-viewing discussion about the film and how your faith tradition calls your members to act on climate. Find your religious tradition’s statement on the environment or Creation care here: <https://www.interfaithpowerandlight.org/religious-statements-on-climate-change/>
- ❑ Encourage members of your congregation to sign up for the webinar with the filmmaker James Balog on June 17, 5pm Pacific, 8pm Eastern. Sign up for the webinar here: https://bit.ly/IPL_THE

PROMOTION

- ❑ Reach out to other congregations or local community groups in your area to find co-hosts or panelist to discuss the impact of climate change on your community as part of your online post viewing discussion.
- ❑ Create a Facebook page for your post-viewing discussion and share it with members of your congregation and community to invite them to attend your event. Use the FB event banner image accessed below.
- ❑ Post about your event to your congregation or organization’s social media pages regularly in the weeks and days leading up to your event, and encourage attendees to spread the word to their own networks as well.
- ❑ Include in your congregation’s newsletter or regular email announcements. See sample newsletter article below.
- ❑ Consider asking your faith leader to include a reference to the movie in a sermon in your congregations online service. The theme of this movie is people acting together to save their communities for the benefit of all, especially the most vulnerable among us, which is in keeping with many religious teachings.
- ❑ Consider conducting a worship service on this theme of caring for each other by caring for the earth upon which we all depend for our health and wellbeing. Reference the film opportunities and encourage people to participate.

Promotional language

SAMPLE NEWSLETTER ARTICLE

Join us in viewing this exciting film, *The Human Element*, AND take part in a webinar with the filmmaker on June 17!

In an arresting new documentary from the producers of *Racing Extinction* and *Chasing Ice*, environmental photographer James Balog captures the lives of everyday Americans on the front lines of climate change. With rare compassion and heart, *The Human Element* relates captivating stories from coast-to-coast, inspiring us to reevaluate our relationship with the natural world.

Sign up to receive the link to view the film at your leisure June 8 – 17. AND sign up separately at the same link to participate in a webinar with the filmmaker James Balog on June 17, 5pm Pacific/8pm Eastern!

https://bit.ly/IPL_THE

Optional: Join us for a congregation-wide discussion after viewing the film about how our faith informs our response to the impact of climate change in our community. (DETAILS)

BULLETIN ANNOUNCEMENT

Join us in viewing *The Human Element* online free in June and take part in a webinar with the filmmaker on June 17, STATE LOCAL TIME to be inspired to act on climate by viewing the captivating story of the human impact of climate change on everyday Americans. Sign up here:

https://bit.ly/IPL_THE

Optional: Join us for a congregation-wide discussion after viewing the film about how our faith informs our response to the impact of climate change in our community. (DETAILS)

SAMPLE SOCIAL MEDIA POSTS

Twitter

Our faith traditions teach us we are not separate from nature; we are part of it. The Human Element inspires us to reevaluate our relationship. @thehumanelementmovie @james_balog @interfaithpower Sign up here: https://bit.ly/IPL_THE

Be inspired to #actonclimate! See the human impact of climate change in the U.S. in The Human Element @thehumanelementmovie @interfaithpower Sign up here:

https://bit.ly/IPL_THE

Follow james_balog as he meets the Americans on the front lines of #climatechange. @thehumanelementmovie @interfaithpower Sign up here: https://bit.ly/IPL_THE

Join us @NAME OF YOUR CONGREGATION to be inspired to #actonclimate by viewing the human impact of climate change on everyday Americans. @thehumanelementmovie @interfaithpower Sign up here: https://bit.ly/IPL_THE

Facebook

Join us @NAME OF YOUR CONGREGATION to be inspired to #actonclimate by viewing *The Human Element* showing human impact of climate change on everyday Americans. Sign up here: https://bit.ly/IPL_THE @thehumanelementmovie @InterfaithPowerandLight

Follow award-winning environmental photographer james_balog (Chasing Ice) as he captures the lives of everyday Americans on the front lines of #climatechange.

@thehumanelementmovie @interfaithpower Join us @NAME OF YOUR CONGREGATION Sign up here: https://bit.ly/IPL_THE

Our faith traditions teach us we are not separate from nature; we are part of it. In an arresting new documentary from the producers of *Racing Extinction* and *Chasing Ice*, environmental photographer James Balog captures the lives of everyday Americans on the front lines of climate change. With rare compassion and heart, *The Human Element* relays captivating stories from coast-to-coast, inspiring us to reevaluate our relationship with the natural world. Join us @NAME OF YOUR CONGREGATION Sign up here: https://bit.ly/IPL_THE @thehumanelementmovie @interfaithpower #ActonClimate

#ClimateChange is here now and affecting real people everyday. @james_balog shows us the undeniable evidence in *The Human Element*. Join us @NAME OF YOUR CONGREGATION Sign up here: https://bit.ly/IPL_THE @thehumanelementmovie @interfaithpower #actonclimate

Nature is made up of four elements: earth, air, water, and fire. But now there is a fifth element, and it's changing everything: humans. Join us @NAME OF YOUR CONGREGATION Sign up here: https://bit.ly/IPL_THE @thehumanelementmovie @interfaithpower #ActonClimate

Photos, Videos, and Other Assets from the Human Element:

Press Kit

Located in this Google Drive folder

<https://drive.google.com/drive/folders/1dGoNt9waxiXDdhvqxi2EyfbeWyBiWt9a>

Videos

- [Official trailer on YouTube](https://www.youtube.com/watch?v=k34FhplukXQ&feature=youtu.be) (you can also [download it](#) for your website)
- 30-second "teaser" video <https://www.facebook.com/watch/?v=235396377346269>
- 15-second spot

<https://www.facebook.com/watch/?v=1792998160812605>

Facebook Event Banner

<https://drive.google.com/file/d/1Cv0cTBsvWRvL-631EjWEnHlChgRlc87u/view>

Discussion Questions

**Consider printing and distributing the one-page handout on what various faith traditions say about climate change to your members for discussion of the question below. Find the handout at the bottom of this page: <https://www.interfaithpowerandlight.org/religious-statements-on-climate-change/>*

1. Which stories in the film resonated with you most?
2. How is “the human element” at play in earth, air, water and fire?
3. Have you felt the impacts of climate change?
4. How is your community impacted by climate change? Who are the vulnerable members of your community who are most impacted?
5. What does your religious tradition say about caring for the poor, the earth?
6. *What does your religious tradition’s statement on climate change say? **
7. How does your faith inform your decisions on how to act on climate? As an individual? As a congregation?
8. What are some things that your community is doing to address climate change? What are things you think your community *should* do to address climate change? How can you help initiate a change?
9. What role would you like your congregation to play?
10. James Balog says, “truth matters more than ever.” What does he mean?
11. The last quote of the film is: “We depend on the stability of the fundamental forces of the world. An imbalance in one element leads to an imbalance in another. People are the only elements that can choose to restore balance ... It’s up to us to make the right choices. Our survival demands it and our children deserve it”. What do you think are the “right choices?”
12. Who do you think is most responsible for finding solutions to climate change? Individuals, corporations, the government? Where does your congregation fit in?
13. What one thing will you do this week to make a positive impact on our climate?
14. What will we do together? Organizers make your call to action.