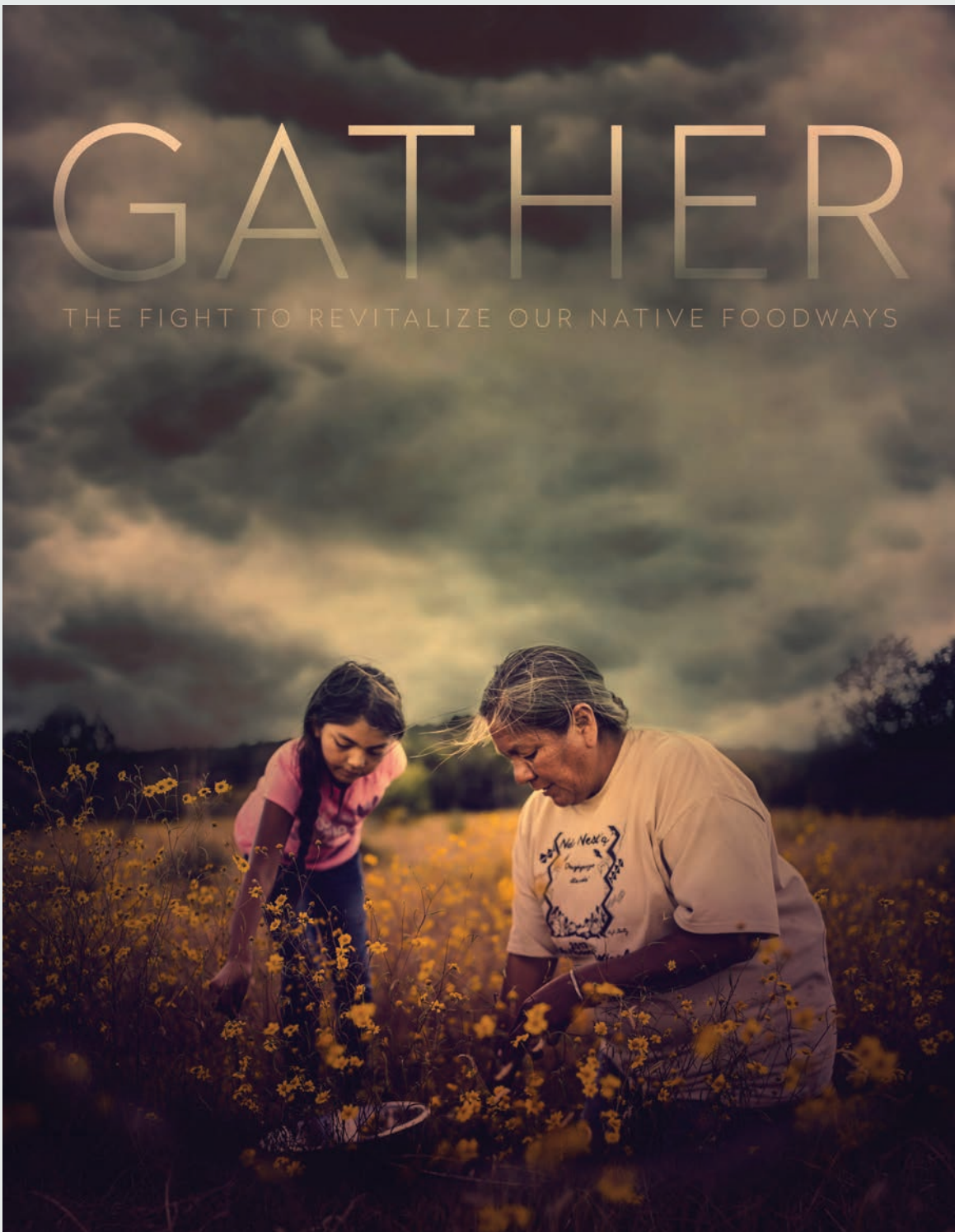


GATHER

THE FIGHT TO REVITALIZE OUR NATIVE FOODWAYS



SCREENING TOOLKIT

A GUIDE TO HELP PLAN YOUR FILM EVENT IN YOUR COMMUNITY



FIRST NATIONS
DEVELOPMENT INSTITUTE







Introduction

Before the settling of immigrants in this country now known as the United States, visitors from overseas and across the world have been bringing their ways of life, impacting those who have lived here since time in memorial. Native American culture and food systems that have been under attack since then are now resurging under a new movement of revitalization and support from several sources, including First Nations Development Institute. **Gather** compiles some of the stories of this movement to show what's possible.

As part of this growing development in traditional and Native-led food revitalization, First Nations would like as many communities to view the film as possible. We have created this toolkit to aid you in the viewing and promotion process. Within these pages we have marketing and promotional tips, as well as discussion guides to help spur or further solidify conversations with in the Native food movement in your community knowing that with access to local, healthy food whether produced, bartered or purchased means healthy, vibrant communities.

Pilamaya. Ahéhee! Wado – and thank you in so many other Indigenous languages. Thank your for your interest in **Gather** and reclaiming our Indigenous foods.



BEFORE VIEWING

Plan ahead

Choose a date several weeks out to get most participation. Think of location, such as online on a movie viewing platform, or if in person, your local movie theater, community center or gymnasium. You may want to find a partner organization to co-host to get the most viewing participation. Your partner organization may have a particular mission or focus that can help fuel or facilitate a conversation after the film.

Consider creating goals

When you create goals for the event, the goals can help guide you with what you want to achieve with the movie viewing. Do you want to inform or educate the community about your organization's efforts in the Indigenous food movement? Are you hoping to get more volunteers with your organization? Do you want to motivate people about their eating or buying habits? Creating goals will help with publicity, in addition to your larger objectives with your organization.

Once you have your viewing goals, think about who is needed to achieve them, a facilitator for group discussion or local experts or both? Are you having a panel discussion, if so who or what views should be represented?



FILM PROMOTION

There are several ways to get the word out about your **Gather** screening:

- **Flyer/poster** – We have created an editable poster for you to download and share with your community that can be printed or posted on a website or social media.
- **Email** – Email blasts can be an effective way to get the word out. Making the invitation personable and short may entice others who may not fully understand the Indigenous food movement to attend. You can also ask recipients to forward the email. Using a free software program such as Mailchimp can enhance the invitation. You may also consider embedding or placing the poster in the email.
- **Social media** – Consider creating an event on your organization’s Facebook page and send an invitation to follow the event. There are also photos available from the film, which are available for promotional purposes. You may also post the film poster on the Facebook page and ask others to share it. We have created the following hashtags to help us track the film: *#Gatherfilm #SowIndigenous #NativeFoodSovereignty*

You can also update your audience about the screening periodically with posts, such as, *“We’re excited to bring Gather, a film about Native American food sovereignty, on xx date. Please join us as we discuss our project/program with guest speaker xxxx.” #Gatherfilm #SowIndigenous #NativeFoodSovereignty*

Additionally, we have created social media templates available for download on www.nativefoodsystems.org to help with promotion.

- **News release** – A news release is a good way to get the word out for large screenings, such as screenings at a movie theater. You can plug in your information on the template at the end of this document to send to your tribal or local paper or newsletter.
- **Ad in tribal paper or newsletter**





Zeph Grady
R. Chef & Fov.





SETTING UP THE FILM VIEWING

If setting up online, there are a few online options such as Storyspaces that create a virtual movie theater. A fee is involved but it allows chat for conversation during the movie, post screening discussions, and donations. Choose the individual category for the most reasonable option.

If conducting an in-person viewing, some considerations should be taken, including:

- Testing the audio-visual equipment the day before the event to ensure the film runs smoothly.
- Consider creating sign-in sheets to capture email addresses or other pertinent contact information to help support your organization or gain volunteers for your project. The First Nation's reporting form will also ask attendance questions about your screening.

You may also want to display food or seed samples or make giveaway items or create a food tasting, depending on your organization's mission or goals for the film, as incentives to come to the film.

Choose a facilitator for the viewing who is objective and can steer the conversation. A good facilitator can help people feel comfortable in sharing opinions.





RESOURCES

First Nations Development Institute has developed a number of reports, books, webinars, videos and recipes, as well as has developed diverse access to food sovereignty experts. Resources can be found at www.firstnations.org/knowledge-center/.

- **Conservation Planning Tools and Resources: A Reference for Agricultural Producers:** www.firstnations.org/publications/conservation-planning-tools-and-resources-a-reference-for-agricultural-producers/
- **Cooking Healthier with Food Distribution Program on Indian Reservations Foods:** <https://www.firstnations.org/publications/cooking-healthier-with-fdpir-foods/>
- **Food Sovereignty Assessments: A Tool to Grow Healthy Native Communities:** www.firstnations.org/publications/food-sovereignty-assessments-a-tool-to-grow-healthy-native-communities/
- **Food Sovereignty: California – Policy Considerations for California Native Communities in 2019:** www.firstnations.org/publications/food-sovereignty-california-policy-considerations-for-california-native-communities-in-2019/
- **Indian Country Food Price Index: Exploring Variation in Food Pricing Across Indigenous Food Systems: Transformative Strategies to Perpetuate Nationhood:** www.firstnations.org/publications/indigenous-food-systems-transformative-strategies-to-perpetuate-nationhood/
- **Indigenous Food Sovereignty Sources Guide:** www.firstnations.org/publications/indigenous-food-sovereignty-sources-guide/



- **Native Communities – A Working Paper II:** www.firstnations.org/publications/indian-country-food-price-index-exploring-variation-in-food-pricing-across-native-communities-a-working-paper-ii/
- **Nutrition Education for Native Communities:** www.firstnations.org/publications/fdpi-toolkit
- **Native Farm-to-School Resource Guide:** www.firstnations.org/publications/native-farm-to-school-resource-guide/
- **Outcomes Under the Nourishing Native Children: Feeding Our Future Project:** www.firstnations.org/publications/outcomes-under-the-nourishing-native-children-feeding-our-future-project/
- **Reference Guide for Community Food Assessments:** www.firstnations.org/publications/reference-guide-for-community-food-assessments/
- **Roots of Change: Food Policy in Native Communities:** www.firstnations.org/publications/roots-of-change-food-policy-in-native-communities/

TAKE ACTION

The lack of good, quality and nutritious food is apparent in many areas of Indian Country. To aid your community, we have various suggestions minimal and large:

- Start a seed bank in your community.
- Volunteer in with your community garden.
- Host a traditional cooking class or foraging event to gather your traditional foods.





GATHER



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NATIONAL HEADQUARTERS

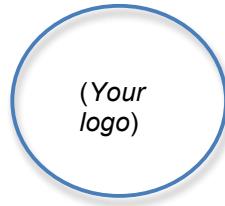
2432 Main Street, 2nd Floor | Longmont, Colorado 80501
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www.firstnations.org

NEWS RELEASE

For Immediate Release

(Month, date and year)



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Contact: (Your name, phone and email address)

Free film on Indigenous food sovereignty to be screened on (date)

(Your town/city, state) – The (your organization’s name) will host a free screening of “**Gather**,” a new, feature-length film on the Indigenous food sovereignty movement, on (time, date) at (xxx venue).

“**Gather**,” co-produced by **Illumine Film** and **First Nations Development Institute**, outlines the revitalization and re-creation of Indigenous food systems in North America. Directed by Sanjay Rawal and produced by Tanya Meillier and Sterlin Harjo, “**Gather**” takes viewers to tribal communities where members are actively working Native food sovereignty issues.

“**Gather**” features experts such as classically trained **Chef Nephi Craig** on **White Mountain Apache Reservation in Arizona** where he partners with **Ndée Bikiyaa**, or the People’s Farm to create a restaurant of traditional food offerings out of a converted deserted gas station. The film also takes viewers to Northern California where a group of young Yurok tribal members who grew on the Klamath River to harvest salmon in place where they were fished to near extinction. As the leader of the group the **Ancestral Guard**, **Sammy Gensaw** is trying to gather coastal Native California youth to pool their separate tribal food systems to ensure their collective survival.

The free screening is made possible by First Nations Development Institute, a nonprofit that works to improve economic conditions for Native Americans through direct financial grants, technical assistance, advocacy and policy. The film features many of First Nations’ **Native Agriculture and Food Systems Initiative (NAFSI) grantees** and partners, as well as others who are making significant strides in advancing Native food sovereignty.

NAFSI was created in 2002 to aid Native communities in asserting tribal sovereignty, reclaiming control of food systems, and helping restore the health and well-being of their communities. For the past 18 years, First Nations has awarded 341 grants totaling more than \$9 million to Native organizations dedicated to increasing food access and improving the health and nutrition of Native children and families. First Nations has made this film available for free to Native America to ensure the film and its messages about Native ingenuity and traditional food systems are shared widely. The film’s release is timely in light of the challenges all Native communities continually face that have been compounded as a result of COVID-19.

(More about the screening here, such as an invited speakers or what the discussion will center around. Also put information about your organization, mission or your goals.)

For more information about the screening of “**Gather**,” go to (your website or link to Facebook event page here.) For more information about “**Gather**” or the First Nations Development Institute, go www.NativeFoodSystems.org.

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