

# The Screening Guide

Thank you for your interest in hosting a community screening of *The Extraordinary Caterpillar* movie. Caterpillars are the engine of food webs. They feed birds, support pollinators, and keep ecosystems thriving. Through community-hosted screenings we hope to raise awareness and inspire people to restore caterpillar populations by restoring native plants in their very own backyard.

Homegrown National Park is proud to be the official U.S. partner for *The Extraordinary Caterpillar*, a new documentary by Jeff McKay. The film features our co-founder, Dr. Doug Tallamy, and shines a spotlight on the critical—but often overlooked—role caterpillars play in biodiversity.

[View Trailer Here](#)

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## A Step-by-Step Guide to Hosting a Successful Film Screening

Note that these instructions include all the bells and whistles. Please feel free to pick and choose the options appropriate for your event.

### 1. PLAN YOUR EVENT

Hosting a screening is a simple, meaningful way to connect your community with nature. Your event can be as small as a garden club meeting or as large as a community-wide gathering at a local movie theatre.

#### Decide on your goals

- Raise awareness about native plants and pollinators
- Support a local conservation project or group
- Educate students or community members
- Inspire people to take simple, positive action

#### Think about your audience

- Local garden clubs or faith communities
- Schools, universities, or libraries
- Non-profits or civic groups
- Co-workers or peers
- HOA's or municipalities

#### Pick a date, time and place.

- Consider whether to tie your screening to an environmental date or season:
  - World Wildlife Day (March 5)
  - National Native Plant Month (April)
  - Earth Day (April 22)

- National Biodiversity Day (May)
- Garden for Wildlife Month (May)
- National Pollinator Week (June)
- Moth day/week (July)
- National Caterpillar Day (September 15)
- Giving Tuesday (December)
- Venue Options
  - Community center, library, church, or local theater
  - School or university classroom
  - Workshop or conference
  - HOAs and neighborhood associations
  - Local environmental fairs or garden tours
  - City or municipal programs
  - Garden clubs and nature groups
  - Remember accessibility (seating, parking, captions)
  - Virtual Streaming event

### Optional extras

- Organize a panel discussion for Q&A or speaker
- Partner with a local organization, non-profit or business to promote or sponsor your event
- Partner with nurseries or organizations to discuss local keystone plants
- Offer kid-friendly activities (crafts, scavenger hunts)

## 2. PURCHASE A SCREENING LICENSE

Fees listed below are based on audience size and whether you charge admission.

Community Screening License (USD)		
Audience Size	Paid Entry	Free / Donation
1-10	\$25	\$25
11-30	\$110	\$55
31-60	\$215	\$110
61-120	\$360	\$180
121-250	\$715	\$360
251-500	\$1075	\$575

Have 500+ attendees? Please contact [info@meritmotionpictures.com](mailto:info@meritmotionpictures.com)

Once your form and payment are submitted, you'll receive an email with instructions to access the film, this screening guide with step-by-step guidance for hosting a virtual or in-person screening and Activity Kit for both kids and adults to enjoy after the film.

Once you're ready to proceed with booking the film for your event, please [fill out this form](#) to purchase your license from Merit Motion Pictures.

Please include:

- Location/Venue
- Date and time of your event
- An estimated audience size (will need to purchase)

Each screening requires a registration fee, which goes directly to the film producers. Homegrown National Park does not receive any portion of these fees.

If your event generates additional revenue beyond covering your costs, we invite you to consider donating a percentage of your profits to HNP. Your support helps us expand the reach of this film and continue producing educational resources that inspire action for biodiversity.

Questions? Email us at [Caterpillar@homegrownnationalpark.org](mailto:Caterpillar@homegrownnationalpark.org)

### **3. PREPARE MATERIALS**

We've created the [materials](#) to make your planning easy:

- Flyers & Posters - Editable templates with space for your date, time, and location
- Handouts - HNP brochures, Keystone Plant Guides, and the Caterpillar Action Toolkit
- Social Media Graphics - Ready-to-post images and sample captions
- Sign-in Sheets - So you can follow up after the event

### **4. PROMOTE YOUR EVENT**

Use the provided materials to market your event, below are our recommendations

#### **Social media**

- Post 1–2 weeks before your event (include photos, the film trailer, or graphics)
- Create a Facebook event and invite your network
- Tag local groups, organizations, or influencers

#### **Email**

- Send a save-the-date, a reminder 1-2 weeks before, and a final reminder the day before

#### **Flyers**

- Hang them at libraries, cafés, schools, and community centers

#### **Partnerships**

- Ask local nurseries, conservation groups, or schools to co-host or spread the word

## 5. SCREEN THE FILM

Test first!

- Play the full film on your chosen setup
- Check audio levels and captions
- Confirm projector, laptop, or streaming link all work smoothly

For virtual screenings

- Use [VLC Media Player](#) for better streaming over QuickPlayer
- Practice screen-sharing on Zoom or your platform of choice
- Test internet speed and close all other apps
- Encourage participants to introduce themselves in the chat

For in-person screenings

- Set up a table with printed materials and sign-in sheet
- Darken the room and check visibility from all seats
- Provide accessible seating and restrooms
- Have extra extension cords and speakers if needed

## 6. HOST THE EVENT

Here's a simple run-of-show you can follow:

Welcome guests and thank them for coming

Introduce the film – share a brief note on why it matters

Play the film (approx. runtime: 1 hour)

Q&A or Discussion – sample questions:

What did this film make you think about differently?

Why do native plants matter in our own backyards?

What small action could we each take?

Share Action kit resources (handouts, websites, brochures)

## 7. AFTER THE EVENT

Keep the momentum going!

Send a thank-you email to attendees

Share event photos or quotes on social media

Encourage your audience to take one action from the action tool kit

Fill out the quick [Post-Event Recap](#) so we can capture your impact and improve materials

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## FAQ

*Can I host a virtual screening of the movie?*

Yes! When purchasing the license, select “virtual,” and we’ll provide a download or streaming link.

*Why is there a cost to screen the film publicly?*

When *The Extraordinary Caterpillar* is screened in any group setting, we charge a Public Performance License fee. Thousands of hours of hard work were poured into the documentary, and the license fee is one of the few opportunities to recoup those costs. We appreciate your integrity in collaborating with us on your event, and are happy to offer our time and promotional efforts to help make the screening a success.

*Do you offer any discounts or rate exceptions?*

We based our fee structure on what we determined to represent a standard industry rate that is still affordable to the public. We are willing to negotiate in exceptional circumstances, however, so please contact [info@meritmotionpictures.com](mailto:info@meritmotionpictures.com) with the details of your event and budget if you are concerned about the cost.

## **CHECKLIST & SUGGESTED TIMELINE**

4–6 weeks before

- ☐ Choose date, venue, and goals
- ☐ Book license
- ☐ Reach out to partners/panelists

2–3 weeks before

- ☐ Print flyers & handouts
- ☐ Post on social media
- ☐ Send first round of emails

1 week before

- ☐ Confirm tech setup & speakers
- ☐ Post reminders on social media
- ☐ Distribute flyers locally
- ☐ Send reminder email
- ☐ Test audio/video equipment

Day of Event

- ☐ Set up seating, tech, and brochures
- ☐ Welcome guests, screen the film, host Q&A
- ☐ Collect sign-ins
- ☐ Take a deep breath - you got this. And thank you for being a community leader!

#### After Event

- ☐ Send thank-you email
- ☐ Share photos/posts
- ☐ Complete Post-Event Recap

Post Event Recap Link: <https://form.jotform.com/250544304605146>