



FILM SCREENINGS

THIRD GOAL TOOLKIT

Peace Corps Volunteers give viewers a first-hand look into the cultures, people, and places where we serve. You can introduce the Peace Corps experience to your community and support the Third Goal of Peace Corps by hosting a film screening of the Peace Corps Week video challenge submissions. Peace Corps Week video finalists have agreed to make their videos available for these screenings, and you can access the video playlists on [Peace Corps' Youtube channels](#). We hope you find these film screenings best practices useful.

Checklist – 6-8 weeks prior to event:

- ☐ Determine your target audience: This could be the general public, prospective Volunteers, RPCVs, youth, children, or service clubs and organizations.
- ☐ Choose a date and time for your event. Pick a day and time that will attract the largest crowd from your target audience.
- ☐ Select a venue. You can explore working with local schools, or other organizations that offer space for free and could offer a built-in audience. Be sure A/V at the venue meets your screening needs.
- ☐ Inform your local Peace Corps recruiter of your event. [Find your recruiter](#) by entering your zip code.
- ☐ Ask friends to help you form an event crew and delegate tasks.
- ☐ Consider hosting a [Peace Corps Festival](#) or RPCV panel in conjunction with the screening.
- ☐ Inform your local Peace Corps recruiter of your event. [Find your recruiter](#) by entering your zip code.

Checklist 3 – 4 weeks prior to event:

- ☐ If you would like, [share your event with](#) Peace Corps to help us determine our domestic impact.
- ☐ Create an attendance registration page. There are many free web-based services for managing attendees.
- ☐ If you plan to take and share photographs or videos of the event, make sure you get permission to share images of attendees publicly.
- ☐ Market your event to your community and desired attendees. Email your listserv of RPCVs or local RPCV group. Write announcements in a local newspaper. Work with local schools or community groups. Hang fliers at local businesses. Post to social media and include video content from the [Peace Corps Youtube channel](#)

Checklist – 2 weeks prior to event:

- ☐ Confirm availability and roles with your event crew - including set up, clean up, audio/visual point person, photographer, and registration table.
- ☐ Create and print any needed materials such as signs, handouts, programs, etc.

Contact Peace Corps: rpcv@peacecorps.gov



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Checklist – 2 days prior to event:

- ☐ Make sure your event helpers are available and know their roles.
- ☐ Send email reminder to attendees who have registered for your event.
- ☐ Double check all materials for the event.



Spread the Word:

Utilize social media by tweeting and posting photos on Twitter, Instagram, and Facebook prior to and during your event to continue promoting your event and boosting attendance. Relevant tags and hashtags are

- @PeaceCorps
- @PCThirdGoal
- #RPCV
- your RPCV group account

Checklist – Day of Event:

- ☐ Bring all needed materials to the venue.
- ☐ Arrive 60 minutes prior to the start of the event to test A/V and set up. Other events helpers should arrive 30 minutes prior to the event.
- ☐ Have a photographer on hand to capture photos of the event.
- ☐ Make sure every attendee has checked in at the door and signed a media authorization agreement.
- ☐ Utilize social media posting information and photos on social media to continue promoting your event.

Additional Resources:

[Presentation Tips](#)

[Peace Corps Facts Sheet](#)

[Peace Corps Presentation Template](#)

[Peace Corps Media Library](#)

Checklist - 2 weeks after Event:

- ☐ Say “thank you” to the venue, volunteers., and participants.

We would love to see how your event went. Submit photos and video of your event with captions and descriptions to the [Peace Corps Media Library](#).



Please note that unless the event is organized and led by Peace Corps staff, it is not an official Peace Corps event. Use of the Peace Corps logo is not permitted.

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