

HOSTING TOOLKIT

NO COUNTRY FOR MOTHERS





BEFORE YOU BEGIN

You said yes to hosting a screening — thank you.

It matters more than you might realize.

Because this isn't just about watching a film. It's about creating a space to learn about the past and find a new way forward, together.

This guide will walk you through the practical steps. But more importantly, it's here to remind you: You don't have to do this perfectly. You just have to start.

PLAN YOUR GATHERING

Before you think about logistics, consider the kind of space you want to create.

This could be:

- A night with close friends
- A workplace or ERG gathering
- A community event
- A backyard screening
- A theater event with speakers or a panel

There's no right format. **Only what feels meaningful to you.**



SET UP YOUR SCREENING EVENT



1. CREATE A NEW EVENT

- Use [this form](#) to create your event
- Edit the “Basic Information” fields

2. ADD YOUR EVENT BASICS

- **Event Title:** Keep it simple and clear
(Example: *No Country for Mothers: Film Screening*)
- **Date + Time:** Schedule your film screening for anytime between now and December 31, 2026. **Film run time is 78 minutes**, but you do not need to screen the entire film.
- **Description:** Don't overthink this, just make it feel human.
 - (Example: *“I’m hosting a small gathering to watch and discuss a documentary about what motherhood is like in America. It’s a space to connect, share, and talk honestly about our experiences as moms. Would love for you to join.”*)
- **Location**
 - **In-person:** add the address of the event
 - **Virtual:** add your Zoom link
- Check the **“Only attendees see this location”** box if you want to wait to reveal the location until after a guest is registered
- **Choose whether your event is public or private:**
 - **Public events** can be discovered by others in your area and will be shared with the broader Moms First community
 - **Private events** are only visible to people you invite directly
- **Set capacity (optional):** You can leave this open or set a limit based on your space

Basic information

Event title *
American Motherhood Tour: Film Screening

Photo

This image is set by Moms First.

Description *
I'm hosting a screening of a documentary about what motherhood really looks like in America today.
This isn't just about watching a film—it's about being in a room where we can say things out loud that we've been carrying quietly, and realize...
You can change or add to this recommended description.

Visibility

☒ Public — Listed on Moms First's public feed and on select partner feeds. Anyone can view the event page.

☐ Private — Only people with a link can view the event page.

Location

Type

☒ In-person

☐ Virtual



3. PUBLISH YOUR EVENT

Once everything looks good, **finalize event creation**, by entering your name and email. This will give your access to a dashboard to manage your event.

Then click **“Host this event”**. Your event is now live and ready to share.

Take one minute to:

- Copy your event link
- Send it to 5–6 people right away

As your gathering grows, we'll be right there with you:

Finalize event creation

Choose a method to create the event and get access to a dashboard to



Continue with Google

or

First name

Last name

Your Email

Host this event

10+ GUESTS →

Receive a special host thank-you gift



25+ GUESTS →

Have talent from the film, such as Reshma Saujani, join your event (if scheduling allows)



PREPARE FOR YOUR EVENT



1. GET YOUR TECH READY

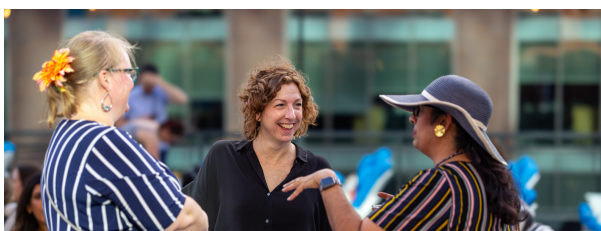
Once there are registered guests for your event (we recommend a minimum of five guests), we'll send you an access code within a week of your screening to unlock the film through the Moms First website.

Be sure to:

- Log in ahead of time
- Test that the video plays smoothly
- Check your sound
- Adjust video quality as needed. The film is available in 2K, 4K, 1080p, and 720p, so you can choose the setting that works best for your wi-fi connection
- If you won't have wi-fi access on the day of your screening, download the film in advance so it's ready to play offline

If you need a different film file type, reach out to hello@momsfirst.us and we'll get you sorted.

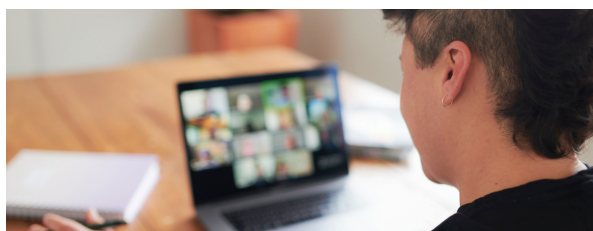
Your access code is for your use as the host only and should not be shared with guests or anyone outside your screening. This film was made to be watched together. There's something powerful about experiencing it in community, where moms can feel seen, heard, and supported by the people sitting right next to them.



IF YOU'RE HOSTING IN PERSON:

You'll need:

- Laptop or other device connected to wi-fi (or with the film downloaded in advance)
- TV or projector
- HDMI cable or casting setup
- Speakers (if needed)



IF YOU'RE HOSTING VIRTUALLY:

- Use Zoom (or similar platform)
- When sharing your screen, check the box for "Share sound" and select "Optimize for video clip" to ensure smooth playback and audio



2. CREATE THE VIBE

Use simple touches to bring your event to life and plan how you'll guide the conversation. Check out our host resources for [downloadable graphics](#).

- **Promote your event with trailer clips and social media & email graphics**
- Print **movie posters** + event to display at the venue
- Get **Moms First merch** to offer as giveaways to guests
- Use the **press kit** to reach out to local media & community leaders
- Hand out our **movie bingo card** for some lighthearted fun
- Provide **conversation starters** for breakout discussions & fireside chats



3. THINK ABOUT WHAT COMES NEXT

When the film ends, people will be feeling something. The question is: *where does that energy go?*

Invite your guests into action by encouraging them to:

- Host their own screening.
- Share their story.
- Meet up with another mom for coffee
- Take an action with Moms First





INSPIRE OTHERS OUTSIDE OF YOUR NETWORK

Take a few photos or short videos from your event and share them on social media.

Tag **@momsfirstus**, **#nocountryformothers**, or email **hello@momsfirst.us** so we can help amplify your gathering and celebrate what you started.

YOU'RE NOT DOING THIS ALONE

We're here with you.

If you have questions, need ideas, or just want reassurance, we've got you.

- Join an [upcoming office hour](#)
- Email us at hello@momsfirst.us

MOMSFIRST.US/DOC

