

THE SCHOOL COMMUNITY
HOSTING TOOLKIT

NO COUNTRY FOR MOTHERS





HOSTING A SCREENING WITH YOUR SCHOOL COMMUNITY

You see these parents constantly. At pickup. At PTA meetings. On the sidelines of Saturday games. You know their faces and their kids' names, but not always where they stand on much of anything, and that's exactly why this toolkit exists.

This is a version of our *No Country for Mothers Hosting Toolkit* built specifically for moms and allies who want to bring a screening to the people around their kids: PTA members, school leadership, sports and rec league parents, dance or activity group parents, the whole wider circle that forms around a school or a team.

Reaching people you don't know well can feel like a bigger ask than gathering your close friends. This guide gives you the language to make it an easy one.





BEFORE YOU BEGIN

If you already 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 of setting up a screening or watch party of *No Country for Mothers*. But more importantly, it's here to remind you: you don't have to do this perfectly. You just have to start.

You're not picking a side. Hosting a screening isn't an endorsement of any party or position. It's an invitation into a room. Moms across the political spectrum have hosted film screenings. The goal isn't agreement, it's connection. If you're nervous about bringing this to people outside your inner circle, that's normal, and it's exactly who this toolkit is for.

PLAN YOUR GATHERING

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

This could be:

- Community event
- Backyard screening
- Screening at a public library
- Theater event with speakers or a panel
- PTA or parent group meeting add-on
- Sports team or rec league watch party
- Dance, gymnastics, or activity parent group gathering
- A screening open to anyone in your school app or group chat

There's no right format. Only what feels meaningful to you, and to the group you already spend time with.





BRINGING THIS TO YOUR SCHOOL COMMUNITY

If your group is a PTA, a team, a class parent chat, you may not know where everyone stands politically, and that can make the ask feel riskier than it needs to. Here's language you can use as-is:

For a PTA meeting or parent group:

"I wanted to share something with the group. There's a documentary out called No Country for Mothers, and I'm thinking about hosting a small screening for us. It's not about any political side, it's just an honest look at what it's actually like to be a mom right now. I think it'd be a good excuse to get together, watch something real, and talk about how we can support each other. Anyone interested?"

For a school app or group chat post (Bloomz, ClassDojo, GroupMe, and similar):

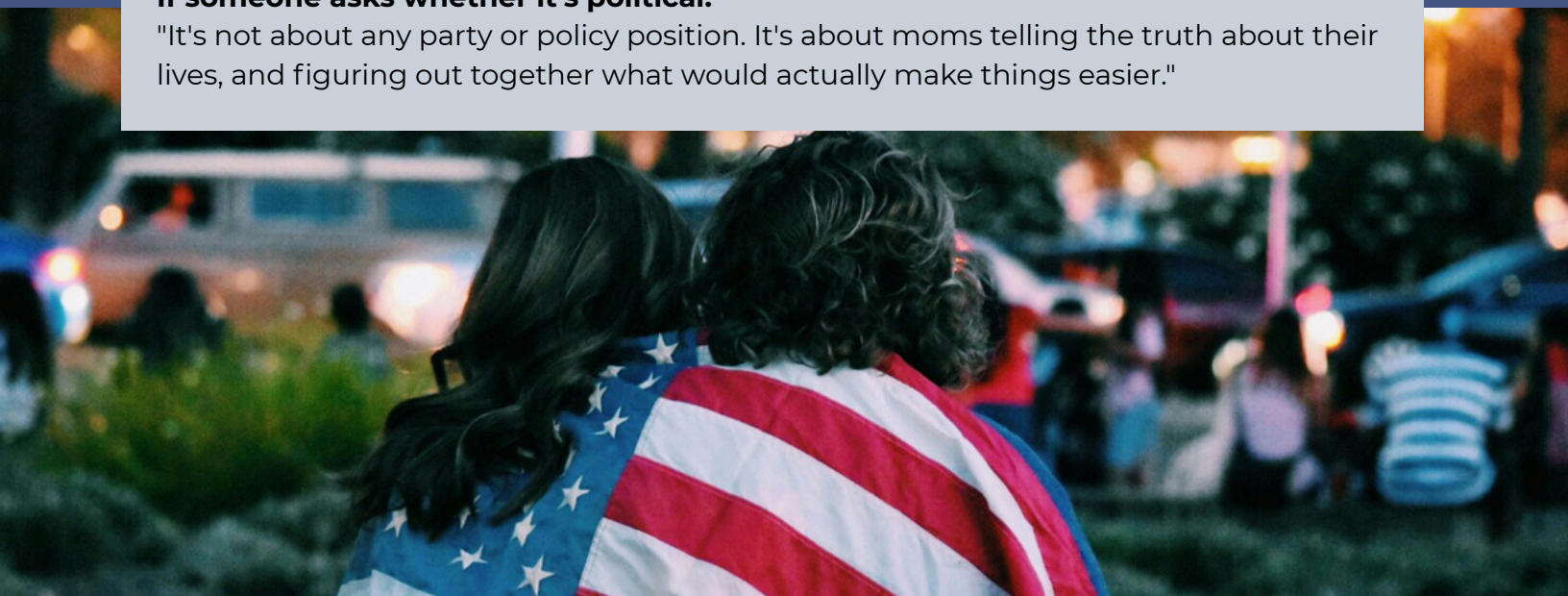
"Hi all! I'm hosting a watch party for a documentary called No Country for Mothers. The film provides a real and honest look at motherhood in America today, nothing heavy or political. Just a chance to watch something together and talk about how we're all handling this parenting thing. [Date/time/location]. Would love to have you. Feel free to bring your partner or a friend!"

For a sideline, pickup line, or studio lobby conversation:

"Random question, have you heard of this new documentary about motherhood in America? I'm thinking about doing a little watch party, nothing fancy, wine and snacks, just a chance to talk about what it feels like to be a mom in America right now. Want in?"

If someone asks whether it's political:

"It's not about any party or policy position. It's about moms telling the truth about their lives, and figuring out together what would actually make things easier."



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
(Examples: "No Country for Mothers: Film Screening," "Team Parent Watch Party," "PTA Moms Night: Film + Snacks")
- **Date + Time:** Schedule your film screening for anytime between now and April 30, 2027. **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: "A few of us are getting together to watch a documentary about what motherhood actually looks like right now, the juggling, the exhaustion, the stuff nobody quite says out loud. Nothing heavy, no agenda, just snacks and a space to be honest with each other. Would love for you to come.")
- **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



3. PUBLISH YOUR EVENT

Once everything looks good, finalize event creation by entering your name and email. This gives you 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 and send it to 5-10 people right away.

The screenshot shows a web form titled "Finalize event creation". Below the title is a subtitle: "Choose a method to create the event and get access to a dashboard to". The form has two main sections. The first section is a blue button with a white "G" logo and the text "Continue with Google". Below this is the word "or". The second section contains three input fields: "First name", "Last name", and "Your Email". At the bottom of the form is a dark green button with the text "Host this event".

GET YOUR TECH READY

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

Be sure to:

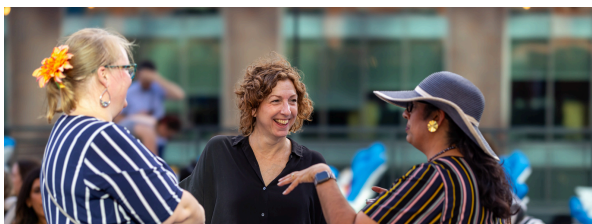
- Log in ahead of time
- Test that the video plays smoothly
- Check your sound
- Adjust video quality as needed. The film is available in 2K, 4K, 1080p, and 720p, so you can choose the setting that works best for your wifi connection
- If you won't have wifi access on the day of your screening, download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

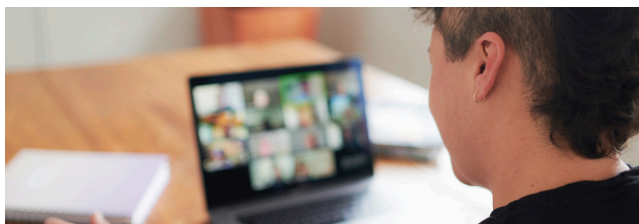


PREPARE FOR YOUR EVENT



IF YOU'RE HOSTING IN PERSON:

- You'll need a laptop or other device connected to wifi (or with the film downloaded in advance), a TV or projector, an HDMI cable or casting setup, and speakers if needed.



IF YOU'RE HOSTING VIRTUALLY:

- Use Zoom or a similar platform
- Remember to include the Zoom link in your initial invite to guests so they know how to join
- When sharing your screen, check the box for "Share sound" and select "Optimize for video clip" to ensure smooth playback and audio



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

Keep the conversation personal, not political. Ask what people felt, what they think should change so they feel better supported in their role as a parent. The film opens the door, the conversation is about shared experience, not a debate.



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](#)
- [Take an action with Moms First](#)
- Meet up with another parent for coffee
- Bring actions back to the PTA as a recurring thing
- Connect with the school's family engagement contact or PTA president about a larger screening





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

