



VEGFUND



SURVEY LINK HERE

A Guide to VegFund's Film-Screening Survey

A tool for understanding audience response
to vegan film screenings



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Introduction

VegFund grantees consistently express interest in the topic of event evaluation. To help our activists and our organization gain insights into the success of their film-screening events, VegFund has developed a brief survey targeted to attendees of film-screenings.

If you are awarded a film-screening grant, VegFund asks that you plan for and encourage attendees to complete the questionnaire. What follows is a list of steps for accessing and administering the survey and reasons why the data collected is valuable to you as an activist and to VegFund.

Why use this survey tool?

VegFund's goal is to support activist programs and events that reach the public, ideally, with messages that are understood and acted on by its audience. To help us understand the effectiveness of our programming, we rely on grantees to gather data about their events and share that data with us through grant reports and surveys.

This film-screening survey gathers data directly from viewers. The survey contains 19 questions covering viewers' intentions to adopt dietary behavior change as a result of watching the film and their general impressions of both the film and the screening event overall.

Viewer feedback is invaluable for VegFund's process of continuous improvement in programming and budgeting decisions. Event survey data can also give VegFund's donors confidence that outreach programs are effective, and ultimately, this helps VegFund serve more activists. And perhaps most importantly, this data can help activists improve and adapt their events to enhance engagement.

Film-Screening Survey

***1. What is the name of the film you viewed today?**

***2. I thought the content of the film was valuable.**

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

***3. I was satisfied with the overall event experience.**

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

***4. Which of the following topics would you like to see covered in future film events (select all that apply)**

- ☐ Animal protection
- ☐ Environmental impacts
- ☐ Plant-based health and wellness
- ☐ Other (please specify)

 20%

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MONDAY, JUNE 14, 2021 AT 8 PM EDT – 11 PM EDT

GUNDA Screening!

Free · Online Event

Go To Link

How do grantees access and use this tool?

- Obtain the survey link and QR code.** VegFund will email the survey link and QR code to you at the time of your grant approval and your confirmation. The link provided is tied specifically to your grant ID.
- Test the survey.** Take the survey yourself well in advance of your event. Make sure that the survey is functioning correctly and that you are able to complete all 19 questions. We suggest that you practice accessing the survey with the QR code using your smartphone, which is how most of your event attendees are likely to take the survey.
- Report any issues.** If you experience any problems when you test the survey (for example, you come across an error message or find yourself in an unrelated survey), please contact VegFund program staff at grants@vegfund.org.



- Prepare to share the survey.** Consider how people will access the survey at your event. You can share the survey during the event and/or after the event takes place in a follow-up email or message. We strongly recommend that you share the survey during the event! (See “How to distribute the film-screening survey,” page 6.)
- Prepare for flaws.** We can predict that some people will not be able to take the survey, and that’s okay! Not everyone has a smartphone or a generous data plan. While event evaluation is important, make sure the event’s focus remains on the film and post-film discussion.

HOW TO USE A QR CODE

If you have a smartphone, you can simply access your camera function and hover it over the black square (QR code). A pop-up link to your default browser should appear, which will take you directly to the survey!

How do grantees motivate audience members to take the survey?

Let's face it — many individuals don't want to bother to take the time to fill out a survey. They are most likely to complete a survey if they find the topic of the film and post-film discussion (if planned) interesting or if they have strong opinions or thoughts about the subject matter and the quality of the event. So, the first step is to organize an event that engages the audience.

You've motivated your audience to show up for your event, and that's a promising start. In this section, we'll review the many tools at your disposal to connect personally with your audience and plan and implement a successful event, all of which can compel attendees to complete this survey.

HAVE A POSITIVE ATTITUDE

Attitude is contagious. Make your passion and enthusiasm for the subject matter apparent to your audience.

- Demonstrate excitement for the event. Thank the participants for attending, both at the beginning and the end of the event.
- Have a passion for conveying the benefits and values of vegan living to others.
- Approach communications with non-vegans in a positive and non-judgmental manner and with patience and understanding.
- Have a personal appearance that is respectful and appropriate for the audience.
- Think of the entire experience of the event as an opportunity to encourage viewers to start or further their vegan journey. Their engagement in the subject matter is the primary motivation for them to complete the survey.



PLAN WELL

Plan for a seamless, enjoyable experience for your audience, but be prepared for the unexpected.

- Think about the qualities of the venue for in-person events, including the size of the room for the audience, seating comfort and arrangement, the sound system, room airflow and temperature, social distancing, and evacuation safety.
- Give advance thought to the audience you'd like to attract and the suitability of the film's content to that group.
- If food will be served, consider refrigeration needs, food safety, required health permits, and the logistics of serving the food, including presentation, food service items (utensils, plates, napkins), location, and garbage/recycling setup. (See [VegFund's Food Safety Guidelines](#).)
- Brainstorm possible issues and create a plan for challenges encountered.

CARRY OUT YOUR PLAN

Be organized and communicate clearly with your audience!

- Arrive well in advance of the event starting time to prepare and manage technical and logistical details.
- Explain at the beginning of the event how the event will unfold, point out restroom location, and inform the audience how to exit the event should an emergency arise.
- Start and end the event on time.
- Be prepared to adjust your priorities quickly if needed during the event.
- Advise viewers in advance about the level and timing of graphic content.



BE FAMILIAR WITH THE FILM AND CONTENT OF YOUR PRESENTATION

Take time to become familiar with the content of the film you are screening to prepare yourself for answering questions from the audience and moderate post-film discussions. Be sure to watch it beforehand and perhaps take notes.

- Know who directed and wrote the film and why. Look for online interviews with the filmmakers.
- Make notes on the statistics and evidence cited in the film that relate to the topic. Knowing these facts is helpful during post-film discussions.
- Familiarize yourself with the experts featured. What are they best known for?
- Be prepared to talk about the stories and information shared in the film and how they connect to key talking points about “why go vegan?” (See, for example, “Reasons” at [Love Veg](#).)
- Prepare questions for the audience to stimulate insightful discussion.
- Consider providing follow-up resources related to the topic of the film for supplemental information, to support the cause presented (e.g., overfishing and bycatch), or to learn more about vegan living.

ENGAGE YOUR STRATEGIC COMMUNICATION SKILLS

Plan and practice effective communication.

- Become comfortable with public speaking (practice makes perfect!) or partner with someone who is.
- Be prepared to stimulate and manage a group dialogue and field difficult questions and disagreements among viewers. You probably won't know all the answers so be comfortable telling that to your audience.
- Practice how you relate your personal vegan journey; it's likely to come up.
- Tell the audience why you or your group selected this film and why you found it meaningful and interesting.
- Consider doing a quick assessment of audience vegan awareness at the beginning of an event by asking basic, non-judgmental questions and asking for a show of hands in response to these questions.
- Have knowledge about and empathy for your targeted audience, including their current understanding of veganism and plant-based living. Many of us who are now activists probably reacted in less than positive ways when the concept of being vegan was first presented to us. Your goal is to introduce new knowledge, concepts, and practices found in or suggested by the film that may help people advance their vegan journey.
- Understand that people want to be heard and acknowledged. We might feel inclined to argue with people who tell us that eating vegan is a bad idea, too difficult, or not practical in their lives. Resist debating in favor of taking an empathic approach. Listen to each person's objections and validate their concerns. If it applies, let them know what aspects of vegan living are challenging for you. This approach might just win you a rational and calm conversation instead of an argument.
- Ask people in advance of the film and at the film's ending to please complete a "short, 19-question survey that requires just 2 to 3 minutes of your time."





How to distribute the film-screening survey

Immediately following your film and any post-film activity, such as a Q&A session, ask your audience to complete the brief film-screening survey. Encouraging people to complete the survey may be aided by a well-prepared introduction.

1. If you haven't already, introduce yourself and/or your organization.
2. Introduce the "brief" survey:
 - Describe your reasons or goals for conducting the survey.
 - Emphasize that you value their candid responses. For example: "We want to know what you thought about the film and how it enhanced your knowledge, affected your feelings, and made you consider personal changes. Your feedback is really valuable to us."
3. Note the length of time it will take to complete (about 3 to a maximum of 5 minutes).
4. Request that they complete the survey before they leave the event for in-person events or during or immediately following an online screening.
5. Consider offering an incentive for completing the survey or tie it in with post-film activities. Incentives such as door prizes or gift certificates can significantly increase survey participation, but you will need to coordinate announcing and distributing the incentive if used.
6. Make it clear that their answers will be anonymous.
7. Provide brief instructions for completing the survey and offer your assistance to those who may need it.
8. VegFund provides two ways to share the survey: a unique link or a QR code.

The QR code and link will be sent to you via email from grants@vegfund.org. Make sure to test the survey, especially if you are using the QR code. If you have questions about how to use the QR code, refer to **"Sharing the QR Code"** (page 7).
9. Thank them!

SHARING THE QR CODE

Since most attendees will use smartphones to take the survey, an easy way to share the survey at the event is via QR code. You can share the QR code in several ways: You can print the QR code and the URL on small flyers or cards that you distribute at your event. Or you can project the QR code on screen immediately following the film. Simply prepare a slide using PowerPoint or Google Slides to project that shows the QR code so attendees can complete the survey on their phone. For digital events or online follow-up for a physical event, you can send or display the QR code electronically.

SHARING THE SURVEY LINK

The link provided by VegFund is a standard Survey Monkey link that is tied directly to your event and grant ID. You can shorten this link if you wish, using bit.ly or another service. This link can be shared live during an event or in a message following up with attendees.

QR CODE FILE FORMATS

VegFund will send you the QR code in two file formats:

QR_code_VegFund.png:

Suitable for online use or printing on cards or brochures

QR_code_VegFund.svg:

Suitable for large-format display, such as a film screen or printed poster

Note: The minimum recommended size for QR codes is 2 cm x 2 cm (or 0.8 in. x 0.8 in.). Make sure that your QR code image prints or displays crisply, especially if you are scaling it up for large-scale presentation, such as printing on posters or projecting onto a screen. Test the readability of your QR code at the size and distance it will be viewed by your audience.

If you need the QR code in an alternative format, such as .eps, .jpg, or .pdf, please contact grants@vegfund.org.

How are the results collected and made available to grantees?

All survey responses are confidential and will be collected via a Survey Monkey portal hosted by VegFund. VegFund will map responses to each grantee using the unique identifier code issued to you at the time of your grant approval. Using this code, VegFund will collect the survey responses of your event attendees. Upon completion of the reimbursement grant report, grantees can request a summary of their survey results, which will be emailed to them.

What are the benefits and limitations of the survey?

The VegFund Film-Screening Survey is a generic tool that takes a “one size fits all” approach to evaluating the success of films and screening events in motivating dietary behavior change among viewing audiences. The questions in this survey are not tailored to the content of specific films nor to a particular target audience.

The survey measures the viewers’ immediate post-event reactions, but it will not tell us anything absolute about their actual choices one day after the film or into the future. This film survey tool aspires to facilitate the collection of a modest amount of audience feedback that can help improve event quality and provide insights on the effectiveness of film screenings in vegan outreach.

If you still have questions about how or why to administer this survey, please reach out to us at grants@vegfund.org.



Since its inception in 2009, VegFund has provided thousands of vegan activists with grant support for community outreach events, such as film screenings.

For approved grants, VegFund will fund associated film-screening licensing fees and will consider partial or, potentially, full reimbursement for other related screening costs, including but not limited to, the venue rental, food-sampling items, and educational literature. Please note that speakers' travel costs or honoraria for events are not refundable.



If you have any questions or need additional information, please [contact us](#). We look forward to hearing from you!