

PEACE  
IS LOUD

HOW DO YOU CHANGE  
SOMEONE'S MIND ABOUT  
THE MOST IMPORTANT  
THING IN THE WORLD?

# THE ANTS & THE GRASSHOPPER



IN ASSOCIATION WITH BUNGLOW TOWN PRODUCTIONS • A KARTEMQUIN FILMS PRODUCTION "THE ANTS & THE GRASSHOPPER"  
ORIGINAL SCORE BY GRAHAM REYNOLDS NARRATION WRITTEN BY ANITA CHITAYA WITH PETER MAZUNDA  
CINEMATOGRAPHY CLARE MAJOR PETER MAZUNDA EDITED BY KATERINA SIMIC JOHN FARBROTHER  
EXECUTIVE PRODUCERS JULIE GOLDMAN STEVE JAMES CYNTHIA KANE JOLENE PINDER GORDON QUINN  
PRODUCED BY RAJ PATEL ZAK PIPER PETER MAZUNDA RACHEL WEXLER DIRECTED BY RAJ PATEL AND ZAK PIPER

KARTEMQUIN  
FILMS

BUNGLOW TOWN

[ANTSANDGRASSHOPPER.ORG](http://ANTSANDGRASSHOPPER.ORG)

IMPACT REPORT

# TABLE OF CONTENTS

**03**

## **EXECUTIVE SUMMARY**

- Campaign Vision
- Impact-at-a-Glance

**06**

## **FILM SYNOPSIS**

**07**

## **TIMELINE**

**08**

## **STRATEGIC VISION**

**11**

## **IMPACT**

**23**

## **LESSONS LEARNED**

**25**

## **CREDITS**

**26**

## **APPENDIX**



# EXECUTIVE SUMMARY



Peace is Loud built and implemented an impact campaign for the documentary film ***The Ants & The Grasshopper***. We began designing strategy in September 2021, and ran a 10 month campaign from May 2022 to March 2023.

Peace is Loud’s campaign used ***The Ants and The Grasshopper*** as a tool to grow the power of the climate justice movement. We used the example of protagonist Anita Chitaya to move Christian communities to become climate activists. The campaign encouraged them to shift from thinking as individuals to embracing long-term, collective solutions, following the lead of those on the frontlines of the climate crisis.

Peace is Loud employed a multi-pronged approach using targeted screenings, resource creation, and digital outreach to promote the film amongst Christians, and in doing so was successful in activating those communities to join the climate justice movement.

## CAMPAIGN

The impact campaign envisioned a future where the climate justice movement had the power and influence needed to effectively combat the climate crisis. To achieve that vision, Peace is Loud identified the need to build the power of those most impacted by the climate crisis—the Global South, and Black, Indigenous, and folks of color living on the frontlines of the crisis—to change policies and practices in favor of climate justice.

**210**  
SCREENINGS

**178**  
PENDING  
REQUESTS

**9**  
CHRISTIAN  
DENOMINATIONS

**500,000**  
IMPRESSIONS

## IMPACT BY THE NUMBERS

- We launched a screenings campaign that resulted in over **210 screenings** and another **178 pending requests**, reaching over 15,000 people around the world. All screening hosts and audiences received a suite of resources they could use to nurture new faith-based climate organizers, including an **Action Toolkit, Screening Guide, Sermon, and Social Media Toolkit**. We combined those with an existing Bible Study and Press Kit.
- We partnered with four of the film's protagonist organizations on thought leadership and tracking activities. We were able to redistribute \$7,000 to these organizations as stipends for their labor associated with and resulting from the film campaign. **By the end of the campaign, each organization reported an increase in donations, social media engagement and support.**
- We engaged Christian communities across the United States through partnerships with faith-based climate justice groups like EcoAmerica's Blessed Tomorrow program, and the Presbyterian Hunger Program. We partnered with **9 different Christian denominations** to share the film and its resources, including Episcopal, Lutheran, Catholic, Presbyterian, Disciples of Christ, Unitarian Universalists, and the United Church of Christ.
- A targeted digital campaign included sponsored emails and digital ads directed at Christian audiences who may be interested in the climate justice movement. Digital ads resulted in over **500,000 impressions** and even moved Christian audiences up the ladder of engagement from **general awareness to taking collective action with our campaign.**

## IMPACT AT A GLANCE

An audience member reported that reading the Action Toolkit was **the first time she was moved to take collective action instead of individual action.**

A screening host reported her event helped “to **reframe who the leaders are in this work.** The most impacted are not to be victims - they are to guide and inform the work ahead.”

Protagonist and partner organizations reported an **increase in donations, website traffic, general support, and social media engagement** as a result of the campaign.

**210 screenings with an additional 178 requests.** 144 of confirmed screenings were with our target audience of Progressive Christians.

96% of screenings hosts and audiences that responded to our survey agreed that **the film and its resources increases Christian support and participation in climate initiatives led by BIPOC activists.**

A screening attendee from the same tribe as Anita Chitaya was **moved by hearing his language spoken on screen.** After speaking with the screening organizer, he was invited to share his lived experience with climate change and patriarchy with another American audience.

Presbyterian Hunger Program held the largest screening with **268 attendees from around the world including Kenya and Costa Rica.**

A church in Fetcham screened the film with folks who reported being unconvinced about the importance of the climate crisis. The host reported that the screening “allowed a discussion to take place, **airing and sharing views that had no other forum.**”

# FILM SYNOPSIS



**Anita Chitaya has a gift;** she can help bring abundant food from dead soil, she can make men fight for gender equality, and she can end child hunger in her village. Now, to save her home from extreme weather, she faces her greatest challenge: **persuading Americans that climate change is real.**

Traveling from Malawi to California to the White House, she meets climate skeptics and despairing farmers. Her journey takes her across all the divisions shaping the US, from the rural-urban divide, to schisms of race, class and gender, to the thinking that allows Americans to believe we live on a different planet from everyone else. It will take all her skill and experience to persuade us that we're all in this together.

This documentary, ten years in the making, weaves together the most urgent themes of our times: climate change, gender and racial inequality, the gaps between the rich and the poor, and the ideas that groups around the world have generated in order to save the planet.



# TIMELINE



**September–November 2021:** Peace is Loud embarks on impact strategy development, engaging with the film's protagonists, climate justice organizations, and Progressive Christians.

**May 2022:** Peace is Loud campaign implementation begins, and we formally partner with HEAL Food Alliance.

**June 2022:** HEAL Food Alliance and Peace is Loud co-create the Action Toolkit.

**August 2022:** Peace is Loud sends stipends to support film protagonists Black Dirt Farm Collective, People's Kitchen Collective, Detroit Black Community Food Security Network, and Soil, Food, and Healthy Communities in an effort to fairly compensate them for their time and labor resulting from the impact campaign. Targeted screenings outreach begins.



**September 2022:** Community screenings initiative begins. Pastor Devon Bailey writes a sermon based on the film. Peace is Loud revamps *The Ants & The Grasshopper* website.

**October 2022:** The Presbyterian World Hunger Program hosts a global screening of the film with co-director Raj Patel.

**November 2022:** Digital ads begin running on Facebook. Faith for the Climate hosts 45 screenings around Europe with their local chapters.



**May 2023:** Franciscan Action Network hosts screening of the film.

**April 2023:** *The Ants & The Grasshopper* has its US theatrical premiere. Biovision hosts screening of the film in Zurich. United Women of Faith includes the film in their Earth Day resources and Bible study for members to use in their home churches. Episcopal Diocese of Northern California hosts a screening to launch their new climate initiative to achieve carbon neutrality by 2030 at all 62 church campuses.

**March 2023:** EcoAmerica Blessed Tomorrow hosts a nationwide screening of the film. Creation Justice Ministries hosts virtual screening of the film and [panel discussion](#). Peace is Loud partners with Urim Shalom Trust to host a screening tour of the film in Zimbabwe.



**February 2023:** Cyclone Freddy hits Malawi, causing deadly floods and mudslides.

**January 2023:** Pacific Lutheran Theological Seminary screens the film in partnership with Lutherans Restoring Creation and the ECLA.

**December 2022:** [EcoAmerica Blessed Tomorrow interviews](#) co-director Raj Patel about the film and the role of faith in climate activism, and widely promote the film and their upcoming screening to their membership list.

# STRATEGIC VISION



## WHEN APPROACHING THE IMPACT STRATEGY FOR THE FILM, OUR TEAM CENTERED TWO KEY IDEAS:

- 1** The communities most impacted by the intersecting crises of patriarchy, climate change, and hunger are the ones that can, and have, developed the most effective solutions, rooted in collective action, not individual behavior.
- 2** A problem at stake is that linchpin communities, such as faith communities in the United States, have not been effectively galvanized to support the leadership of those most affected.

While many target audiences could be engaged to support climate justice movements, our team believes that it is imperative to lean into what is represented in the film. Protagonist Anita Chitaya's Christianity is a driving factor in her work at home in Malawi and her journey across the United States--her faith grounds her belief in taking action and allows her to create nuanced dialogues with others. Given that the majority of Americans, nearly 70%, identify as Christians, the campaign for ***The Ants & The Grasshopper*** presented a remarkable opportunity to reach these audiences where they are. Churches are long-existing, organized communities that already express an existing belief in the importance of community, which is a direct link to our vision for the campaign to shift the emphasis from the individual to the collective. We envisioned our campaign flip the conservative dominant narrative and emphasized that one can have faith and believe in the real threat of climate change. Taking a note from Anita's own theory of change of going to someone's doorstep with your problem so that they cannot ignore you, we went to the community's doorsteps and used ***The Ants and the Grasshopper*** as a tool to nurture and grow communities of faith-driven climate activists, focused on long-term, collective solutions following the lead of those most affected.

## WITH ALL OF THIS IN MIND, WE BUILT THE FOLLOWING STRATEGY:

### GOAL:

Climate activists grow their power to change policies and practices to combat the climate crisis.

- **Primary Audience:** Progressive Christian communities in key areas of the United States (California, Wisconsin, North Carolina, Georgia, Iowa, Florida, Michigan, New Hampshire, Oregon, Texas, and Washington).
- **Secondary Audience:** Moderate Christian communities across the U.S.

### STRATEGY:

Utilize the film as a tool to activate Christian communities to support climate initiatives led by Black, Indigenous, and People-of-Color (BIPOC) communities.

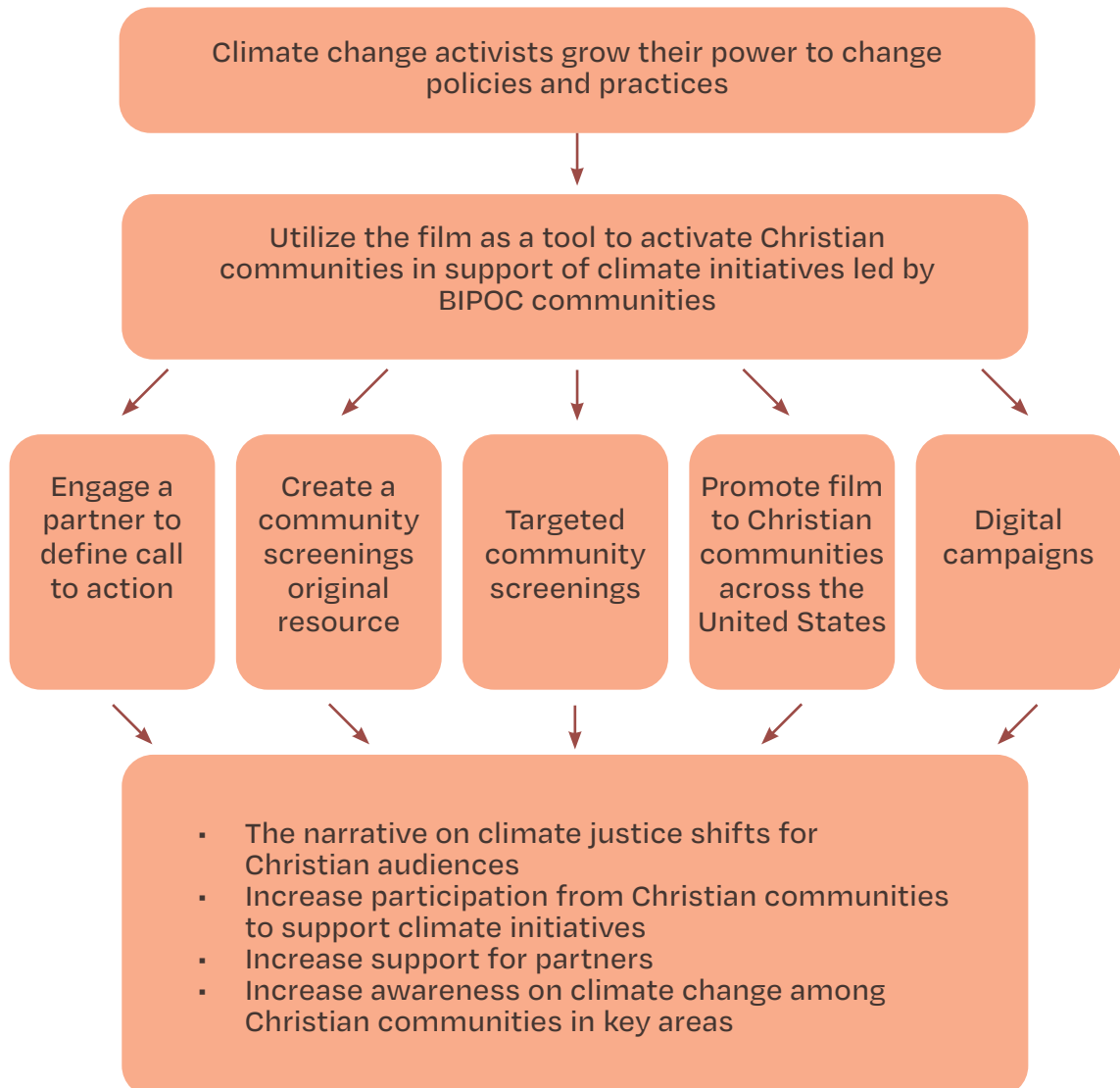
### TACTICS:

- 1 Engage a main partner, such as a BIPOC-led climate justice organization, to define “climate activist” and co-design the campaign’s call to action
- 2 Create an original community screenings resource that includes:
  - Scaffolded calls to action to support collective engagement
  - Tailored discussion questions
  - Organizations to follow and support
- 3 Conduct a targeted community screenings initiative to Progressive Christian congregations in key states of the United States with the accompanying original resource
- 4 Widely promote the film and its accompanying resources to Christian congregations and churches across the United States
- 5 Run digital campaigns to widen audience reach and engagement with the film and campaign activities.

**PEACE IS LOUD RECOGNIZES THAT CLIMATE JUSTICE WORK IS ONGOING. WITH THIS IN MIND, WE IMAGINED THE FOLLOWING CAMPAIGN OUTCOMES AS A STEP TOWARDS ACTUAL ENVIRONMENTAL SUSTAINABILITY AND JUSTICE.**

- 1** The narrative on climate justice shifts for Christian audiences, centering the need for urgent collective action and accountability
- 2** Increased participation from members of Christian communities to support climate initiatives led by campaign partners
- 3** Increased support for partner organizations, those already leading climate, food, and racial justice movements, via stipends for speaking on screening panels and new members or volunteers
- 4** Increased awareness on climate change among moderate Christian communities in key American states

**GOAL**





# IMPACTS & OUTCOMES



## SCREENINGS CAMPAIGN

We facilitated free community screenings with churches and Christian groups across America. Originally we aimed to work mostly within our target states, but once word got out about the opportunity to screen, we received requests from around the country and the world. While the majority of screenings took place in the US, the film screened in 13 different countries and in a total of 197 cities around the world. Within the US, the film was screened in 36 states, with California being the state that screened the film the most, with 18 screenings.

# REQUESTED & CONFIRMED SCREENINGS



## THE AMERICAS

BRAZIL  
CANADA  
MEXICO  
UNITED STATES

## EUROPE & EURASIA

BELGIUM  
FRANCE  
GERMANY  
ISLE OF MAN  
NETHERLANDS  
SWITZERLAND  
SWEDEN  
SPAIN  
UNITED KINGDOM

## AFRICA & THE MIDDLE EAST

MALAWI  
ZIMBABWE

## OCEANIA

AUSTRALIA  
NEW ZEALAND

## GLOBAL SCREENINGS

13

DIFFERENT COUNTRIES

197

CITIES AROUND THE WORLD

## DOMESTIC SCREENINGS

36

U.S. STATES

18

CALIFORNIA SCREENINGS

## SCREENING NUMBERS

**406**

SCREENINGS  
REQUESTED

**210**

SCREENINGS  
CONFIRMED

**237**

TOTAL  
REQUESTED  
WITH CHRISTIAN  
COMMUNITIES

**144**

CONFIRMED  
SCREENINGS  
WITH CHRISTIAN  
COMMUNITIES

## SURVEY DATA

**108**

TOTAL  
RESPONDENTS

**25**

MEDIAN  
AUDIENCE  
COUNT

**74**

AVERAGE  
AUDIENCE  
COUNT

**15,477**

TOTAL  
ESTIMATED  
AUDIENCE

### SURVEY RESPONSES FROM SCREENING HOSTS AND AUDIENCES MEMBERS SHOWED THAT THE MAJORITY OF RESPONDENTS AGREED OR STRONGLY AGREED WITH THE FOLLOWING STATEMENTS:

- The film and its resources shifts the narrative on climate justice for Christian audiences
- The film and its resources increases Christian support and participation in climate initiatives led by BIPOC activists
- The film and its resources increases awareness of climate change for Christian audiences
- The film and its resources grows support and power for the climate movement
- After screening the film, audiences were interested in joining collective climate actions

When analyzing the impact that resulted from screenings, we observed trends ranging from the acknowledgement of the Global South's leadership, to individuals joining the climate justice movement, to coalition building.

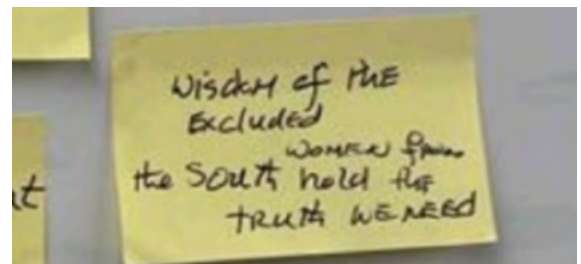
# SOLIDARITY WITH THE GLOBAL SOUTH AND THOSE MOST IMPACTED



Photos from Faith for the Climate screening discussion

Feedback and stories from screenings revealed that audiences recognized and acknowledged the expertise of frontline organizers and the Global South. One screening host from Pacific Lutheran Theological Seminary reported that her screening helped **“to reframe who the leaders are in this work. The most impacted are not to be victims - they are to guide and inform the work ahead.”**

Faith for the Climate had screening attendees write their responses to the film and accompanying discussion on sticky notes, and shared this photo of folks' responses where one attendee reflected on the **“wisdom of the excluded. Women from the [Global] South hold the truth we need.”**



One host in Massachusetts received an email from a screening attendee who grew up in Zambia saying, **“I have been deeply moved and I can relate with the realities of Climate Change and patriarchy. It is amazing that I can watch the movie without subtitles as I am also a Tumbuka by tribe.”** That host then invited the attendee to join another screening event titled “Intersectional Climate Justice - Moving Into Action” where they had him speak to the audience about his lived experience with climate change and patriarchy.



*Photo from screening with Urim Shalom Trust in Zimbabwe*

Groups like Buddhists Across Traditions and the Institute of Degrowth Studies used the film to provide a non-Western perspective on the climate crisis. One host even committed to building an archive of non-Western perspectives and sources on the climate crisis.

Audiences reported being moved by hearing about the climate crisis directly from women in the Global South. Screening organization Birth Companions reported that the film led their audiences to reconsider where they are donating their time and energy, shifting from Global North wisdom and perspectives to the leadership and actions of the Global South.

Folks from the Global South also recognized themselves in the film and

shared the film with their communities. Mount St. Vincent University had many student audience members who are from nations in the Global South, and reported that **“they were clearly inspired by the film, in terms of the power of politics and collective action.”**

A screening attendee from Zimbabwe saw the film through the Center for Climate Justice and Faith, and partnered with us to bring the film to both rural and urban communities around Zimbabwe. The host reported that **audiences engaged deeply with the story, and were mobilized “to become agents for change around climate and gender issues.”**

## GLOBAL COMMUNITY BUILDING



The film and screenings campaign strengthened a sense of global community. Anita's story and experience with climate change resonated with many hosts, and fostered connections between their own lives and experiences with the climate crisis. Some audience members even asked to get in touch with Anita, and hosts often emailed us checking in on Anita and Esther after Cyclone Freddy. **One church host in Michigan wrote to us saying, "This film underscores how truly interconnected we are with everyone on our planet. I certainly have been much more concerned with the impact of cyclone Freddy after viewing the film."**

Many hosts and audience members recognized the impact of the climate crisis in their daily lives, which allowed

them to relate with Anita and folks on the frontlines around the world. The Episcopal Diocese of Northern California drew connections between the climate catastrophes in California and Malawi. Another screening's audience member drew connections between hurricanes in the American Southeast and the floods in Malawi. She talked about the folks in Florida who have lost their homes to hurricanes, recognizing they are also victims of climate change. **In an Action Against Hunger screening, the hosts used similar sentiments to then move audiences to action, moving their discussion to "the difference between pity (which allows for dismissal of the problem) and real commitment to change."**

# JOINING AND SUPPORTING THE CLIMATE JUSTICE MOVEMENT



Most importantly, screenings resulted in folks learning about, joining, and redoubling their efforts with the climate justice movement. A church in Fetcham screened the film with their men's group, which included folks who reported being 'convinced', 'sympathetic' and 'unconvinced' about the importance of the climate crisis. The host reported that **the screening "allowed a discussion to take place, airing and sharing views that had no other forum. Anita in *The Ants and the Grasshopper* said that we have to start a discussion - which the film enabled us to do."**

Multiple screening attendees reported that they joined local sustainability groups, and some organized climate initiatives in their communities. One church began planning to incorporate

regenerative practices in their church garden. Comrie Croft, an eco-farm that hosted a screening, was so inspired by the film that they began reworking their business plan to center collective action. They shared **"One of the conversations [the film] sparked for me was a bit of a eureka moment...it made me think about my work and its bigger purpose (besides connecting people and nature in various ways). I decided that night that my work has to focus on impacting and influencing people to change mindsets and behaviour in positive ways...I started rewriting our business plan to become a 'Farm for the Future' with inspiring and educating people to take action at our core."**



*Photo from Comrie Croft community screening*

The Episcopal Diocese of Northern California used the film to launch their new climate initiatives to achieve carbon neutrality by 2030 at all 62 of their church campuses. They said **“this film will be perfect as we kick off the program with the forming of green teams at each church and performing energy assessments of the facilities on each campus. The film touches your heart and will compel parishioners to join in the efforts.”**

An audience member who was involved in sustainability efforts reported that the film helped them recognize how the climate crisis can exacerbate existing injustices, and committed to researching them deeper. One host who was already an active part of the climate justice movement shared that her screening was **“a precious opportunity to sit side by side, discuss, recharge, and renew our own efforts.”**

## COALITION BUILDING

Screenings also provided opportunities for coalition building. Following their screening, the Law School at Newcastle University set a meeting for departments to get together and discuss how they could coordinate with grassroots organizers on climate initiatives. The campaign was also able to connect two screening hosts from Lutherans Restoring Creation and the Episcopal Diocese of Northern California's Commission on the Environment who are now working together on initiatives in their city.

We also observed Christians who saw the film with their churches request to bring the film to their communities outside of their congregations. Birth Companions hosted a widely attended virtual screening of the film after their founder saw the film at her church, St. Alfege's. **Another church's audience member wrote to us saying "I am considering showing it to neighbours who are not Christians to see if we can find a way to increase climate change awareness and do a shared action response."**

## PROTAGONIST SUPPORT

Of all the folks featured in the film, Peace is Loud identified four protagonist non-profit organizations that were engaged in collective actions combatting the climate crisis: Black Dirt Farm Collective, Soil, Food, and Healthy Communities, DTown Farms

(Detroit Black Community Food Security Network), and People's Kitchen Collective. Each group received a \$2,250 stipend at the beginning of the campaign in anticipation that the impact campaign would create unexpected labor. Soil, Food, and Healthy Communities let us know this was particularly helpful because they'd received increased interview and event requests, but didn't have a budget to support the work. Protagonist organizations used their stipends for organizer salaries, operational support, farmer trainings, and climate justice programs.

Screenings were opportunities to raise awareness of and funnel support and donations to our partner HEAL, and to the film's protagonists Soil, Food, and Healthy Communities, DTown Farms, People's Kitchen Collective, and Black Dirt Farm Collective. Screening hosts used their events as fundraisers for the groups, collecting donations for the organizations and donating to them at the end of the night. Feedback from these protagonist organizations shows that they did in fact receive an increase in donations, as well as general support, website traffic, and social media engagement. Each group reported that working with **The Ants & The Grasshopper** impact campaign was helpful to their work and an overall equitable partnership.

## HEAL FOOD ALLIANCE AND ACTION TOOLKIT

All screening hosts and audiences were provided with our Action Toolkit, made in partnership with HEAL Food Alliance. HEAL's members are frontline climate and food justice organizations, and ***The Ants & The Grasshopper*** clearly shows that frontline activists hold the knowledge and expertise needed to fight the climate crisis. **We worked with HEAL to identify a core call to action: Follow the lead of frontline organizers through collective actions, like community events, petitions, and fundraisers, instead of individual actions like taking shorter showers and using reusable water bottles.**

We created an Action Toolkit framed around this call, and suggested specific collective action items audiences could take to directly support the film protagonists and HEAL's member organizations. This Action Toolkit doubled as a discussion guide for screening hosts and audiences, which deepened audience engagement with the themes of the film and encouraged folks to act. One audience member reported to us that she had not even considered how to take collective action instead of individual action until she saw the toolkit. Another audience member, a student at Stanford, shared with us that she connected with film protagonist People's Kitchen Collective after finding their information in our toolkit and was eager to now join their work.



*The Ants & The Grasshopper Action Toolkit, created by Peace is Loud in partnership with HEAL Food Alliance*

We were able to provide HEAL with a \$5,250 stipend for their labor in sharing their time and expertise with us, and they've reported an increase in both website traffic and social media engagement since the campaign began.

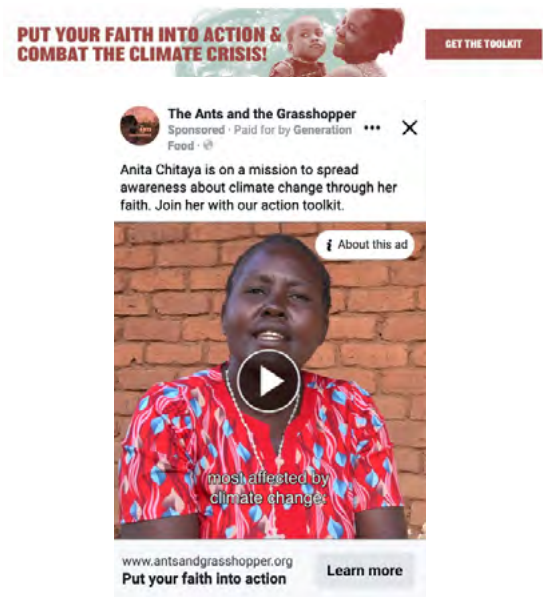
## ENGAGEMENT WITH LARGE CHRISTIAN AUDIENCES

Partnerships and events with organizations like ecoAmerica's Blessed Tomorrow, Presbyterian World Hunger Program, Lutherans Restoring Creation, and Franciscan Action Network allowed us to promote the film and the campaign resources to a large Christian audience. For example, Presbyterian World Hunger Program held a virtual screening that was attended by 268 folks from around the world, including our target audience and states, and even Kenya and Costa Rica.

EcoAmerica hosted co-director Raj Patel for a "Let's Talk Climate" conversation that was shared, along with the film and its resources, with their membership. Organizations like Faith for The Climate and Pangbourne and Whitchurch Sustainability wrote newsletters and articles in their community magazines about the film and their discussions around the film. These articles and events often resulted in an influx of screening requests from attendees who wanted to bring the film to their home churches. Approximately 90 screenings were requested as a result of screenings and partnership like these.

## DIGITAL CAMPAIGNS

We extended the film's reach through a strategic email outreach campaign and targeted digital ad campaign.



*Screenshots of ads in Patheos newsletter and on Facebook*

Our email campaign pitched free screening events to about 15,000 Progressive and Evangelical churches across America. Through A/B testing we confirmed our hypothesis that Progressive Christians were much more enthusiastic about the film than Evangelical Christians. We also found that the best approach to starting conversations with these folks was through a simple direct email instead of a fully designed e-blast. This could suggest that Christian audiences respond most to authentic, direct communications as opposed to marketing campaigns.

Our digital ad campaign ran ads directing folks to the film's Take Action website page, which included the Action Toolkit. These ads were run on Facebook, and in email newsletters from Sojourners and Patheos, two Christian outlets with a strong Progressive readership.



Our ads received 528,322 impressions and 926 clicks. Our Google Site Analytics show spikes in page views on the Take Action page that coincide with the ad runs. We also received screening requests from churches citing the digital ads as how they learned about the film and the opportunity to screen. Requesting a screening was a higher level of engagement than the ads were encouraging audiences to do. With certain Christian audiences, who may be wary of progressive politics, building awareness of a political issue is our main goal. Our ads moved Christian audiences from awareness building, to engaging with our content, to sharing our content with a large community.

# FINAL THOUGHTS



*The Ants & The Grasshopper* impact campaign was successful in building power for the climate justice movement. Peace is Loud effectively engaged Christian audiences in conversation about the climate crisis, and galvanized them to join and redouble their efforts in the climate justice movement.

The campaign's success was comparable to other impact campaigns Peace is Loud has led that were longer and more resourced. The amount of screening requests we received was on par with campaigns we led for highly-publicized films, including those featuring well-known public figures. Feedback from audiences reveals a hunger for this type of content and the opportunity to engage with it.

## **WHILE THE CAMPAIGN WAS SUCCESSFUL IN GROWING THE POWER OF THE CLIMATE JUSTICE MOVEMENT, PEACE IS LOUD OFFERS THESE OBSERVATIONS IN THE SPIRIT OF LEARNING AND GROWTH:**

- The campaign offered stipends to the organizations featured in the film, as we anticipated their presence in the film could increase their profile, and therefore increase their labor. The protagonists were thankful for the stipend and reported that they felt fairly compensated by the campaign and that the partnership was equitable. In our future campaigns, we would like to **continue to offer stipends to protagonists as an equitable practice.**
- While Peace is Loud has built up a network of Christian partners through previous campaigns, it still took significant time to plan events. Faith communities often plan out their programming months in advance, so **we recommend building in 6-8 months of relationship building and planning before events or impact activities can be confirmed.** Screenings and partnerships that were confirmed faster usually centered around a specific date that the Church wanted to plan programming for, like Earth Day in April.

- Screening hosts were offered a digital streaming link, a downloadable link, or a DVD. Most hosts requested to screen with the download of the film, as they didn't have a DVD player and/or had spotty wifi. We have observed similar trends in our other campaigns as well. In order to make films as accessible as possible to campaign audiences, **we recommend filmmakers provide a digital version of films that does not rely on wifi.** Platforms like Indee, while costly, can be helpful in mitigating the risk of sharing downloads of the film.
- Hosts often expressed difficulty in ensuring audience attendance for in-person events. **A popular screening setup was for audiences to watch the film on their own, then the host gathered everyone together for a discussion either virtually or in-person.** This structure was particularly effective as it allowed folks to fit the film into their schedule, and once the audience was hooked by the story, they enthusiastically showed up to the event to take part in the discussion. We look forward to exploring unconventional screenings setups like this one in the future.
- The climate crisis is complex and multifaceted, intersecting with every demographic and every nook and cranny of our society. Because of this, it can be challenging to present an audience with a single call-to-action. ***The Ants & The Grasshopper*** impact campaign was successful because the campaign's specific focus on Christian audiences allowed us to narrow in on collective actions that community could plausibly take. That audience needed faith-specific climate justice resources, and the campaign was able to provide those. In the future, we will embrace this **hyper-specific approach** with films about issues that are wide in scope.
- Digital strategy was predicted to be a large part of the impact campaign. However, as activities were implemented, **metrics and feedback revealed the screenings campaign to generate the most impact.** As more hosts began requesting screenings, we shifted our focus away from the digital strategy to focus more fully on the screenings campaign. This pivot allowed us to facilitate and track the high amount of screenings that were taking place.

# CREDITS



## IMPACT CAMPAIGN CREDITS

Digital Storytelling Manager | Danielle Feder  
Senior Finance Manager | Samantha Garland  
Senior Impact Producer | Kaitlyn Hamby  
Director of Film Impact and Innovation | Stephanie Palumbo  
Co-Executive Directors | Rebecca Tye and Camaro West  
Program Lead, Learning & Filmmaker Outreach | Florencia Varela

## FILM CREDITS

Directors | Raj Patel, Zak Piper  
Producers | Raj Patel, Zak Piper, Rachel Wexler, Peter Mazunda  
Narrator | Anita Chitaya  
Editors | Katerina Simic, John Farbrother  
Cinematographers | Claire Major, Peter Mazunda  
Original Score | Graham Reynolds  
Executive Producers | Julie Goldman, Steve James, Cynthia Kane, Jolene Pinder, Gordon Quinn  
Field Producers | Cathay Pischer, Andrew Funkhouser, Stephanie Smith, Sean Lyness  
Location Sound | Zak Piper  
Additional Camera | Anita Chitaya, Jackson James  
Additional Location Sound | Ruch Pooler, Paul Rusnak, Eric Reeves, Greg Miller, Mark Haygen, JT Takagi  
Additional Editing | Mina Fitzpatrick, Ingrid Roettgen, Carlos Corva  
Post Production Supervisor | Matt Taylor  
Assistant Editors | Pedro Urgiles, Tony Costello, Ryan Gleeson

## PEACE IS LOUD IMPACT CAMPAIGN SUPPORTED BY:

HLH Family Foundation  
Generation Food  
Robert Wood Johnson Foundation  
11th Hour Foundation

# APPENDIX



- [ACTION TOOLKIT](#)
- [SERMON](#)
- [SCREENING GUIDE](#)
- [SOCIAL MEDIA TOOLKIT](#)

