



Knock Down the House: Screening Toolkit

Knock Down the House follows the incredible stories of four women who decide to run for office against all odds. At a moment of historic volatility in American politics, these women set themselves on a journey that changed their lives and country forever.

Thank you so much for hosting a Watch Party or Community Screening for this powerful film! Whether you're inviting a few friends over to watch the film in your living room, or organizing a public event at a community venue, this guide has all the tips and tricks you need to host a successful event!

Questions? Email knockdownthehouse@peaceisloud.org and our team will get back to you!

Important Reminders + Information

- [Click here for important instructions](#) on how to access the film via Netflix.
- All screening hosts must read and abide by the [Netflix screening license](#).
- A reminder that you cannot fundraise or charge admission to any *Knock Down the House* event. Thank you for understanding!
- [Click here for sample Facebook and Twitter](#) and other *Knock Down the House* images.
- [Check out the Discussion Guide for your screening here!](#)

In this Guide

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Knock Down the House Basics

- You can read more about the film and its creators here: www.knockdownthehouse.com
- A brief synopsis of the film:

“When tragedy struck her family in the midst of the financial crisis, Bronx-born Alexandria Ocasio-Cortez had to work double shifts in a restaurant to save her home from foreclosure. After losing a loved one to a preventable medical condition, Amy Vilela didn’t know what to do with the anger she felt about America’s broken health care system. Cori Bush was drawn into the streets when the police shooting of an unarmed black man brought protests and tanks into her neighborhood. Paula Jean Swearengin was fed up with watching her friends and family suffer and die from the environmental effects of the coal industry.

At a moment of historic volatility in American politics, these four women decide to fight back, setting themselves on a journey that will change their lives and their country forever. Without political experience or corporate money, they build a movement of insurgent candidates challenging powerful incumbents in Congress. Their efforts result in a legendary upset.”

Registering your Event

- Registering your *Knock Down the House* screening is the first step to holding a successful event. [Click here to register your event.](#)
- When you register your event, you will be asked if you are hosting a Watch Party or a Community Screening. A Watch Party is a smaller event you will hold in your home, likely with friends, neighbors and family. A Community Screening is an event you plan for you campus, organization or community members.
- In the registration process, you’ll have an option to publish your event as “public” or “private.” If you choose “public,” your screening will be listed on the film’s website.

Invite your Friends, Family and Neighbors

- Inviting people is one of the most important things you can do to make your event a success!
- If you’re throwing a Watch Party, you can simply call, text or email friends, family and neighbors who you think might be interested.
- If you are planning a Community Screening and want to do general outreach to the public, consider promoting your event via email, phone calls, social media, posters and flyers and speaking at other events in your area where you think there will be a receptive audience. You can also reach out to other community groups or organizations who may be interested in working with you to plan and promote the party. These may include political organizations, local political parties, advocacy groups, or groups that work with women or young people.
- We encourage you to email your guests at least once before your event. Receiving an update from a host, even with reminders about the time, date, and location, can help make people more likely to show up in person.

Set up your Screening

- In order to screen *Knock Down the House*, you must have a Netflix account to screen the film. If you do not already have an account, you can sign up for a free, 30-day trial at netflix.com.
- **You have two options to access the film:**
 - 1. Stream the film on Netflix.**
 - In order to play from the Netflix platform, your home or venue must have an internet connection with at least 5 Mbps download speed. You can test the internet speed by visiting a site like fast.com. Learn more about [Netflix's internet speed recommendations](#).
 - Allow the film to load before hitting play to improve playback.
 - If you are hosting a community screening, don't forget to do a tech check at your venue, with the equipment and internet connection you plan to use for your screening—ideally a week before your event.
 - Problems with streaming? Consult the [Netflix Help Center](#) to troubleshoot network connection issues.
 - 2. Download the film on the Netflix app.**
 - Using the Netflix app, you can download the film to play it offline. This feature is available for mobile phones (iPhones and Androids), tablets, and computers running Windows 10.
 - If you are hosting a community screening, run a tech check at your venue after you download the film, using the equipment you will use during your screening—ideally a full week before your event.
 - Need help with the app? Learn more about the app on the [Netflix Help Center](#).

Hold your Event!

- Welcome everyone and thank them for coming!
- 📷 Take a photo or short video of your event! Post it on social media with the hashtag #KnockDowntheHouse.
- [Check out the Discussion Guide and go through it with your Watch Party!](#)

Thank you so much for hosting a *Knock Down the House* event!
If you have questions, please email knockdownthehouse@peaceisland.org.