

NOVEMBER 14, 2017

#StillIn Climate Day of Action Press Events

In December 2015, the world came together around the first-ever global agreement to cut carbon pollution and fight climate change—the Paris Climate Agreement. This administration’s announcement this spring that they would withdraw the United States from this landmark agreement represents a refusal to accept the overwhelming scientific consensus on climate change, an abdication of American leadership on crucial global issues, and a triumph of backward ideology over our health and shared future.

But one administration can’t stop our progress on climate change. Clean energy continues to boom here in the U.S. and around the world. The response to the administration’s Paris announcement has been forceful, with 227 cities, 9 states, 1,641 businesses, 315 higher education institutions, and nearly 1 million individuals committing to uphold the Paris goals as part of the #WeAreStillIn and #IAmStillIn pledges.

This November, countries from around the world will gather in Germany for the next round of post-Paris climate negotiations. As the Paris Agreement was constructed around voluntary commitments to encourage greater ambition and more climate action over time, it’s vital that we show our international partners that the administration isn’t the only voice in America on this issue, and that we are #StillIn to achieve our Paris goals, and a safe climate now and for future generations.

On November 14, a large coalition of environmental groups and other organizations are planning to host events across the country to demonstrate the leadership that state, local, and tribal leaders, businesses, advocates, and more are taking on climate action. **The goal of this day of action is to amplify the ambitious climate action that local elected, institutional, and business leaders are taking in the absence of federal leadership through local earned media/press events.**

Event details

All events must be posted by Wednesday, November 8 on the #StillIn Action Network campaign in order to receive an email send.

To create your event, go to the [#StillIn Climate Day of Action campaign page](#):

- 1) Click on the “Host an Event” event button
- 2) Enter the title, date/time, and location of your event
- 3) Under the event description, you should add any specific details for your event that attendees need to know.

Share any speakers or partners that are confirmed as well as any special instructions for your attendees, such as bringing food or signs, parking instructions, etc.

4) Leave the default “Event by [Your Name]”

The fields on the right-hand side are the fields your attendees will fill out, so for example, to add an additional field to collect phone numbers, just click “Add or edit additional form questions”

5) Click on the button to allow attendees to bring guests

6) Save and go to the next step

7) On the next page, add in any additional information for your attendees.

8) Feel free to share your event on Facebook or Twitter or send an email to your list, all from one place!

Sample agenda

0:00-0:10 **People arrive and sign in**

0:10-0:15 **Welcome**

- Thank attendees for coming
- Review the purpose of the event
 - The international community is meeting in Germany to take the next steps towards fulfilling their Paris commitments.
 - Unfortunately, the administration announced that the U.S. would be withdrawing from Paris, and has taken other misguided steps like repealing the clean power plan.
 - But we won’t be deterred, the stakes of the climate fight are too high, that’s why we are still in to take aggressive climate action.
 - We’re here to say that this administration doesn’t speak for us on climate, and can’t stop our commitment to creating a clean, safe, and prosperous climate for us, our kids and for the future.
 - Invite your attendees to build the buzz that there’s action happening throughout their networks—ask them to take and tweet photos during the event using #OFAAction and #StillIn.

0:15-0:35 **Speakers**

- Local elected, business, faith, and institutional leaders speak to why they, and the constituents or institutions they represents are #StillIn to act on climate despite the administration’s refusal to act.

0:35-0:40 **Next steps and further action**

- Having a next step for your attendees is important so this event helps build momentum in your community for climate action. There are a number of potential next steps you could offer, from hosting a film screening (check out OFA’s Chasing [Coral screening guide](#)), to organizing to help support your city in taking more aggressive action on climate change (check out OFA’s [list of top local actions](#) cities can take on climate change). Or your next step could be an [organizing or planning meeting](#). You should choose the best next step for you and your community.

0:40-0:45 **Wrap up**

- Thank attendees for coming!

What we want to communicate

- Right now nearly every country in the world has representatives in Germany talking about tackling climate change as signatories of the landmark Paris Climate Agreement.
- But the United States isn't going to be able to fully participate because this administration has announced they would withdraw from the Paris Agreement.
- Despite this backwards move, momentum for climate action is stronger than ever. Not just internationally, but coming up from cities and states, and from local business, faith, and campus leaders.
- The stakes of the fight against climate change are too high for us to let this administration speak for us. On the contrary, we are #StillIn to act on climate, and create a clean, safe, and prosperous future.

Event checklist and timeline

By Wednesday, November 8

- All events need to be locked and posted on on the [#StillIn Action Network campaign](#) to receive an email send for your event.
- Finalize location and time if you haven't already. Make sure you have any applicable permits if you're using a public space.
- Recruit attendees for your event: Encourage every person and partner group to bring friends and community members. Remember, the more specific your ask, the more likely people will attend your event, and bring others!

By Friday, November 10

- Confirm speakers and send talking points. Message guidance will be forthcoming.
- Send out a local press advisory to press contacts and follow up with individual reporters to pitch your event. See our [guidance on best practices for earned media](#). Draft press advisories will be forthcoming.
- Finalize logistics
 - Visit the location and walk through the event in detail.
 - Create a checklist of equipment and supplies.
 - Determine if you need equipment, such as portable microphone, speakers, or a podium. Contemplate what visuals you may need, like additional signs. How are you getting your equipment and supplies to the venue? What areas and angles make for particularly compelling photos?
- Confirm volunteers who will help at the event—such as who will sign in attendees, or who will take pictures and amplify on social media.
 - The more you're able to recruit people or partners to take ownership of these pieces, the more you'll free yourself up to make sure the rest goes smoothly. And you'll also be empowering others to take leadership roles!

Monday, November 13 (the day before)

- Do confirmation calls and emails with logistical information leading up to the event to those who have RSVP'ed.
- Email the provided press advisory to news outlets and another round of pitch calls in the morning.
- Confirm any last-minute details with speakers.

Tuesday, November 14 (the day of)

- Get to your location early for set up. Make sure you have great signage and visuals set up behind the speakers' location.

- Sign in attendees.
- Greet speaker(s)—brief them on the agenda and when they will speak
- Take pictures of the event and amplify them over social media (Use #StillIn and #OFAAction).
- Thank attendees, speakers, and any press who attended.
- Share any great pictures with any press who attended.

Wednesday, November 15 (the day after)

- Follow up with attendees who committed to take action for upcoming events.
- Make sure to share your report back with us using [this report back form](#).
 - *Note: Reporting back how your event went helps us shows the power of our work all across the country, and the impact our events had collectively.*

Signage

Communicating our message visually is key, especially for people who will see your event in media coverage or online, and signs are a very important way to do that. You can use OFA placards, or signs for example:

[YOUR CITY] is #StillIn / #StillIn to act on climate / #ActOnClimate / Climate Change is Real / We support the Paris Climate Agreement / We are #StillIn / I am #StillIn

Feel free to make your own signs using the guidance above as a guide. Be creative!

Digital amplification

Please follow the steps below to ensure you're capitalizing on this opportunity to send your message far and wide. To make your event a digital success, post at least 3 tweets with quality pictures that tell the story of your event and encourage your attendees to do the same.

Hashtags

For your posts on social media, use the hashtags #StillIn, and #OFAAction.

Using the hashtags #StillIn and #OFAAction is very important in helping others—including those who manage large national accounts—find your tweets and amplify it to their networks to spread the word! Please don't forget to use them.

Taking photos

Good quality photos are incredibly powerful ways to get eyes on your tweets and Facebook posts (and this is important, because everyone should be seeing the work you're doing! It helps the movement as a whole). Make this a priority if you can—you can get great photos, even if you don't consider yourself a professional.

[Take a look at some best practices and tips to help you capture the best photos possible.](#)

Sample tweets

Here are some examples to help you think about how to create your own tweets. Please use these samples as a reference point, but write your own tweets and posts. The ones below will not always make sense with your events, and you are likely to have more detailed and interesting stories to share. **Don't forget to add #StillIn and #OFAAction to contribute to the narrative nationwide!**



We're taking #OFAAction to show the world that no one person or administration can stop us from acting on climate change.
[ATTACH PHOTO]



Here in [YOUR CITY]: [SPEAKER] on how no matter what the administration does, we are #StillIn to fight climate change. #OFAAction
[ATTACH PHOTO]



The administration might want us out of the Paris agreement, but [YOUR CITY] is #StillIn to act on climate change. #OFAAction
[ATTACH PHOTO]



Clean air, clean energy, a safe future for our community and our children. All reasons we're #StillIn to fight climate change.
[ATTACH PHOTO]

Note: Words in brackets are meant to be replaced by you, depending on your area. Don't leave the placeholders in there!