

Hello all,

Thanks to each of you for the enthusiasm you've brought to the first few weeks of the new year – it's not even been a month since Christmas and we're in full swing! Please take time to breathe, to decompress, unplug and recharge gently. These days are challenging, to say the least. I'm glad we're all in this together.

One action in the next 10 days

[Here's the link to the Jan. 29 bank action](#) page, explaining the steps you and your teams can take any time before Jan. 29, and linking to the collective action in which For Our Kids is participating. And [here's a spreadsheet of proposed messages and actions](#), that you can share and use to capture what you're doing.

We'll be posting some examples of what people are doing throughout the next 10 days, to encourage others to join in.

But the most important part of this campaign is to record your action, post it on Jan. 29, and tag us in the post so we can share and amplify. There's also a [FB event](#) you can use to promote to your networks. Concentrating posts and social media action on Jan. 29 is intended to draw the attention of banks and media, so the more posts the better.

There is a media plan in the works, featuring some FOK parents who hopefully will be interviewed as part of the action.

Ten years is too long to wait

That's one of the key messages a collaborative group of FOK teams has developed in response to Bill C-12, the federal government's proposed bill to lead Canada to net-zero emissions by 2050. The final key messages and actions will be on the website soon – for now, [here is a draft of the key messages and background](#). The exact timing for this campaign is uncertain but could move very quickly as soon as MPs resume sitting next week.

Both these campaigns will be much more effective once we implement our trial of New Mode, an online campaign platform that makes all kinds of communication and advocacy easier. More about that as soon as we have it running.

Speaking of tools -

We've been using Slack to collaborate on the Bill C-12 response, and it seems to be working well as an alternative to email. I'd like to use Slack as the platform for team leaders to communicate and collaborate from now on. So, if you aren't already on the FOK Team Leaders' Slack workspace, [here is the link to join](#). (If you have trouble with the link, let me know). From there, you'll see a number of Channels, which is how work is organized. You can join whichever channel you want to, for now – you're automatically part of the #general channel, which will be for general messages. I'm happy to walk through how Slack works with any of you, if it would be helpful. I'm sure it will provide an effective workspace for all of us, once we get the hang of it (:

That's likely enough for tonight – thanks for your attention, and let me know if you have any questions at all. Look for updates - on Slack - as both of these campaigns pick up speed.

Take care,
Lella