

PEOPLE'S CLIMATE MARCH

TOOLKIT
GET THE
WORD OUT

FROM HERE ON IN, **WE'RE ALL IN**



We acknowledge that we gather on Aboriginal land and that Aboriginal and Torres Strait Islander people for generations have and always will continue to care for this land.

WILL YOU HELP CREATE THE BIGGEST CLIMATE MARCH THE WORLD HAS EVER SEEN?



**All over the world and right across Australia,
people are speaking out for a brighter future.**

In the last weekend of November, as our world leaders meet in Paris for the United Nations' Climate Change Conference, we will come together in Australian cities and walk alongside people in hundreds of cities around the world.

By coming together we will demonstrate that our political leaders are out of step with the Australian community and the rest of the world.

We will march because we want our leaders to listen to our communities and help us build a brighter and fairer future for all.

We will march because we want a just transition to 100% clean energy and an end to fossil fuels.

We will march because from here on in, we're all in.

As conservationist Jane Goodall says, "You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make."

GET THE WORD OUT



Have a conversation

One of the most powerful ways to create social change is to tell people why you care.

You don't need to be an expert or know every detail of climate science or policy. What matters is making a connection. Why are you passionate about global warming, cutting pollution and creating a brighter future? What's your story?

Share your story

Share your story with the people around you.

Talk about why you're going to the People's Climate March and why you care about global warming. Are you concerned about extreme weather, bushfires or drought? Your children's future? Passionate about solar? Concerned about the coal industry polluting our democracy?

Check out the talking points at the end of this kit for more on the People's Climate March.

Invite your friends and family to walk with you

The People's Climate Marches are an important moment in history. So bring your friends, family, neighbours, colleagues, people from your temple, church, mosque or synagogue, from your book club, walking club, birdwatching or soccer club – the more people, the stronger our collective voice.

Organise a group to come

Organise a facebook event, rally your colleagues round over morning coffee, ask people in your community group to join you for the walk. If each person asks five others, your group will quickly grow.

Whether you're in a group of three or 30, why not wear something to show you are united? Come in lab coats with your fellow scientists or high vis with your mates. Wear your karate club uniform or bright yellow hats with your mothers' group.

Check out our **get creative** kit for lots of ideas to get your creative juices flowing.



Put up posters

Help spread the word about the Melbourne People's Climate March in your community! Pop some posters in your front window at home, ask your local cafe to stick them up or pin them on a public noticeboard in your local library or community meeting space.

(Remember – in some council areas, postering is littering, so avoid public property, trees or posts.)

Download and print a poster for your city:
www.peoplesclimate.org.au/posters

Hand out leaflets

For an easy way to tell people about the march, give them a leaflet – there's one at the end of this kit to print out. So easy! Leave a pile at your work's reception or hand them out with a smile at your local train station on your morning commute. Go for a walk and put flyers into your neighbours' letterboxes or ask your favourite cafe if they'll put some on the counter.

Join a phone bank

Would you like to join a phone bank party? Never done 'phone banking' before? We promise, it's actually really inspiring.

Come to a People's Climate March office in a city near you one weeknight evening before the march. Our community organising team will give you training, tips and support (and pizza!). Jump on the phone and call people in your community to get them excited about the People's Climate March and invite them to be involved in local activities in the leadup.

You'll meet amazing people, learn new skills and be part of a growing movement for a brighter future.

To find out more, get in touch at www.peoplesclimate.org.au/volunteer and we'll put you in touch with a community organiser near you.

Come to doorknock day

To get the word out and build some serious community clout, will you be part of the largest doorknock Australia has ever seen?

On November 14, people like you will be knocking on doors all across the country talking to people about climate change and why they care.

This has the power to change things. With every conversation we have, we are building our movement and building our power.

Sign up or find out more:

www.peoplesclimate.org.au/doorknocks

Invite your friends to the march on social media

Social media is a great way to spread the word about the People's Climate March.

- Invite friends to the official facebook events:
www.facebook.com/peoplesclimateAU/events
- share a post:
www.facebook.com/peoplesclimateAU
- tweet your followers or
- instagram something pretty to spread the word
[@peoplesclimate_au](https://www.instagram.com/p/peoplesclimate_au) #peopleclimate #wereallin

Planning something special for the march? Are you inviting your work colleagues to come in costume, or want to meet your friends before hand and all walk together? Set up your own facebook event to get everyone on the same page.

Promote the march on a community notice board or newsletter

Pop up a poster or flyer on community noticeboards in libraries, community centres, neighbourhood houses, sporting clubs, kindergartens, churches, shopping centres and cafes. Check if you need permission first.

Download your posters over here:

www.peoplesclimate.org.au

Invite your community to the People's Climate March in school and community newsletters. Make sure you include the date and time of your march. You could write something like this:

EXAMPLE

People's Climate March [your city]

Will you come to the biggest climate march the world has ever seen?

Melbourne, State Library of Victoria, 5.30pm

As world leaders meet in Paris for the United Nations climate summit, we, the people, will gather across Australia and march alongside people in hundreds of major cities around the world.

We will show our political leaders our commitment to the better future we know is possible. We will tell them, from here on in, we're all in.

www.peoplesclimate.org.au



Call talkback radio

Call talkback radio in the weeks before the rally and talk about why you care. Talkback radio is a great way to raise issues you think your community should care about, and reach a large number of people from a wide range of backgrounds.

Be prepared. Listen to the show to find out what the presenter is like and which calls work. Read the introduction to this kit for ideas, **write down one or two main talking points** about what you'd like to say before you call but don't read them out verbatim. Talk naturally!

Make the call. You'll first speak to a producer who will ask what you plan on saying. They'll then place you on hold until there is a slot for you. When you're in the queue, turn off the radio and listen on the phone.

When it's your turn:

- Get to the point. You'll only get about 30 seconds on air.
- Speak slowly and clearly. Being on air makes some people nervous. Breathe deep and wait for your turn to speak, don't interrupt.
- Convince the listener, not the host. Keep it friendly and don't make it personal. It's the presenters job to be provocative — don't take the bait.

Write a letter to the editor

Letters pages in community and state newspapers are a great way to respond to current issues and publish your views. Reach your local community through small, free community newspapers. It's often easier to get your letter published, as their editorial teams need to fill the weekly space. Make sure your letter is timely, pithy and intelligent.

State newspapers receive hundreds of letters to the editor every week. They have a bigger circulation and the competition for the space will be more intense, so some tips to get published:

- Keep it to around 150 words. It should be a brief, clear punchy argument that grabs a reader's attention, and focuses on one important point.
- Be timely, topical and logical, linking the People's Climate March to breaking news or an article published in the previous issue.
- Remove every non-essential word. For example, don't say, "I think..." – it's obvious. This also minimises the chance of editors changing the letter.
- Include your full name, address and a daytime telephone number with your letter – the paper does not print all of this information but may use it for verification. If you email it, include the letter in the body of the text (not as an attachment).

Ask local groups or your workplace to endorse the People's Climate March

Are you part of a local group or does your workplace support the People's Climate March? Ask them to endorse the march! Endorsing is a great way for your group to show their support of the global call to cut pollution and grow clean energy. Join a growing group of inspiring organisations and community groups around Australia.

By endorsing, groups encourage their members or employees to go to the march and promote it to their networks and on social media. We'll include your group or organisation's logo on the official website.

Find out more: www.peoplesclimate.org.au/endorse or email Maggie at maggie@acf.org.au

Other media opportunities?

If your or your group or organisation want to make more of a statement about your support for the People's Climate March, consider contacting your local newspaper or issuing a media release.

Want feedback on a potential media release or help identifying the best place/s to send it? Contact the Australian Conservation Foundation's media adviser James Norman j.norman@acfonline.org.au



THE POWER OF THE PEOPLE IS GREATER THAN THE PEOPLE IN POWER.



Talking points

The People's Climate March

We are growing a movement that brings together our communities, environment and climate groups, unions, people of faith, business, Indigenous communities, health workers, aid and development organisations, students, explorers, dreamers and doers.

We will stand together as a united, diverse, happy and powerful community to show our political leaders our commitment to the better future we know is possible. From here on in, we're all in.

With people all over the world, we are calling on our leaders to address global warming and make the transition to a brighter, fairer, clean energy future.

We will demonstrate that even if our politicians aren't ready to lead, we are. And we expect that leadership from the people we vote for. We, the people, want action.

Why we are here

People-made pollution is causing the Earth to warm, putting us and future generations at risk. Global warming is harming people. It harms our health, our economy, our jobs, our food, water, environment and communities.

But a handful of big polluting companies are trying to keep us handcuffed to the dirty and dangerous energy sources of the past. They want to make a quick buck digging up and burning coal and gas while they still can.

These big polluting companies are also polluting our democracy. At the moment, our politicians are listening to them instead of the people. While the rest of the world takes steps to cut pollution, our government lets these giants pollute with abandon. Even worse, it actually pays them to pollute through subsidies and handouts, and flirts with approving giant new coal mines that will cause profound damage to our reef and our climate.

The United Nations climate summit in Paris

In Paris in December, world leaders will meet to decide how much they are willing to cut pollution and set targets so all countries know what is expected of them.

Pollution reduction targets exist because we know, to keep global warming at below 2 degrees, all countries must massively cut pollution and replace coal, gas and oil with clean energy. Each and every country must take action.

But right now, the Australian government is holding us back. The pollution targets our politicians will bring to Paris are woefully inadequate. While countries across the globe are leaping towards 100% clean energy, Australia is not even trying. We're aiming to cut our pollution by just 26 to 28%. (The target's actually 19%, but the government's trying to make it look better with some figure fudging).

Our politicians are out of step with the people and the rest of the world.



ARE YOU IN? WILL YOU HELP TURN THE WHEEL OF HISTORY?

What we want

We want Australia to massively cut pollution and shift to 100% clean energy.

Pollution from burning coal is an 18th century problem with a clear 21st century solution – clean, cheap energy that doesn't run out or pollute the air we breathe or the water we drink.

We have the technology. We have the solutions. And most of us are getting on with it.

Every day, people across Australia and across the world are moving themselves out of the dirty old energy era and into a sun-powered future. People, businesses and even whole cities are already thriving with new, safe and affordable energy powered entirely by the sun and wind.

Countries around the world are outlawing pollution and championing clean energy. But many are not doing nearly enough, fast enough.

People power

Power concedes nothing without a demand. It never did and it never will.

In our past, people have come together and created the mass social movements that gave women the vote and ended apartheid. People took to the streets to resist and abolish slavery and totalitarianism. Only one per cent of the American population joined a civil rights demonstration, but they created massive change.

In fact, history shows that it's organised and mobilised people who create transformational change to improve their lives and societies. Again and again, people have taken the wheel of history and turned it.

Together, let's grow a movement that's so strong we are a counter-power to our politicians and big polluting companies. It's our responsibility to take action that's bigger than ourselves and rise to our historical moment.

Another world is possible. Another world is coming. Another world is reality.