

The 9-Step Plan ✓

Whether you are a seasoned activist or a first-time organizer, here is a simple guide to get you started. Go through the steps one by one, and you'll be on your way to planning a creative, engaging, and powerful action in your community for 24 October.

1. Start an Action

Time to dive in! The first step to getting started is choosing a location for your action, what you'll do at your action, and registering the details on the 350.org website so that others can find out about what you're doing. No need to have everything finalized - you'll be able to edit your plans on the website later on, but it's good to register as soon as possible.

2. Get People Involved

Invite your friends, neighbors, and local organizations to assist in sponsoring and organizing the action. Think outside the box about who to reach out to - maybe the local church, mosque, synagogue, labor union, sports team, university, or arts cooperative would be interested in getting involved. This is when it gets fun!

3. Work Out the Details

Take care of logistical details as soon as you can (this is why you want friends to help you out). Important things to consider include the timing of the action, directions, transportation, bathrooms, sound system, permits for use of public spaces, sponsorships, etc. Be sure to update your event on the 350.org website so people know what's happening.

4. Build the Buzz

Send out emails, write editorials for local newspapers, get on the local radio station, ask organizations to include the action information in newsletters and bulletins, put up posters all over town, spread the word through SMS. Build momentum locally by giving presentations, participating in Earth Day or other events, and reaching out to diverse types of organizations.

5. Engage Your Officials

If we want 24 October to have as big an impact as possible, it's essential that we reach out to our local, regional, and national leaders. Depending on where you live, and what access you have to your government, invite your local mayor, representative, member of parliament, governor, climate change negotiator, or even environment minister. You never know who might be willing to show up and be a climate champion if you don't try to engage them!

6. Make a Banner

Each action on 24 October will have a banner, or some way to communicate its support for 350 ppm. Some communities will hold big 350 banners, others will spell out 350 with their bodies, still others may create a mural together that displays the number 350. Be creative! Exciting visuals will be important for the next step: media.

7. Get Media Attention

As 24 October nears, you will want to contact local, state, and national media to make sure they report on 350 actions in your area. Think about what newspapers, radio, television, and online reporters you will want to cover your event, and start getting in touch!

8. Take Action!

The details of your action are up to you, but at some point be sure to take a picture with everyone present with your 350 banner displayed front and center. Pass around a sign-up sheet so that you can stay in touch with people who come to your event, and keep the momentum going locally. Have a fun and meaningful day, knowing that you're forming a very important part of a giant global movement to fight climate change!

9. Follow Up

This part is very important: as soon as your action is over, be sure to select your best photo and upload it to the 350 website. We'll need your picture to be able to deliver the strongest possible message to the media and to the world's decision-makers leading up to the UN climate negotiations in Copenhagen soon after 24 October. Also be sure to follow up with the media and your government officials to let them know what happened at your event, so you can make sure it has a big impact. Then start planning your next action...

Thanks for being a part of this important movement for a just and safe climate!
Check out the full 350 Climate Activist Guide for more in-depth coverage of each step:
www.350.org/action-resources

