

10-STEP GUIDE

- to -

ORGANIZING



from 350.org & 1010global.org

WHETHER YOU HAVE A FEW MONTHS, A FEW WEEKS OR A FEW DAYS TO PLAN YOUR WORK PARTY, YOU CAN USE THIS QUICK GUIDE TO HAVING A FUN, POWERFUL, AND EFFECTIVE EVENT ON 10/10/10. TIME TO ROLL UP OUR SLEEVES, IMPLEMENT CLIMATE SOLUTIONS IN OUR COMMUNITIES, AND ASK OUR LEADERS, WE'RE GETTING TO WORK, WHAT ABOUT YOU?

FOR MORE IN-DEPTH INFORMATION, VISIT WWW.350.ORG/RESOURCES.

1 CHOOSE A WORK PARTY PROJECT AND REGISTER

There are literally thousands of ways you can make your community more climate-friendly, from digging a community garden to erecting a wind turbine to planting trees to insulating a school. Then visit www.350.org/oct10 to sign up to host your work party. You can always change the details later, but it's good to register early, so others in your community can get involved.

2 GATHER YOUR FRIENDS AND NEIGHBORS

Get together with friends, neighbors, and local organizations in your community who are interested in starting this new project. Also, think outside the box - maybe the local church, mosque, synagogue, labor union, sports team, university, or arts cooperative would be interested in getting involved. Keep the initial brainstorming open, so you can consider as many ideas as possible, and make sure everyone leaves the first meeting with something to do.

3 PLAN THE WORK

It's time to think big - what does your community need to transition away from fossil fuels? Is there a project underway in your town that could use a lot of volunteers in order to be completed? Don't forget the logistical details too - like permits for use of public spaces, partners, sponsorships and resources or tools you might need. Be sure to update your event on the 350.org website so people know what's happening and how to get involved.

4 PLAN THE PARTY

After a big day of work, it'll be time to celebrate. This is the time to get everyone involved together to honor your good work, thank everyone who helped, and show everyone in your community how fun working together for a 350 future can be. Ideas for how to celebrate include a community potluck in a park, open-mic night at a local coffee house, or a dance.

5 SPREAD THE WORD

Start with your friends, and branch out to neighbors, local associations, churches, NGOs, schools, sports clubs - it's time to build a movement, and everyone has a part to play, so pick up the phone or the

keyboard and start contacting. This is a great job to split up - ask different people in your organizing team take on different types of groups to reach out to. Don't forget resources like the local media, newsletters, bulletin boards, and the radio to help spread the word.

6 INVITE ELECTED OFFICIALS

This is a great time to show your government officials that you're getting to work, and ask them how they plan to get to work transitioning to clean energy and a sustainable future! Make sure to have some clear things that you're asking them to do, like helping with your local campaign, or supporting local policies on climate change.

7 INVITE THE MEDIA

One of the best ways to make your statement is to get the media to cover your event. Start figuring out which reporters cover environment and climate change in your area. Think through what makes your event unique and newsworthy, and start writing up press materials. Check the 350 site closer to 10/10 for media materials.

8 MAKE IT VISUAL

Each Work Party will have a banner, a mural, or some way to communicate its message to your leaders. Be creative! Make sure to include people working on your project in the photos also, so our leaders can see that we're getting to work.

9 WORK, THEN PARTY

Bring your work gloves, and roll up your sleeves to get to work! Celebrate your accomplishments at the end of the day, and at some point be sure to take a picture with the whole crowd. Pass around a signup sheet so that you can stay in touch with people who come to your event, and keep the momentum going locally.

10 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. This is important to be able to deliver the strongest possible message to the media and to the world's decision-makers. Then start planning your next action! Thanks for being a part of a safe and just climate!