

GUIDEBOOK: GREEN NEW DEAL FOR SCHOOLS



The Green New Deal for Schools will transform public schools in America to face the climate crisis and ensure all students receive safe and high-quality education – no matter their zip code or the color of their skin.

Together, we will transition our buildings and buses to clean energy, rewrite our curriculum to include the full realities of the climate crisis, give all students free, sustainable school lunches, make schools places of refuge for when climate disasters strike, and prepare every single student for a good-paying union job in the new green economy.

This guidebook is a tool for you to start your Green New Deal for Schools campaign at your high school!

Table of Contents

Part 1: Green New Deal for Schools Campaign

- ★ [Campaign and Support FAQ](#)
- ★ [What is the Green New Deal for Schools?](#)
- ★ [Campaign Goals](#)
- ★ [Our Plan to 2024](#)
- ★ [Campaign Demands](#)
- ★ [Targets: School Boards](#)
- ★ [The Resolution\(s\)](#)

Part 2: Running the Campaign

- ★ [Program Overview](#)
- ★ [Support Pods](#)
- ★ [Launching Your Hub](#)
- ★ [Hub Meeting Agendas](#)
- ★ [Actions and School Board Visits](#)
- ★ [Green New Deal for Schools Petition](#)
- ★ [Building Coalition Support for Your Campaign](#)
- ★ [Hub Social Media and Press Strategy](#)
- ★ [Hub Infrastructure \(roles, data tracking social media\)](#)

Additional Resources

- ★ [Sunrise 101](#)
- ★ [Canvassing Tips](#)
- ★ [1:1s](#)
- ★ [Meeting Facilitation](#)
- ★ [Storytelling](#)
- ★ [Recruitment](#)
- ★ [GND4S Pledge](#)
- ★ [School Board Deep Dive](#)
- ★ [Campaign Talking Points](#)

COHORT WHATSAPP LINKS

☀️ **All-Cohort 2024:** <https://chat.whatsapp.com/DvihnRNYJfyKbnebJln70R> (everyone should be in this)

💰 **Finance/Data Support:** <https://chat.whatsapp.com/K0Y8HAUEVfQHAtW9ipL0hU>

🎨 **Art Leads:** <https://chat.whatsapp.com/E2DZNpRtMnw9mMC6QqsbH8>

📱 **Social Media Leads:** <https://chat.whatsapp.com/DUmgpC3kSSStDTw9bev29Zn>

🌱 **Pod Group Chats:** A coach should have added you to yours! If not, message Adah (503-734-9214)

CAMPAIGN AND SUPPORT FAQ

Who is organizing for the Green New Deal for Schools?

High school students from around the country and organizing in their schools to win Green New Deal for Schools right in their districts. Students may be in large cities or small towns, but we all have a common goal of transforming our school system to take down the climate crisis. We are glad you're here and in this fight with us.

How can I get support to organize?

If you joined us at Summer Camp in August, your hub and school group have been assigned a coaching pod to regularly meet with and receive support from. You can find your pod [here](#).

If you didn't attend camp, you can reach out to ____ to schedule a 1:1 coaching session and orientation to the campaign.

How can my hub get money to support our work?

All hubs will have access to a debit card that you can use to spend money on art materials, food, and other hub expenses. We will send an email at the end of August with more information about how to obtain your debit card!

Can I get stipended for organizing?

Poor and working class students can apply to "Principle 6", Sunrise's program to support those who need it. We especially encourage you to apply if this would allow you to stop working an afterschool job or would support you to be able to give more time to the campaign. You can receive up to \$800 a month, based on what you need. [You can learn more about applying here!](#)

Can we change the demands to adapt to our school?

If your school district already has some of the demands met (for example you already provide free, healthy, sustainably sourced lunch) then you can change the demand. You can add demands too, if you need to - but before you do that, first check if there's ways that your demands can be nested under the existing demands. For example, having rain gardens in your school can be nested under climate disaster plans if you're in an area with droughts. If it still feels clear that you need an additional demand that doesn't fit in the demands laid out, reach out to your pod coach to help make a new one. As a reminder - we have unified demands to build more momentum across the country, so that we're demanding the same thing everywhere. We can change demands when needed, but want to think carefully about when that is!

Can we change the campaign timeline to adapt to our school?

You should absolutely change timelines, scripts, and meeting agendas to be adapted for the context of your school and your district. If you change your timeline, remember the principles of escalation, and how to build up from basic tactics like canvassing to more escalated ones!

PART 1: THE GREEN NEW DEAL FOR SCHOOLS CAMPAIGN

WHAT IS THE GREEN NEW DEAL FOR SCHOOLS?

The Green New Deal for Schools will transform our school system to face the climate crisis and ensure all students receive a safe and high-quality education – no matter their zip code or the color of their skin. Together, we will transition our buildings and buses to clean energy, rewrite our curriculum to include the full realities of the climate crisis, give all students free, sustainable school lunches, make schools places of refuge for when climate disasters strike, and prepare every single student for a good-paying union job in the new green economy.

Our Campaign: Student organizers are launching Green New Deal for Schools campaigns in every corner of the country, to demand that school districts face the climate crisis and listen to their students. We're ready to take bold, escalated action to spark transformative change in our schools and across our communities. We are calling on school boards and superintendents to pass district-wide policies, while building the power and momentum for state and [federal legislation](#) that invests in climate justice and equity in American public schools.

STORY OF THE CAMPAIGN:

For the last century, student organizers have won time and time again. Chicano pride, civil rights, feminism, Black power, an end to war and apartheid, accessibility, environmental protection, gay liberation, Dreamers—nearly every major movement for progress in this country has been led by young people.

We know how to dream big. We're born with a vision of a world where the system works for everyone, not just those at the top; where our people and our land are respected, not exploited; where liberty and justice are truly guaranteed to all. But as we get older and are confronted again and again by the empty promises of our spineless political leaders and the corporations they work for, we're often forced to let that vision of the world die.

That ends now. With each passing year fires grow hotter, storms grow stronger, floods grow more destructive, heat waves grow more deadly. Schools today are more segregated than they were in the 1960's, and public schools across the nation are critically underfunded, particularly in Black and brown communities. As billionaires' wealth growth is measured in the trillions, working class families are forced to choose between paying the rent and sending their kids to school with enough to eat.

While fossil fuel executives profit off of mass ecocide, students in fenceline schools get sick from drinking contaminated water and breathing toxic air. And as textbooks minimize the severity and undermine the scientific consensus on the climate crisis, communities are left with no means to respond when climate-related disasters hurt neighborhoods and school systems. WE ARE DONE WITH THIS BULLSHIT.

While the adults in the room are asleep at the wheel, our generation is wide awake. From the Alaskan peninsula to the Mississippi River Delta, we are rising to reclaim our collective power. From the peaks of the Rockies over the hills of the Great Plains to the beaches of the Outer Banks, our generation is building a mass movement to rewrite our future and demand a Green New Deal for Schools.

Together, we *can* decarbonize our buildings and buses, rewrite our textbooks, feed our peers, create pathways to green jobs, and ensure we have a plan for when climate disasters strike. Our schools have forgotten who they belong to. Starting today, we will take back our schools, reclaim our dreams, and build the future that we know is possible.

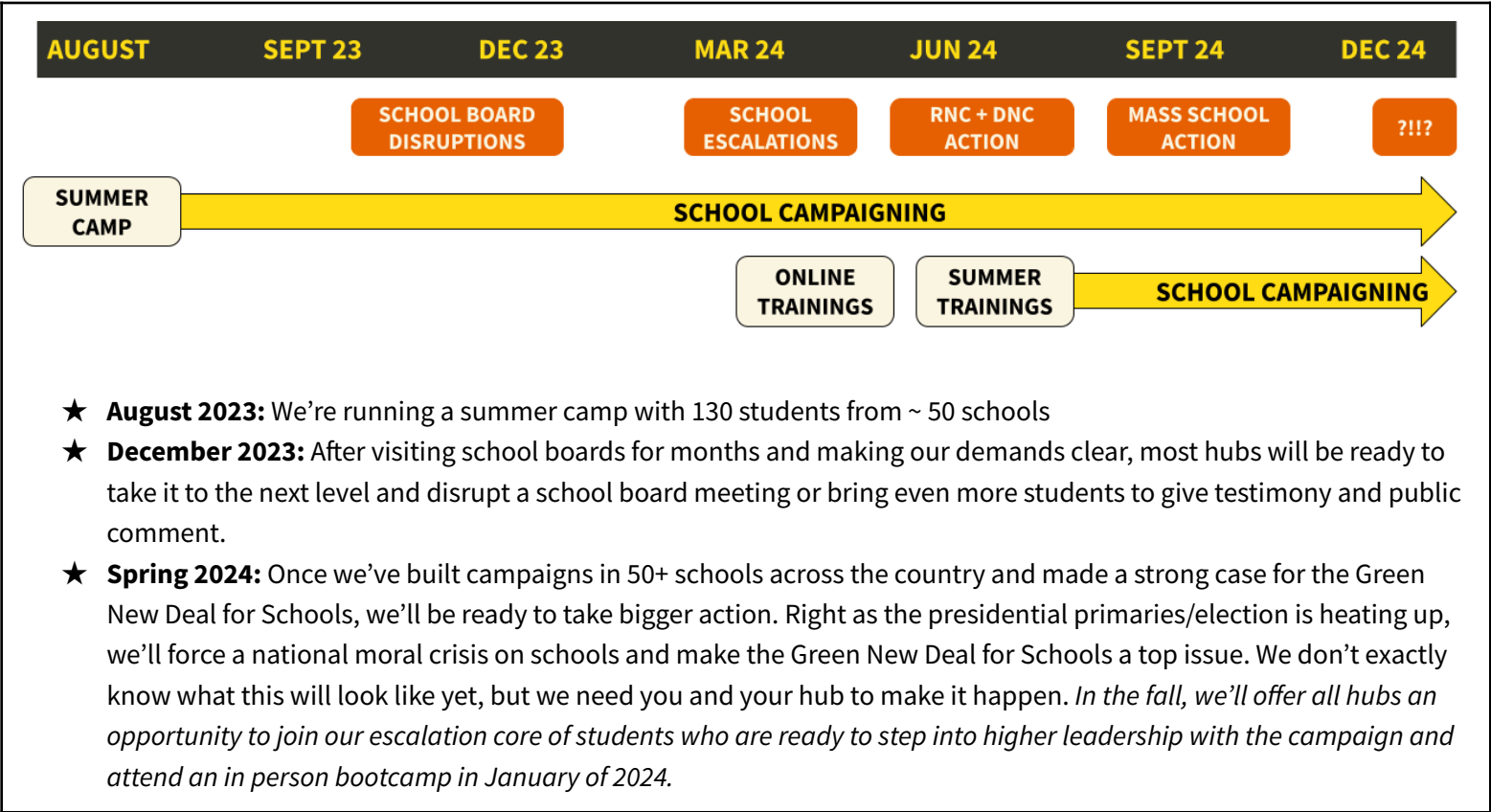
This is the project of our generation. And as students remake our schools to take on the greatest crisis humanity has ever faced, we will pave the way for the rest of society to follow. It's our schools, our lives, and our futures. We are the generation of the Green New Deal, and we are ready to take over.

CAMPAIGN GOALS

- ★ **Spark national momentum for climate action across all parts of society.** *We believe organizing in schools can inspire other parts of the climate movement, laying the groundwork for national climate action. Schools are a big piece of the climate fight and something students have enormous power over. Winning in schools is just one step towards winning a national Green New Deal.*
- ★ **Popularize the Green New Deal for Schools in communities everywhere.** *We want all of our communities to know about the Green New Deal for Schools. When towns and cities across the country are excited about the GND4S, we can use our people power to make a strong case for federal legislation. We want to share our vision for schools with our communities, and get people to believe in the future we are building towards.*
- ★ **Win real change for our schools.** *While we are always fighting for a Federal Green New Deal for Schools, we can win real improvements in our school districts. Our school boards, city governments, and state governments have power over our schools, and we can build campaigns to achieve our demands locally.*
- ★ **Make ourselves the generation of the Green New Deal.** *When our entire generation is ready to throw down for the Green New Deal, we will be unstoppable in the face of the climate crisis. We want young people everywhere to understand the vision and be empowered to transform our future.*

OUR PLAN THROUGH 2024

The fight for the Green New Deal for Schools will require us to build campaigns locally, continue to bring new students into our organizing, and escalate and build pressure on those in power to act. Below is our planned campaign arc through 2024. As the campaign progresses, we may/will change this arc depending on what's needed to fight for the GND4S.



- ★ **Summer 2024:** We're ready to bring even more students into our campaign by training a mass number of high schoolers in the summer of 2024. This might look like another summer camp, or local and regional trainings.
- ★ **Fall 2024:** In the fall, we're preparing to call a big shot and ask students around the country—not just our hubs—to take action with us.

CAMPAIGN DEMANDS

Our schools must listen to students fighting for a livable future, not extremists trying to undermine public education. We're calling on school districts everywhere to champion a **Green New Deal for Schools** so all students — no matter of zip code or the color of their skin — can attend safe, clean, and climate prepared schools.

WE DEMAND:



SAFE AND CLEAN BUILDINGS: School buildings, buses, and other school infrastructure are updated to run on 100% renewable energy, be climate resilient, and ensure safe, non-toxic learning environments.



FREE & HEALTHY LUNCH: Schools provide locally-sourced and sustainably grown lunch to all students for free, to make sure no student goes through the school day hungry.



PATHWAYS TO GREEN JOBS: Schools offer opportunities to connect students with meaningful and good paying union jobs combatting the climate crisis.



CLIMATE DISASTER PLANS: When climate disaster strikes, school administrations have plans to help students recover and use buildings as designated relief zones for the whole community.



CLIMATE CURRICULUM: Students are taught a comprehensive climate justice curriculum - developed by educators and students, not elites and extremists - that helps them understand our history and prepares them to face the climate crisis.


CAMPAIGN DEMANDS - DETAILED VERSION

Safe and Clean Buildings

Our schools and school buses are major polluters that poison our communities and fuel the climate crisis. For decades, we have underinvested in school infrastructure, leaving our school buildings and buses outdated, unsafe, and inefficient. In too many communities across the country, heavy metals like lead poison school water, bad HVAC systems make classroom air toxic, and diesel buses pollute neighborhoods on students' morning commute. And the brunt of this affects majority Black and brown school districts, hurting students academic success and community health.

Schools are core institutions in communities across the country and should lead the way towards sustainable infrastructure and responsible development. It's time for us to get electric buses, green energy in our schools, and safe, clean buildings for us to learn in. Decarbonizing school buildings alone would be the equivalent of taking 17 million cars off the road and can save school districts millions of dollars in the long-run.


We demand that school districts immediately cease all new construction that is reliant on fossil fuels, conduct district-wide energy, waste, and water audits, and create comprehensive climate action plans to transition to 100% clean energy no later than 2035. We demand that our pipes be free of lead, that our ceilings are free of asbestos, and our schools aren't built next to toxic factories or power plants. A safe learning environment isn't *just* about environmental safety either—it's also about making sure that students feel welcome and included in diverse learning environments, aren't surveilled every day when they go to class or treated as guilty until proven innocent by school resource officers, have agency and are included in all school decision making, and don't have to live in fear of an active shooter killing their classmates.

 **Did you know:** Heating and cooling make up over half of the energy costs for the average American school building, and over 60% of school HVAC systems rely on fossil fuels ([EdWeek](#)).

Free and Healthy Lunch

We can't learn if we're hungry. When food isn't available at home, we turn to schools to support us - and as the climate crisis makes food prices rise, that will be more and more often. With free and healthy school lunches, all students can feel nourished to learn. We don't just want free food — we want food that tastes good, represents our cultures, and is sustainably sourced and locally grown.

Agriculture is a huge part of carbon emissions, and schools usually rely on large corporations to supply lunches. Creating sustainably sourced, locally grown lunches can help change our entire food system, and could be the equivalent of taking a million cars off the road each year. By providing free school lunch to all students regardless of income, we make sure paperwork and bureaucracy won't prevent any family from falling through the cracks. With free and healthy lunch in all schools, we can change the culture of what and how we eat.


 **Did you know:** 74% of educators have students who regularly come to school hungry and 46% of children from low-income families nationwide say hunger negatively impacts their academic performance ([NoKidHungry](#)).

Climate Disaster Plans

When climate disasters strike, school districts need a comprehensive response plan that ensures our communities are supported. Schools are already being used as make-shift centers for emergency response services and community resources. As these disasters happen more often, our school districts must be better prepared, especially in low funded school districts. This means school districts providing communities with access to first aid, clean drinking water, warming/cooling centers, and electricity.


School districts must also have a plan to bring students back to school when it's safe to return. When disasters cancel school for weeks on end, our education and futures are put on the sidelines. Our districts need to be ready to keep students on track when the school year is disrupted, and make sure we still get access to a quality education.

Meeting the mental health needs of students before, during, and after climate disaster is an essential component of disaster plans. Climate anxiety, PTSD, and other mental health issues associated with living through the climate crisis are becoming increasingly common across the country and are limiting students' ability to thrive in schools. In the wake of disasters, we need access to free counseling for all students.

 **Did you know:** After Hurricane Ida, New Orleans schools provided free covid testing sites, mental health services for students, water, cleaning supplies, and critical information and outreach to families ([New Schools for New Orleans](#)).

Pathways to Green Jobs


We will need a lot of jobs to transition to renewable energy and rebuild our schools and economy. As more of these jobs become available, we want all students to graduate high school ready to get to work decarbonizing our economy and restoring our environment without additional training or higher education. Through expanding Career Technical Education (CTE) programs, building relationships with local trade unions, and partnering with trade schools and local colleges to expand early college programs, we can ensure that all students have the skills they need to land a dignified, meaningful job or pursue higher education after high school. Making sure all students have pathways to meaningful, good paying green jobs is essential to mobilize our society to face the climate crisis at the scale we need.

 **Did you know:** The Inflation Reduction Act, which passed as a result of Green New Deal organizing, will create 9 million new jobs in climate action and clean energy by 2030 ([BlueGreen Alliance](#)).

Climate Curriculum

We need a climate curriculum that teaches us the real facts about the climate crisis and prepares us for the future. Right now, our education is under attack. Fossil fuel companies are spending millions of dollars to propagate false solutions, undermine front line communities and lie about the climate crisis and who's to blame. White supremacists are trying to stop us from learning about racism, civil rights, and LGBTQ+ rights. The elite are hiding the truth from us, and we need classes that will teach us about how we got here, who's responsible, and what our futures will actually look like.

We demand that our school curriculum is written by experts, with input from teachers and students, not the elite. We demand integrated climate education, teaching the truth about the climate crisis from pre-k through 12th grade across all subjects, not just science. We demand that our curriculum emphasizes how systemic racism and colonization have shaped the climate crisis. By learning about the past, we can prepare ourselves for the future.

 **Did you know:** 77% of U.S. adults believe that schools should teach about the causes, consequences, and solutions to global warming ([Yale Program on Climate Change Communication](#)).

TARGETS: SCHOOL BOARDS

Why School Boards?

School Boards influence what happens day-to-day in a student's life. They decide how to spend money, what curriculum and school programming happens, and are an institution that students have direct power and control over. School

boards have the power to implement real parts of the Green New Deal for Schools. Throughout the course of your campaign, you'll make your case for the school board to meet your demands and make the Green New Deal for Schools real in your district.

School boards have 4 primary roles:

1. Approve the school district's budget
2. Set district-wide school policy
3. Hire and fire the superintendent
4. Approve the firing of district staff and serving as the chief appellate body of student and staff expulsions

How School Districts are Run

Public school districts are governed by a board of trustees (AKA the "school board"). This board is usually made up of 5 to 9 people who are elected every 2 to 6 years, depending on the school district. Elections for trustees typically occur in November or May, though some districts, typically those governed by a legislative charter, may have elections at odd times. Trustees are elected a few ways:

- Elected at-large (every voter in the district elects each trustee)
- Elected by region (voters in each neighborhood of the district elect one trustee)
- Appointed by the mayor (large cities and districts like Philly and Boston use this form of school board)

Making Public Comment

The public always has the right to give public comment on all agenda items before the school board. Public comment is open to all and you don't need to sign up or register before. The president or chair of the school board decides how public comment is taken. Most districts take both verbal and written comments.

School boards have two types of meetings, and you can make public comments before both.

- Open sessions (viewable to the public): debate district budget and policy
- Executive sessions (not viewable to the public): staffing matters and superintendent evaluations

THE GREEN NEW DEAL FOR SCHOOLS RESOLUTION

A resolution is a commitment or symbolic statement of support that a **school board** can pass to demonstrate the sentiment and vision of the school district and the community at large and urge other governments to act.

Resolutions consist of 2 parts: the "whereas" clauses and the "be it resolved" clauses. "Whereas" clauses provide the context of the resolution, and show with facts and previously-agreed upon statements that the resolution is relevant and important. The "be it resolved" clauses are at the end of the document and are the actual commitments or declarations of the resolution that the school board is signing onto.

It's important to remember that **resolutions are non-binding**, meaning that they don't hold any legal weight. Resolutions are a good start and can help you build power and momentum, but even once your district passes a resolution, you still must work to hold them accountable so that they follow through on their commitments.

In the first part of the GND4S campaign, you and your hub will work to get your school board to pass a Green New Deal for Schools Resolution. This will make strong commitments to climate justice within your school district, and help build momentum towards state and federal legislation. Green New Deal policies will look different in each school district, and we encourage your hub to personalize and localize the resolution as much as possible. We have drafted three Green New Deal for School resolutions that can fit the various needs of your school district.

Resolutions

Document	 Base Resolution	 Real Commitments Resolution	 Conservative Community ...
Name of the Resolution	Resolution Calling for a Green New Deal for Schools	District Green New Deal for Schools Resolution	Collective Commitment on Climate Justice
Type of District	Progressive community with significantly underfunded schools	Progressive community with sufficient school funding	Conservative community
Language in Resolution	Progressive-oriented, calls out racism and colonization “climate crisis”	Progressive-oriented, calls out racism and colonization, “climate crisis”	Conservative, names “climate change”
Level of Commitment	No specific district commitments, but calls on the state to fund core parts of the GND4S	District commits to all the parts of the GND4S on an aggressive timetable, and urges state and federal GND4S action	District commits to making a plan to address all of the tenets of the GND4S on a conservative timetable, urges state and federal action on climate change for schools

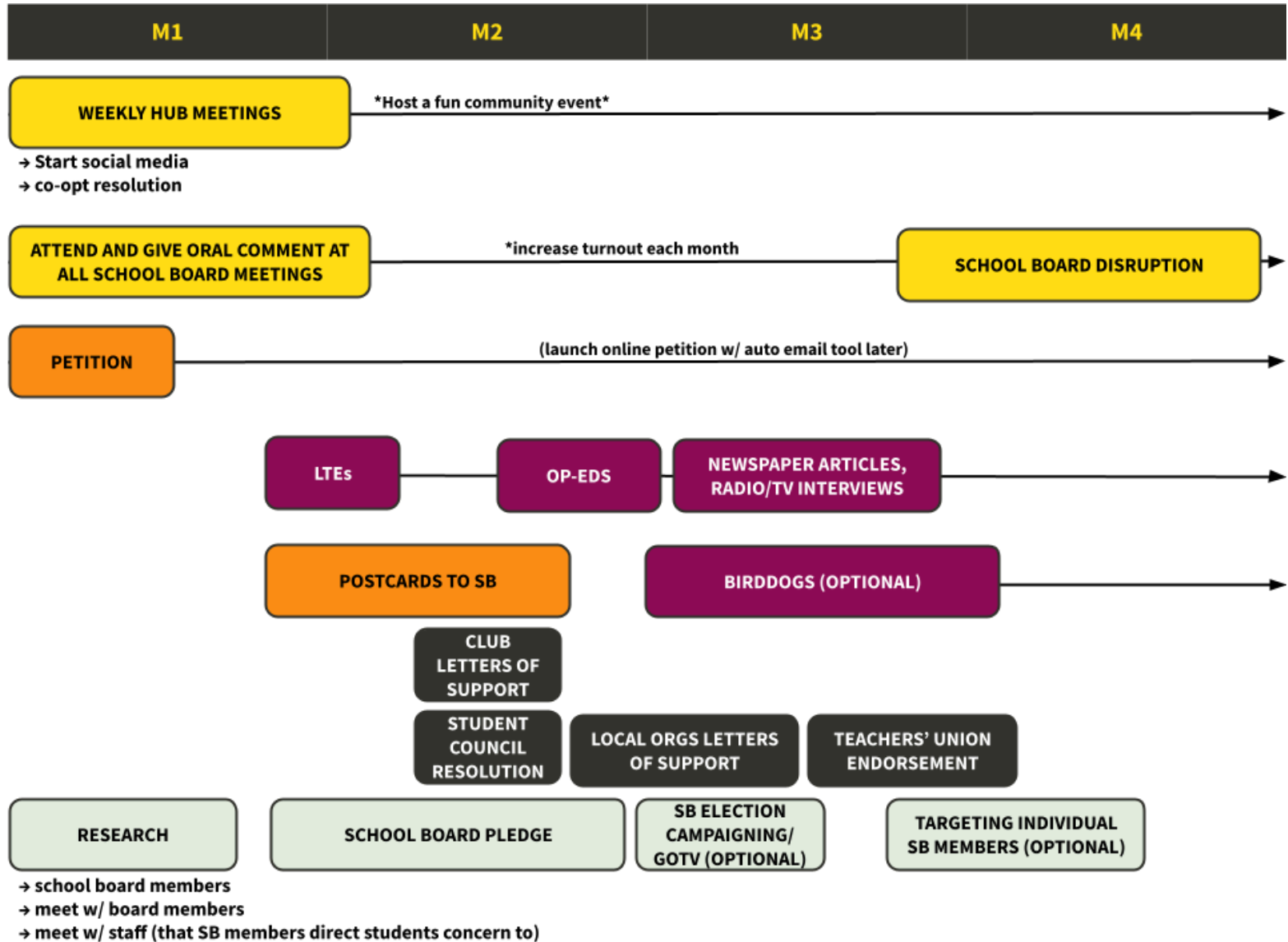
All resolutions address the following things:

- Student activists are pushing the district to do more to take on climate change and all governments, no matter how small, are obligated to take on climate action
- Asserts key understandings about the climate crisis: Climate change is hurting student outcomes and community health; it disproportionately affects people of color, working class people, and young people; students are insufficiently prepared to take on climate change
- Climate change specifically affects your school district, and these initiatives can save the school district a lot of money
- State and federal legislation is needed to effectively and equitably transition to a fossil-fuel-free public education system

PART 2: RUNNING THE CAMPAIGN

PROGRAM OVERVIEW

Below is an overview of the campaign timeline we suggest you use as you start organizing in your school. This timeline covers four months of organizing, from ~ September through December. Details of the key elements are covered in more detail throughout this section.



KEY:

LTEs: Letters to the Editor

Op-eds: Opinion Editorials

SB: School Board

Bird dogs: Tactic of confronting a politician (school board member) with a question. Check out [this guide](#) for more info on how to do a successful bird dog.

GOTV: Get Out The Vote

SUPPORT PODS

- **Arizona/South:** Dallas Youth, Williams Field, Tucson, BASIS, Phoenix (Coaches: Savitri + Adam)
- **DMV:** Bethesda, Tri-School, School w/o Walls, Latin (Coaches: Yara + Adam)
- **West:** Lake City, Bozeman, Fairview, Northfield, Berkeley, Gallatin (Coaches: Adah, Audrey, Ariela)
- **PNW:** Boise, Renaissance, Timberline, Twin Falls, Evergreen, Henrietta Lacks, Downtown (Coaches: Jasper + Emma C)
- **City Slickers:** Cass Tech, New Harmony, NYC, Chicago (Coaches: Lexi, Heather, Shiva)
- **Philly:** Palumbo, Central (Coaches: Soleil, Ezra, Audrey)
- **Portland:** Grant, Cleveland, Lincoln, Jesuit (Coaches: Kate + Savitri)
- **WSCASI:** Canton, Phillips, Foxborough, Westchester, MLK (Coaches: Shiva, Heather, Molly)
- **Ramsme:** Roseville, Spring Lake Park, North Cobb, Nesbitt, Northampton, Yarmouth, Roosevelt (Coaches: Audrey, Adah, Emma)
- **LA:** Environmental Charter, UCLA Community (Coaches: Simon, Ariela)

Support pods are...

- ★ Pods of 3-5 schools who meet every other week with a coach. Your coach/pod facilitator will reach out to schedule your meeting time and make sure you stay connected through a WhatsApp group.
- ★ The leaders in your hub (who were at Summer Camp or actively coordinate the hub) should attend these meetings
- ★ At pod meetings, you'll update each other on how campaigning has been going, ask for help on challenges you're facing, and keep track of your hub goals

ADDITIONAL TRAINING CALLS

- ★ Throughout the fall, the Sunrise team will host training calls and full check in calls with all students running campaigns.
- ★ If you have questions or needs related to trainings, you can reach out to Adah (adah@sunrisemovement.org)
- ★ Our Fall Call Schedule
 - **Call 1: Wednesday, September 20 (8:00PM-9:30PM EST)**
 - **Call 2: Tuesday, October 17 (8:00PM-9:30PM EST)**
 - **Call 3: Thursday, November 16 (8:00PM-9:30PM EST)**

WHATSAPP GROUPS

All roles have a WhatsApp group for getting support; we'd like any student taking on these roles in your hub to join these chats!

- ★ [Hub Coordinators](#)
- ★ [Action Leads](#)
- ★ [Recruitment Leads](#)
- ★ [Art Leads](#)

 [Check out the Program Resources Google Drive here!](#) 

Launching Your Hub and Campaign

Here is a checklist of key items to launch your hub and campaign.

- ☐ **Email your school board.** Get in contact with your school board early on in your campaign.
- ☐ **Plan your first meeting.** Set a date and time for your first hub meeting, and recruit 5-10 students at your school to attend. Use these meetings agendas for support!
- ☐ **Launch your social media accounts.** Check out the social media section for information on how to launch and run your socials with Sunrise.
- ☐ **Start your petition.** Begin collection petition signatures and
- ☐ **Host a mini action** (optional)

School Board Email

Emailing your school board is the first step in your escalation arc. Before you visit your school board in person or take any action against them, it's important to introduce yourselves, your campaign, and the demands before you

Dear Trustees,

My name is _____ and I'm a ____ grade student at _____ school. I'm writing today to ask about our district's strategic vision for climate action. I care about the climate crisis because.... (1-3 sentences). In order to achieve our national and international commitments, we need action at all levels of government and school districts have immense power to shape our response to the climate crisis in ____ community. I'm organizing with other students in our district, and we are joining the national campaign with Sunrise Movement to win a Green New Deal for Schools.

We need a Green New Deal for _____ School District. We need (list demands and state why). What is your plan to make this a reality?

Sincerely,

Mini Actions

A few ideas for mini actions your hub might do when you launch!

Banner photo: Take a photo of you and your school group with your banner in front of your school; post this to your instagram and let your followers know you are launching your campaign.

Banner drop: display your banner in a public place, like your cafeteria or gym. Engage anyone who asks questions about it and let them know about the campaign. Post a photo to your instagram and let your followers know you are launching your campaign.

Launch canvass: launch your petition with a canvass of your school or nearby neighborhoods.

Picnic/fun event: host a fun event to meet new people and see who is interested in joining your hub!

Hub Meeting Agendas



→ [Check out the meeting agendas here!](#) ←

As a hub, it's important for you to meet regularly with your members to plan for your school board visits, onboard new people, and assign people roles. We've created six meeting agendas you can use with your entire hub, but we suggest you also find time to meet with your core team of hub coordinators outside of these times.

Meeting 1	Launching your hub and planning your first event
Meeting 2	Welcoming new people and launching your petition
Meeting 3	Prep for your first school board visit
Meeting 4	Debrief your school board visit
Meeting 5	Check in
Meeting 6	Plan for second school board visit

- ★ These agendas are planned to last 45 mins - 1 hour, but you can adjust to your needs and the amount of time your group has.
- ★ Each meeting agenda is a suggestion for how you might structure your time to build your hub and plan your core campaign activities (visioning session, petition collection, and the action)
- ★ Remember to keep in mind these [facilitation tips](#) when running your meetings!

Preparing for your meetings

- ★ **Set a regular meeting time and location:** It's important to have a regular plan for getting together that everyone can know! Most hubs will meet weekly. Location tips:
 - In school: classrooms, library rooms, cafeteria
 - Outside of school: public libraries, public rec centers (YMCA, boys and girls clubs), coffee shops, parks/outside,
 - If you are not allowed to use school spaces to meet, get creative with alternatives. The sooner you start meeting, the sooner you can bring students into your organizing!
- ★ **Decide facilitation.** Make a clear plan with your leadership team about who is responsible for facilitation and meeting planning; you might need to have a meeting about running a hub meeting!
- ★ **Read through [agendas](#)** in advance and review the prep tasks on each one

ACTIONS AND SCHOOL BOARD VISITS



WHAT IS AN ACTION?

At Sunrise, an action is the word we use for any type of protest that we hold. This might include rallies, school board visits, or banner drops. **Nonviolent action** is a way we can bring others into our movement. By showing people the truth of the climate crisis and the demands we have for our schools/futures, we build media attention, instigate dinner table conversations, and force our communities to ask themselves “Which side am I on?” This helps more people sign our petitions, come to our hub meetings, and start organizing in our movement.

Nonviolent action includes three core elements:

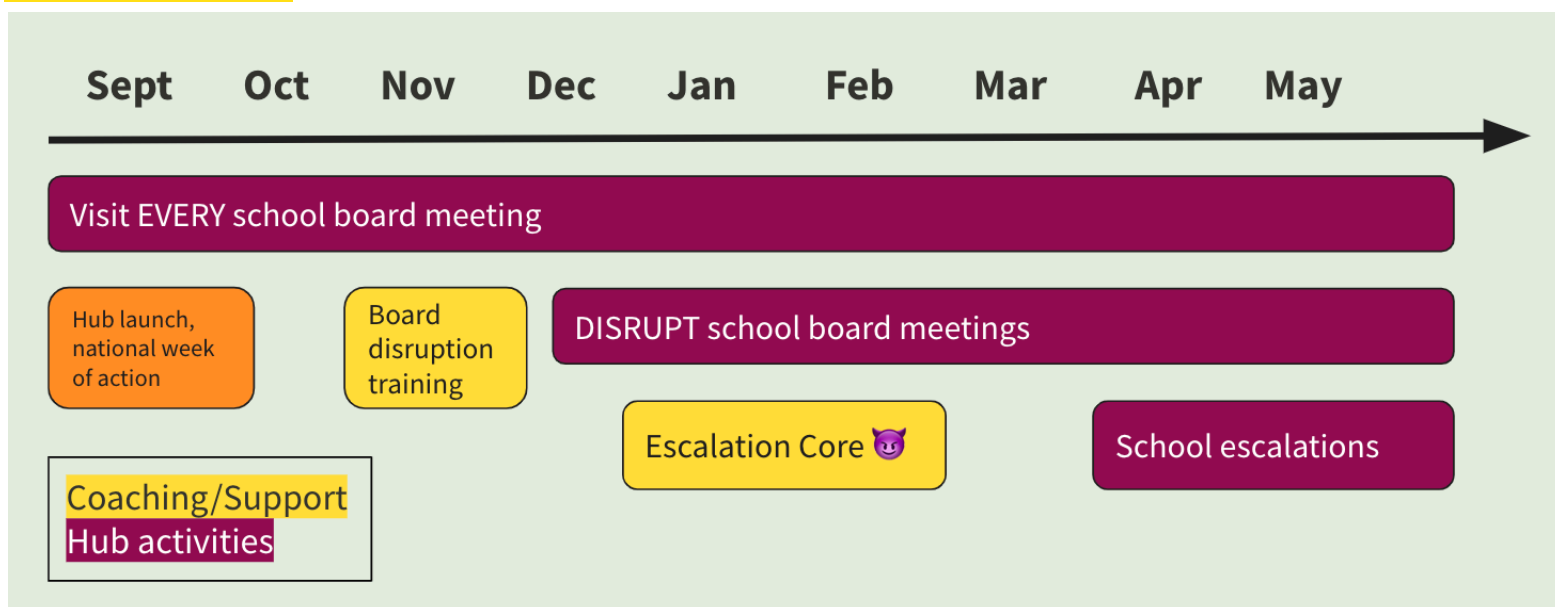
- **Disruption**, which brings attention to our movement and our demands. Powerful actions might be disruptive to the public (like an action that happens at school) OR be disruptive to both the public and those in power (like an action that happens at your school board meeting) — either way, these actions force people to pay attention.
- **Sacrifice**, which helps us build empathy and sympathy for our movement with the public. Making sacrifices through our actions, whether they are physical, emotional or material, helps to push the public to our side. Sacrifice might look like striking from school, risking expulsion, or risking arrest.
 - It is important to note that risk and sacrifice doesn't look the same for everyone, and what might feel high-risk to one person might feel low-risk to another. We encourage people to take the level of risk they are comfortable with, which can vary depending on a person's identity, school setting, and other factors.

- **Participation.** By designing actions that allow a lot of people to participate, we demonstrate our power and the popularity of our demands. Ultimately, we want as many students from our schools to join our movement as possible.

At Sunrise, we're always trying out new ideas for nonviolent action. We use examples from movements of the past who have used nonviolent action to change society and are always adjusting our actions. There is no "perfect" action that will work in one try. **The real power in nonviolent action comes when we do it again, and again and again - each time with more people, higher levels of disruption and sacrifice, and more resolve.**

→ For more information, check out this [Taking Action at Sunrise Guide](#) ←

ACTION TIMELINE



SCHOOL BOARD VISITS

In our campaign, we will use school board visits to share our vision for the GND4S and put pressure on board members to meet our demands. The goal here is to be **consistent**, making talking about the GND4S resolution **unavoidable** for the people in power. Starting in the fall, you and your hub members will **attend every school board meeting** and give oral testimony pushing for the GND resolution.

Testifying at a school board meeting for the first time can be scary, but ultimately it is a school board's job and responsibility to listen to students. You'll need to get comfortable with attending these meetings and speaking out in order to win the campaign.

PLANNING YOUR VISIT

Speakers: An important part of your action planning is preparing the people who will be speaking publicly. Speakers should write and rehearse their speech ahead of time. Try to have somewhere between 1-3 people from your hub prepared to speak at the first meeting. They can stand and share different parts of one speech or prepare their own individual comments. Keep in mind that the school board president may limit the amount of time you have to speak. Practice your speech a few times to get a sense of how long it will take to deliver it, and make sure to stay within your board's time limit (at least at first).

- In some states, open meeting law requires that oral public comment is only taken on agenda topics. When you sign up for testifying, you must sign up in regards to a certain topic on the school board agenda posted 1-7 days before the

school board meeting. This can be a fun way to practice tying the GND4S to different boring school board things like staff hires, capital outlays, bid awards, and teacher recognitions. You can also exploit a loophole this creates by signing up to speak on every agenda item.

Sample Speech:

Good evening, President ____ (last name), Superintendent _____ (last name), and members of the board!

My name is Gabriella and I'm a sophomore at East High School involved in the East High hub of the Sunrise Movement. I'm here tonight to encourage you all to pass a Green New Deal for Salt Lake City Schools.

[campaign overview] The Green New Deal for Schools is a visionary policy that would transform our school system to face the climate crisis, and it can be passed right here in our own district. The policy would mean getting the lead out of our drinking water, providing free and healthy lunches to students, having an honest curriculum about the climate crisis, making plans for when climate disasters strike, and setting students up with pathways to green jobs. This might feel really big and ambitious right now, but my generation knows that the climate crisis is an EMERGENCY, and this level of action is absolutely necessary to secure our futures.

[personal story] For me personally, a GND for schools would mean that I don't have to worry anymore about not having a place to go when there's wildfire smoke outside and our homes aren't safe. The GND would transform schools into community hubs that can offer shelter and resources when these disasters strike, and would be a major benefit to my family and others. The wildfires here are getting worse every year, and most students at our school don't have air conditioning or filtration systems in their homes. I want to be able to count on my school to take care of my health and protect me and my peers.

The climate crisis is terrifying, but I truly believe that if we come together and pass a GND4S, we can start paving the way to a better future.

Thank you for your time.

Press: Press is how school boards are held accountable to the public. Most reporters don't tune into every school board meeting. That means that if you want your campaign to gain traction, you have to tell the media about it! Before you go to the school board meeting, send out a [pre-action media advisory](#) detailing why you're there, what your demands are, and who will be speaking and providing a few quotes, photos, and contact information for the press to reach out with questions. After the board meeting, send out a [post-action press release](#) detailing what happened and providing some powerful quotes from the testimony. If you cut clips or provide time stamps so that video reporters can go back through and find meaningful things you said without having to watch the whole meeting, that can increase the amount of time your hub spends on TV news and can help control the narrative.

→ **Engage your school newspaper:** school newspapers can be awesome ways to easily get media coverage of your school board visits and apply pressure to your school board members. Invite some student reporters to come to the school board meeting and ask questions of the board members regarding the testimony you gave.

→ **Even if the news media don't cover your school board visit,** try to get some quotes from school board members in response to your testimony to use in LTEs and Guest Opinions and engineer some public outcry.

Planning Social Media Posts: Bring signs and take photos in front of the board room before or after the meeting. Get a few photos or videos of your speakers speaking. You can also post on IG stories when you arrive at the meeting to keep your followers updated about what you're doing. Posting photos and videos about the action will ensure that community members

who don't watch/attend SB meetings know that you exist! Many school boards also livestream their meetings and share them on YouTube. Use some sort of sketchy YouTube to MP3 converter to download that footage.

AFTER A BOARD VISIT

- Follow up:** As a follow-up, you can send an email to your board members. Most boards have an email address that you can send a message to that will include all members as a recipient or you can send an email to each member individually.
- You can also ask members of your hub or interested members to send an email in support of your campaign as an action item to demonstrate support or as a first step in getting involved!

Sample Follow Up Email

Good evening, members of the board!

My name is Gabriella and I'm a sophomore at East High School, involved in the East High hub of the Sunrise Movement. I testified at last night's meeting to encourage you all to pass a Green New Deal for Salt Lake City Schools. I wanted to follow up to reiterate our demands and goals.

The [Green New Deal for Schools](#) is a visionary policy that would transform our school system to face the climate crisis, and it can be passed right here in our own district. The policy would mean getting the lead out of our drinking water, providing free and healthy lunches to students, having an honest curriculum about the climate crisis, making plans for when climate disasters strike, and setting students up with pathways to green jobs. This might feel really big and ambitious right now, but my generation knows that the climate crisis is an EMERGENCY, and this level of action is absolutely necessary to secure our futures.

[story/personal connection to the GND4S demands & why your district would benefit]

Thank you for your consideration, we look forward to connecting with you in the future!

ABSORPTION: Plan on having a hub meeting scheduled for after your school board meeting appearance that you can direct interested students to. This can be a little bit like the first hub meeting you hosted where you provide an introduction to the campaign and to Sunrise's organizing model. Include details for this meeting at the end of any social media posts you make about the meeting!

SAMPLE SCHOOL BOARD ESCALATION ARC

School boards often meet once per month, sometimes more. As an example, students in the Sunrise school district have planned the following escalation arc for their school board, which has monthly meetings. Notice how with each meeting, the escalation elements of **participation**, **sacrifice**, and **disruption** increase.

This is just an example; you will work with your own hub to make a plan that makes sense for your capacity, level of risk you are willing to take, and overall local context.

Meeting #1- September	The three students who attended Summer camp sign up to give testimony at their board meeting. They explain the GND4S campaign and demands, and ask board members to meet with them to discuss next steps.
Meeting #2- October	The board members still haven't responded to requests for a meeting. This time, the hub leaders bring 5 other students from their hub with them and one after the other, each of them give

	testimony demanding a GND for schools. Afterwards, students approach board members directly and ask again for a meeting.
Meeting #3- November	The hub has finally sat down to meet with several of their board members, but the members refuse to enact a GND for schools. At the November meeting, the hub recruits its entire membership of 20 students to attend the meeting, and they stand up with signs and banners while several hub members give testimony, emphasizing the fact that they have already visited multiple times.
Meeting #4- December	Dozens of students, teachers, and parents show up at this meeting. A lineup of speakers once again explains the need for a GND4S, and as the final person’s testimony timer runs out, they refuse to give up the mic. Hub members chant and sing, preventing the board from going on with its business until students are escorted out of the meeting.
Meeting #5- January	At this point, students are pissed. The board has continued to dismiss them. So, at the end of the meeting, Sunrisers form a blockade at the entrance to the district office, preventing board members from leaving after the meeting until they agree to pass the GND resolution.

OTHER ACTIONS + ESCALATION

You may have noticed that the campaign plan after winter 2024 isn’t as built out. A lot of what happens next will depend on the results of our fall school board visits and winter disruptions. During the winter, we’ll launch our **escalation core**, a more intensive training program for hubs that want to take the next step towards actually taking over our schools. More information about this will be available soon!

THE GREEN NEW DEAL FOR SCHOOLS PETITION



 [CLICK HERE FOR THE GREEN NEW DEAL FOR SCHOOLS PETITION TEMPLATE](#) 

- In the GND4S campaign, you will use petitions as a tool to...
- Have **face-to-face conversations** with your peers about the GND4S and why it matters
 - Get **contact information** for students in your school district
 - Show your school board that there is **widespread support** for the GND4S

GOAL SETTING

Before you start to gather signatures, set some goals as a hub:

- ★ How many petition signatures will you have by the end of your school year from students at your school?
- ★ How many petition signatures will you have by the end of your school year from students at other schools?

GATHERING SIGNATURES

Having face-to-face conversations with your peers to gather petition signatures and build support for the GND4S is called **canvassing**. You can canvas by standing in popular locations with your clipboard and going up to people, setting up a table, or doing **class raps**. When people agree to sign their petition, you should always make sure to engage them beyond that. Invite them to join your hub, or come to your next action/visioning session. If you're canvassing someone at another school, ask them to start their own school hub and start campaigning.

WHERE TO CANVAS

For students in your own school...

- The main entrance to your school in the morning
- The main exit in the afternoon
- The cafeteria during lunch
- Classrooms where folks congregate
- On your school bus / as people are getting on or off buses
- Sports games/practices
- During class

For students outside your school...

- Outside other schools that get out later than you / start earlier
- Festivals, concerts, fairs, that other highschoolers go to
- Wherever you know people regularly hang out! (Malls, coffeeshops that are busy, a busy street, etc.)

Visit the [index](#) for more canvassing tips and tricks!

CLASSROOM CANVASSING/CLASS RAPS



[→ Click here for a video of an sample classroom pitch ←](#)

A **class rap** is a short pitch to a classroom that usually has a small “ask” at the end (like signing your petition). You can ask a teacher for 5 - 10 minutes at the beginning or end of class. Here, you'll share about the Green New Deal for Schools, your campaigning, and how students can get involved.

GOAL SETTING

Before starting your class raps, set some goals as a hub:

- ★ How many class raps will you do at your school by the end of the school year?
- ★ How many class raps will you do at other schools in your district by the end of the school year?

PREPPING YOUR CLASS RAP

STEP 1: Ask a teacher for 5 - 10 minutes at the beginning or end of class to talk about Sunrise, your hub, and the Green New Deal for Schools, either on your own or with a buddy. *If they are excited about your work, ask for more time!* Let your teacher know if you'll be missing class.

→ Set a date and time for your class rap – confirm a day before class with the teacher

STEP 2: A few days before, practice your presentation and prep any materials

- Make sure you feel comfortable with giving the “pitch” for your hub, the Green New Deal for Schools, and the petition
- Make sure you have petition sheets and stickers

STEP 3: Show up to class and make your pitch!

EXAMPLE CLASS RAP (5-10 mins)

- **Introduce yourself:** {name, pronouns, grade}
- **Introduce Sunrise:** We're starting a Sunrise Hub at our school. Sunrise is a movement of young people fighting to stop the climate crisis and create millions of good jobs in the process.
- **Ask:** Who here is worried about the climate crisis? *(get hands raised)*
- I am too, and I want to live in a world where our school...**{insert what you are fighting for}**...because...**{insert self interest}**
 - *Example: I want to live in a world where our school has good air conditioning because we deserve to learn in classrooms that aren't overheating during heatwaves, and I want my little brother to have that too when he comes to our high school.*
- **Pitch GND4S vision:** With Sunrise **{hub/school name}** we are fighting to win a Green New Deal for Schools at **{school name}**. This means we will fix our buildings and buses, force our schools to teach us the truth about the climate crisis, make student lunches free, create pathways to green jobs, and ensure our schools have a plan for when a climate disaster strikes.
 - ****EDIT THIS TO MAKE SENSE FOR YOUR SCHOOL****
- **Pitch the campaign:** To make this vision possible, us and other students in schools across the country are challenging our school boards to take action. We have a petition that asks our school board to enact these demands. Can you raise your hand if you want to see these changes at our school?
- **Ask:** If you want to see these changes in our school, can you sign our petition?
 - *Pass the petition around the classroom.*
- **How to get involved:** If you want to get involved with our work, we have a hub meeting coming up **{date/time}** and you can check the box on the petition. *[alternatively, give date and time of visioning session].*
- **[IF TIME]:**
 - What changes do you want to see happen at our school?
 - *Try and connect what students share back to the Green New Deal for Schools*
 - Do you have any questions about our campaign or the petition?
 - *Answer what you can!*
- **Close:** Okay! Thanks for signing our petition and hope to see you at our next hub meeting.

CLASS RAPS AT OTHER SCHOOLS

It's important to build support for the Green New Deal for Schools at other schools in your school district. If students from multiple schools in the district are all campaigning, then your school district will be under even more pressure to actually enact Green New Deal for Schools style changes.

Asks at other schools:

- ★ Sign the petition: Since your petition is targeting your school board
- ★ Start a campaign: Ask them to start Green New Deal for Schools campaigning at their school. If they check this on the petition, Sunrise will send a guidebook and basic training info to help them start their campaigning.

Building Coalition Support for Your Campaign

Oftentimes, school boards don't take high school students seriously. That's why your hub's arc of escalation and the moral authority you bring to your school board testimony is so important. Nevertheless, as your campaign takes off, it's important to build coalition support for the Green New Deal in your school district.

- **Get other clubs** from your high school to sign onto a letter demanding your board to pass a Green New Deal for Schools
 - Here is a template letter you can ask club presidents to send to your school board:
[GND4S Club Letter of Support Template](#)
- **Get your student council** pass a resolution urging your school district act on the climate crisis
 - Here is a template resolution you can ask your student council to vote on: [GND4S StuCo Resolution](#)
- **Get local non-profit organizations** to send a letter to the school board backing up your demands. It's best if they write and send their own letter, but if needed, you can circulate a sign-on letter among local non-profits.
 - Here is an example local organization sign-on letter: [GND4S Organizational Letter of Support Example](#)
 - Remember that the nation's two largest teachers' unions, the NEA and AFT, have both endorsed the Green New Deal for Public School Act. Getting **your local teachers union** to send a letter to the school board in support of your campaign can give you a lot of power!

Hub Social Media + Press Strategy

Social Media + Photo/Video 101

Social Media is an essential part of bringing a Green New Deal For Schools to our school districts. It is how we engage, inform, and recruit people. A big part of the campaign is bringing as much attention as possible to the overall work, whether that be your school board actions, mobilizing your community or uplifting our messaging. Social Media plays a strategic role in delivering our narrative to our target audience and increasing the visibility of the campaign, all while building a wide range of support and expanding your hub's reach to community members and students beyond close circles. You can do this through creating informative content that aligns with the GND4S narrative, recruiting for events, and building membership. Take Advantage of the various social media platforms, such as: Instagram, Twitter/Threads, and Tiktok.

Posting

An active hub on social media keeps momentum, so it is crucial that you maintain a consistent posting schedule. This can look like posting once a week for the main and posting every few days for your hubs insta story. Here are recommended ideas you can personalize:

Event Invites: Artistically designed flyers or graphics inviting people to attend any actions or community events y'all are organizing for the Fall.

ie. When you schedule a day to meet with your school board advertise the hell of your upcoming action.





Calls to Action: No, petitions don't do the most; but they are valuable ways to engage stakeholders and collect contact information from folks who are interested in the work your hub is doing.



Event Photos: WHEN MEMBERS OF YOUR HUB DO SOMETHING COOL OR FUN, TAKE PHOTOS! Most students will learn about your hub through social media – curate an Instagram page that keeps people actively engaged, whether that is sharing photos from a hub meeting, memes, or a vid of a student speaking at their schools board!!

You can tag the national team [[@sunrisemvmt](#)] and we can reshare!



Infographics: Create visually appealing educational content on the Green New Deal for Schools, current events in politics (what's DeSantis doing now?), and climate disasters that are affecting the nation or your community. Encourage folks to share these graphics.



Stories: Storytelling is the most compelling way to motivate action. Humanize your social media by sharing climate stories or Q&A with members of your hub. Think about creating IG lives, Reels, and or TikToks!

Why Messaging Matters

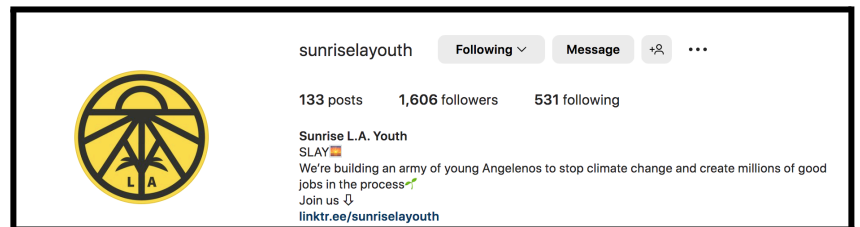
Through the content that you are posting, it's key that you are using the campaign's language as it offers viewers of your account a clear and compelling messaging. We want to ensure that the campaign's purpose, values, and vision is communicated effectively, as it is important to have consistency for our distinct goals, creating more recognition of the Green New Deal for Schools. There are so many who can connect and resonate with the messaging making it more likely to gain committed and active supporters.



Account Basics

Call your hub/account “**Sunrise[town/school name]**” (example: **@SunriseCassTech**)

Within Bio give a brief description of your hub and the mission! Leave in any important links on how people can stay connected!



Getting Best Engagements: Make your account a business account so you can track engagements and when your audience is most active (this option can be found in settings). You can use the instagram business feature to check when your audience is most active → this will usually be at night around 3/4 or 6/7pm in your time zone.

Hashtags: #GreenNewDealforSchools #GND4S #GreenNewDeal #sunrisemvmt #ClimateCrisis

Imagery + Video

Your photos and video bring emphasis to the movement. **Although graphics are great, capturing significant points within a hub meeting, event or action is important to center your target audience in empowerment, inspiration and unity.** Ensure

that the images are relevant to the message, tone and your audience. It's good to get as many varied photos such as group pictures and candid (a not planned photo) throughout the day. For organizational purposes you can create a folder of your hub's photos that are accessible for any of your social media needs.

B-roll is 10 clip footage that can be used for any form of video editing, especially Tiktok and Reels (video creation = visual storytelling)!! Your photo skills will come in handy and so it's always good to walk through some of the fundamentals.

Find your lighting: Make sure you're facing the light and that it isn't behind you. If inside, you don't want directly under a light. Tap on the screen to adjust where the focus for lighting is over exposed, tap away from the faces, or where the light source is.

Posing: Make sure we know what's happening in the photo, it should be clear that in the photo we it's one person, a group of people, and object, etc. Not everything has to be posed, take some candid!

Videos: Make sure we can hear what you have to say! You also want to keep a steady hand as too much moving can make it hard to watch the video. If you're filming a group don't move too fast. It's harder to see what's happening in a video if you pan over a group of people too quickly.



By taking as many pics/vids as possible to play around with shots. You can get high and low, as when you are below someone's eye level they look very powerful, and when you're above some it sets a high establishing shot. You also want to switch from Horizontal and Vertical for your different photos and videos. [Here](#) is a more in depth guide.

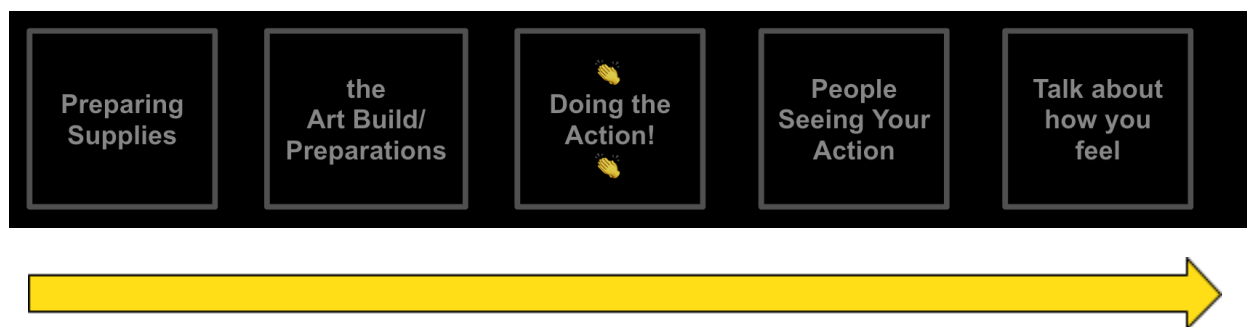
You Don't Need a Professional Cameraperson: Any cell phone will work. It's about capturing the energy and story of your action. Professional shots are good for getting your images into the press, but you can shoot candid 'behind the scenes' content on any phone.

Capture Actions

Actions can be deeply meaningful to a small group of passers-by, but most people are going to see them on social media. You want to make sure those powerful experiences of doing and seeing actions get shared in a way that they can be seen online. We know that there is broad support for the vision of the Green New Deal for Schools. It is a job to document and share actions in a way that lets the people who haven't joined us yet see a space for themselves. One of the most powerful ways of doing that, is to document the entire process of the action, from beginning to end.



You can plan a Hype Action in Five Posts

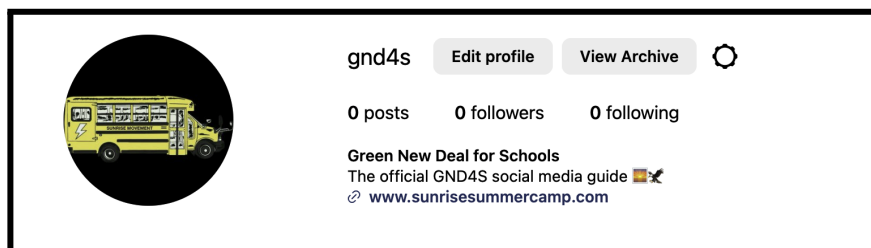


Timeline

A shot list: is just a list of the photo/video content you plan to produce. You can write one for a day of action, an art build, or the entire social media timeline. Shot lists are important for coordinating your team. They let the art lead know what to produce, the action lead know what to emphasize, and the social media lead know what to expect. **Each moment tells a story:** In the above image—each point on the timeline builds the story of the action. [This is a good list of social media moments](#) in a hype action. **It takes two people:** For the best storytelling, You'll want someone to hold the camera while y'all work.

Your Insta Guide

Check out the [Instagram guide](#)!! Follow along the content we have prepared, which gives a better picture of what running a campaign on social media looks like! Feel free to DM about any social media questions as well. **The instagram page will be active throughout the fall.**



Intro To Canva and the Sunrise Brand

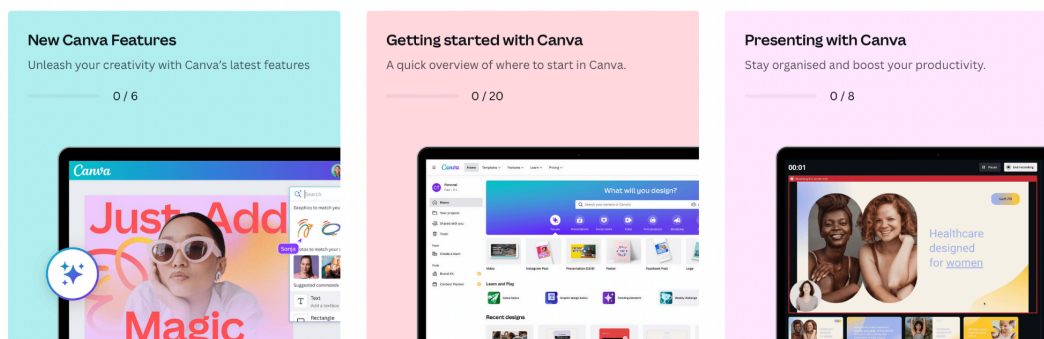
Using Canva

When it comes to design software, Canva is one of the most accessible tools. Compared to software like Adobe Photoshop, it's free and easy to use. That's why we're utilizing it for our campaign. The entire Green New Deal for Schools brand kit is available on Canva. **If you're new to Canva, the website has a comprehensive set of [tutorials](#), perfect for beginners.**

Design School > Tutorials

Tutorials

Fast-track your ability to create amazing designs. Canva's tutorials have all the tools you need for your creative journey.



What Is Branding?

Branding, or brand design, refers to the visual identity of an organization or campaign. Branding is about making your organization or campaign recognizable to onlookers—whether that's press, students, or other organizations. Branding includes things like logos, colors, typography (fonts), icons, and other standardized visual elements. Sunrise Movement's signature yellow is one example of its branding.

Why Branding Matters

At Sunrise, we believe that a strong, cohesive visual identity makes us a better movement. Good branding unifies our campaigns. It helps onlookers identify us—no matter where your campaign is located, when people recognize our shared brand, they know we're fighting for a Green New Deal for our schools. Using the brand will also make it easier to produce posts for social media or plan art builds—our brand kit includes easy-to-use templates and digital resources to help streamline the process of creating visual elements for your campaign.

The Sunrise Movement and Green New Deal for Schools Brand

To help unite our campaigns and hubs, we already have a brand for both Sunrise Movement and Green New Deal for Schools. You can learn more about the Sunrise Movement brand [here](#), but for this guide, we'll focus more on the Green New Deal for Schools brand and how you can utilize it in your campaign.

Breaking Down the Brand

As we've learned, there are many components that make up a brand. We've assembled a full library of the brand on Canva which you can find [here](#). In this section, we'll walk you through each part of the brand kit, and break down how you can utilize it for your campaign.

There are two primary logos for the Green New Deal for Schools Campaign. Each has a different use, and can be customized for your school with a Canva template you will have access to.

Logo #1: Main Campaign Logo



This logo is the main campaign logo. It fully spells out the name of the campaign, and should especially be utilized when your audience might not know what the Green New Deal is or what GND stands for.

[Canva Template](#): Use this template to customize the logo with your school name. This logo template can also be used for events.

Logo #2: Abbreviated Campaign Logo



This version of the logo condenses down the name of the campaign into one line, which can be useful if you're looking for a logo that takes up a little less space than the main campaign logo.



[Canva Template](#): Use this template to customize the logo with your school name. An example of a customized school logo is shown above.

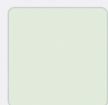
Fonts

For most text, you'll utilize variations of the font Konsole for anything related to GND4S. While Konsole is not a free font, you can access it through using the Green New Deal for Schools brand kit on Canva.

Colors

Colors play an important role in the identity of your brand as well. Take, for example, the iconic Tiffany blue or the hot pink we associate with TMobile. Below, you can find the color palette for the Green New Deal for Schools. We recommend pairing the neutral colors (dark green, cream, and mint green) with the bolder tones (orange, red, yellow) to help prevent clashing and provide more contrast.

Color palette



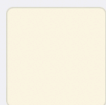
#e3eddf



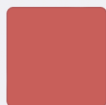
#e86201



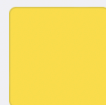
#061b0b



#fdf5e1



#d95858



#ffde16

Cream: #FDF5E1

Orange: #E86201

Dark Green: #061A0B

Light Green: #E3EDDF

Yellow: #FFDE16

Red: #D95858

Graphic Elements

We've also provided some icons and graphic elements that you can utilize in graphics as well. These elements can help spice up a graphic or provide visual context for the contents of a graphic.



PENCIL MARKS.png

Image · 19 days ago



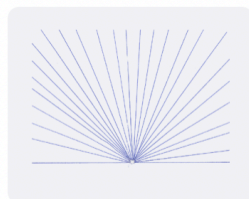
Artboard 41.png

Image · 19 days ago



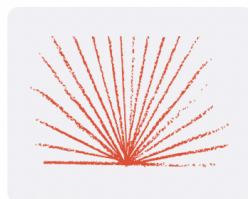
Ballpoint Rays_Blue_.png

Image · 19 days ago



Artboard 40.png

Image · 19 days ago



PencilRays_Orange_Cro...

Image · 19 days ago



Scribble_black.png

Image · 19 days ago



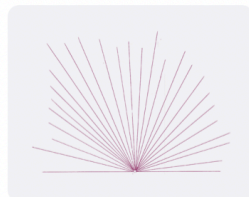
sticker label.png

Image · 19 days ago



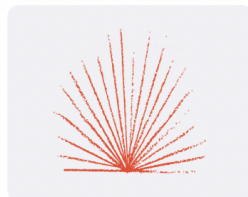
Ballpoint Rays_Magent...

Image · 19 days ago



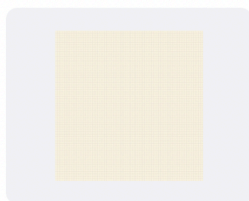
Ballpoint Rays_Magent...

Image · 19 days ago



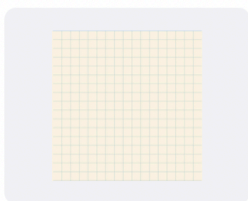
PencilRays_Orange.png

Image · 19 days ago



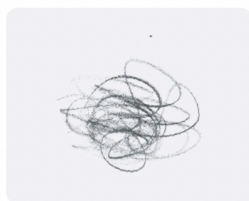
Small grid.png

Image · 19 days ago



Large grid.png

Image · 19 days ago

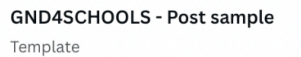
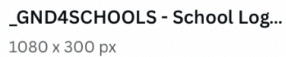
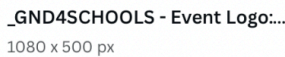
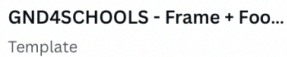
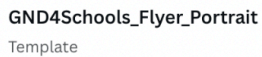


Scribble black.png

Image · 19 days ago

Templates

Making graphics can be time consuming—that's why we've provided you with a set of templates you can use to make flyers or social media posts. **If you're unsure of how to use these templates, click [here](#) to watch a tutorial.**



You can also find templates for Google Docs and Google Slides [here](#).

Building a Press Case

Our nationwide strategy to win a Green New Deal for our schools relies on media presence. Getting media attention expands the reach of your organizing far beyond the number of people who have signed your petition or engaged with your hub's actions. When inspiring stories about students fighting for their future or harrowing stories about the effects of climate change on our communities make the news, they spark essential dinner-table conversations that change public opinion and mobilize our communities to make the Green New Deal for Schools a key issue for leaders at all levels of government.

How to get media attention:

- 1. Take advantage of youth idolization:** The news loves to report on youth activism, especially on new, inspiring stories about student organizing. You may even get an interview about the GND4S just by reaching out to the climate/environment reporter for your local newspaper or public radio station and telling them about your work.
- 2. Capitalize on climate catastrophe:** The climate crisis sucks and is full of positive feedback loops, but one negative feedback loop is working in our favor – as more climate disasters strike, more people become aware and alarmed about the climate crisis, mobilizing action. In many communities, summer is the time when climate change is most obvious – heat waves, spring flooding, wildfires and poor air quality, droughts, sea level rise, hurricanes, and coral bleaching are all opportunities to draw media attention to climate change and the government action which is needed to address it. Organize a press conference or issue a press release when these disasters unfortunately but inevitably strike.
- 3. Organize an action:** Direct actions come in all shapes and sizes. They can be intense, planned-out events like protests, die-ins, or occupations; or they can just look like a few friends throwing up a banner on the interstate, doing chalk art, or wheat pasting posters around town. Before the action, send out a media advisory inviting the press to cover this action. [Here is an example of a pre-action media advisory](#). After the action, send out a press release inviting the press to publish your photos and account of the action. [Here is an example of a post-action press release](#).
- 4. Attract endorsements from high profile leaders and celebrities within your area:** The press likes to cover these people almost as much as it likes to cover youth. Ask your legislator, city council member, or Zac Effron's mom who lives next door to hold a joint press conference with you or have a quote on a press release.

 **USE THESE TALKING POINTS WHEN SPEAKING TO THE NEWS MEDIA** 

LTE's and Op Eds

Most newspapers across the country have opinion sections where their editorial board gives hot takes on current issues. Members of the public, typically including people who aren't subscribed to the newspaper, can also submit their hot takes for publication. Though very few people actually read letters to the editor, they shape newspaper publishers' understandings of what issues are relevant and they *are* frequently read by elected officials and school district media teams. Submitting an opinion piece to your local newspaper can be a great way to build press engagement on the GND4S. Here's how to do that:

 [How to Write a Letter to the Editor](#)

HUB ROLES AND STRUCTURE

✓ [Hub members should fill out this form to officially register in Sunrise!](#)

Hub Roles

As you start your hub, we're suggesting three teams to help you organize and reach your goals. Each of these teams should have a lead that is taking responsibility for bringing the team together, leading breakout sessions during meetings, and reaching your hubs goals.

Team	Team Lead	Team Members
Hub Coordination Team <i>Runs regular hub meetings and coordinates finance.</i>	Bring hub together for weekly meetings, makes sure snacks/meeting materials are prepared Responsible for finance in the hub	
Recruitment Team <i>Responsible for getting petition signatures and recruiting to school board meetings</i>	Coordinates team members running petition events and class raps Manages the spreadsheet and makes sure data gets uploaded	<i>5+ ppl</i> Do canvassing and recruitment events at your school, including: class raps/announcements, tabling, joining events Make sure people come to your events, meetings, and school board visits Help upload data from printed petitions through online form
Actions Team <i>Plan the school board visits</i>	Run a team of students to plan school board visits Support students to give testimony and public comment at school board meetings	<i>3-5 people</i> Works with team to plan for school board visits Responsible for speakers, art, logistics, and other aspects of the action
Social Media Team <i>Responsible for running the hub social media pages and building a strong story for the Green New Deal for Schools on your page.</i>	Brings the team together to make plans for social media and make sure you are posting regular to social media	<i>1-2 people</i> Helps create content for the social media pages, gets stories and testimony from students, creates social media graphics promoting hub events. Responsible for getting photo and video content at actions/school board visits

DATA TRACKING

In order to grow our movement, it's important to know WHO is engaging with our work. Team leads will receive access to a personalized "HQ" spreadsheet for your use where you can track:

- ★ Petition signatures
- ★ Classroom visits
- ★ Hub sign ups (who is in your hub)

Hub leads can edit any and all sections of the spreadsheet. The "Roster" section will populate only when students have filled out the official hub membership form (*coming soon!*).

- ★ When students submit the hub commitment form, all contact data will be copied to your spreadsheet for your use. The optional demographic data will not be shared with hub leaders.
- ★ Students who fill out this form can choose to opt into our texting and email system on the form if they would like to hear regular updates from Sunrise. If they opt in to texting, they'll receive a welcome text from Sunrise!

Finance

For more information around finance you can reference this doc: [GND4S Hub Finance Guide](#)

Merchandise/Getting Stickers and Shirts

Coming

Hub Culture

As hub leaders, creating strong hub culture and identity is important for retaining members and to prevent burn out in your hub. What is important to remember is YOU create hub culture. Whatever you and your hub members decide you want to set as group norms. It is important that we watch the culture we are building carefully, and hopefully after a couple of meetings it'll feel like you're in a room with your friends :)

Avoiding Classroom Culture

At school, we are taught to raise our hand, that questions have a right or wrong answer, and that we need permission before going to the bathroom. A hub should be a collective of thoughts and opinions. Your hub should aim to combat classroom culture! A few ways you can do this:

- Encourage collaboration and discussion; if you are in person, discussions can happen without raising hands
- Avoid asking questions with a "right" answer
- Bring everyone into the conversation, and ask quieter people to speak when there is/are dominant people in the conversation
- Make sure everyone's opinion are heard and validated
- Value everyone's experience, whether students have organized in climate before or not

Representing Your School

To win a Green New Deal for Schools, we need everyone to feel like they can belong in the movement. In building a strong hub culture, be aware of who is in your hub and how that affects the culture set within your hub. It's key as a hub leader that you set a culture that helps all feel welcome and comfortable being part of a hub. Some questions you can ask:

- Is your hub reflective of race and class demographics at your school?
- Does your hub only have people who take environmental classes?
- Is your hub majority women?

Hosting Community Events

As a hub, you should hang out just for fun! Community events and things we do outside of meetings are huge parts of hub culture. We can use community events to make sure everyone feels comfortable in our space. Community events could include movie nights, a day at the beach, picnic at the park, or maybe just spending quality time with your hub members. The point is to put your hub members in a place where they are able to spread the message of the GND while also having fun and getting to know each other on a personal level. There aren't any requirements for community events, but we suggest they are in a public space and easily accessible for hub members.

Additional Resources



SUNRISE 101

The Green New Deal

To stop climate change, we need sweeping transformation at every level of government and in every sector of society. The Green New Deal is the *only* plan to stop climate change that actually strives to do that. Green New Deal style policy will...

- ★ End our reliance on fossil fuels (decarbonization)
- ★ Create millions of good paying union jobs
- ★ Invest in black brown and working class communities
- ★ Build out our public sector & social safety net - to better help us deal with the coming crisis

Green New Deal policy will require every institution and every level of government, but ultimately we know that it is only the federal government that has the full power, authority, and amount of money needed to stop the climate crisis.

Theory of Change + Strategy

POLITICAL POWER

- Shift the political common sense
- Elect Green New Deal champions at all levels of government
- Pass policies that advance the Green New Deal and improves peoples' lives




PEOPLE POWER:

- Organize thousands of people who reflect our communities to campaign for Green New Deal policies
- Take direct action that disrupts the status quo in ways that build public support and/or force those in power to meet our demands
- Build mass public enthusiasm across race and class for the Green New Deal by connecting it to peoples' lives

1. **We're making the Green New Deal popular.** We're out here to show that climate policy can improve the lives of everyday people, and that the Green New Deal is the only way we can confront the climate crisis at the scale and speed that science and justice demand.
2. **We're building the power to take massive, escalated action that can force rapid change.** There are moments in society where an action or event can *expose the truth of the crisis* to the public. All at once, everyone, everywhere stops to ask - what can I do? In those moments, if enough people take action, politicians have *no choice* but to listen to our demands - because that's the only way that society and economy will function. Our job is to organize with thousands of people to create those moments through courageous and escalated direct action.
3. **We're taking over.** From city council to president, we're ready to have people with our vision of the world in power. That looks like building the slate of Green New Deal champions at every level of office, it means taking over institutions like schools and colleges so that they're teaching about the climate crisis, and above all, it means being relentless about what we want to win, and how we won't back down.

Canvassing Tips

Canvassing Tips & Tricks

- ★ **CONFRONT PEOPLE:** Don't just stand there and wait for someone to come sign the petition. ADVERTISE. Invite people over, by name or not by name. Walk up to people and ask them to sign.
- ★ **Incentivize:** Hand out free candy and stickers to those who sign
- ★ **Go in pairs:** It's helpful if there's two people - you can either split up what areas of a place you're canvassing, or you can have conversations together. Either way, it's helpful to have someone you can debrief with, and who can vibe! This is especially true when you ask someone to canvass for the first time - *always* have them do it with a buddy.
- ★ **Have a hook:** People are more likely to stop if there's a question that they have to answer. That question should *never* be "do you have a second" or "can I talk to you" - they're too easy to ignore. Some ideas of questions that could work: "How do you feel about the climate crisis?"; "How's your day going?"; "Do you want a free sticker?"
- ★ **Strike a conversation:** Remember, the goal isn't *just* the petition signature - it's also to use the petition as a tool to build a hub. While they're thinking about signing or signing, ask questions, chat about the campaign and the hub, and ask if they would check the box to get involved. Exchange your names if you don't know them!
- ★ **Make people feel special:** if someone you invite to the hub meeting comes, sit by them and text them afterwards thanking them and inviting them to attend the following week.
- ★ **Go for the groups:** In a group, if you get one or two people to sign, they'll usually get their friends to sign too. (Sometimes, it's helpful to have a second clipboard available for this to go faster).
- ★ **Use visual aids:** Create eye-catching posters and pass out flyers that make it clear what you're canvassing for
- ★ **Utilize peer influence:** if folks sign the petition but can't come to the hub meeting, ask them to share a graphic off the hub's instagram
- ★ **No Blanks** : Make sure everyone has filled out all the information on the petition, so you can follow up. One person leaving a blank also encourages others to leave parts blank too, so if someone leaves a blank, fill in a random number/email after they leave and put a little star in the corner to remind you to cross it out later. This also applies to the first two lines on a petition - people are more likely to sign a petition that's partially filled out. Write your own / a friend's information for the first two lines and put a star to remind you to cross it out later.
- ★ **The Clipboard Handshake:** It's helpful to directly hand someone the clipboard while talking, instead of just having them read it from your hand - it makes them more likely to sign. You can do this by holding the clipboard sort of like you would if the clipboard were your hand and you were trying to shake their hand - it means it's at an angle they can't read without taking it from you. You can also directly hand them a pen!

ONE-ON-ONES

What's a One-on-One?

1:1's are the best way to recruit highly-engaged folks is through one-on-ones. They are the foundation of good organizing, and allow us to build the trusting relationships we need to do big things together. There are a few different scenarios in which we do 1:1's: They can be to **onboard new members** to your hub, **check in with current organizers**, or make asks for your members to **escalate/take on bigger roles**.

1:1 conversations generally have three goals:

1. Build a relationship of trust,
2. Identify common problems and shared solutions
3. Move together from a place of inaction to one of action (get a COMMITMENT)

How to do 1:1

These steps focus on onboarding 1:1's and can be adapted when meeting with members who are already engaged in your hub!

STEP 1: INTRODUCTION → Introduce yourself and explain why you're talking to them	<i>Hi! My name is Adah. Thanks so much for talking with me today and for your interest in joining the hub. We're running a GND campaign for High School Name High School and I would love to help get you plugged in.</i>
STEP 2: BUILD A RELATIONSHIP → Share your story & learn about their story and their values. <ul style="list-style-type: none">• Ask elicitive questions that get at people's stake in the movement, their values, interests, and capacity	<i>I came to this campaign because I'm really scared about the wildfires that tear through our state every summer, and I want our school to have a plan to distribute masks and give people a safe space to get out of the smoke. The Green New Deal for Schools would implement climate disaster plans, which feels super important to our community, and would help me, my family and friends a lot. What brings you here? What changes do you want to see in our school?</i>
STEP 3: BUILD A SHARED POLITICAL UNDERSTANDING → Build a shared analysis about why our schools are the way they are and how they could change.	<i>Here at High School Name High School, Superintendent Joe has so much power. He refuses to provide us free lunches, climate education, and back our vision for a GND. As students, we're suffering the consequences of this, and I need you in the movement with me to change that. (add more campaign details here) What do you think it would look like for us to take action together to make our school a better place to be?</i>
STEP 4: GET A COMMITMENT → Make an ask and inoculate around reasons that they may not follow through	<i>We have a meeting this Tuesday at lunch in room 105. We'll be talking about the plan for our next school board visit, and running a short training on how to collect petition signatures. And there will be pizza and free stickers! I would love to see you there, can you make it?</i> <i>(Be SPECIFIC. Do NOT say: "would you maybe wanna get involved?")</i>
STEP 5: FOLLOW UP → Check on if they did the ask and if	<i>(Text): Hey! It was great talking to you the other day. I'm really</i>

they feel supported in their organizing

*looking forward to seeing you at the meeting at lunch today.
Reminder, room 105!*

(After meeting): Hey! I'm so glad you could come to the meeting. How was it for you? Do you have any questions?

1:1 Dos and Don'ts

DO:

- ★ Schedule a time to talk before + be clear about purpose
- ★ Spend most of your time listening & asking questions (70%) and only 30% of your time talking.
- ★ Share your own values & story
- ★ Be clear about next steps
- ★ Get a commitment from them!
 - *Even if they don't say yes to your first ask, you need to either make sure WHEN they'll give you an answer or have them say yes to a smaller ask!*

DON'T:

- ★ Talk only about yourself
- ★ Skip the "getting to know you" step
- ★ Only make small talk
- ★ Take notes while someone is talking

Three Types of "No"

When someone says no to an ask, it usually falls into one of three categories. Knowing which no they're sharing will help you figure out whether / how to try to get a yes. You'll usually need to ask probing questions to determine what type of No people are specifying.

- ★ **Not Now:** If someone talks about being really busy or overwhelmed and says no, it might be this. See if there are other times - either in the week or in a few weeks - that they could say yes to something. Or offer something that takes a little less time!
- ★ **Not That:** It could be that for whatever reason, a certain action / activity doesn't inspire someone. You may need to dig deeper - what do they want to do?
- ★ **Not Ever:** This is usually a sign they're just not interested. In some cases, it might be worth digging to see if there are emotional blocks that are stopping them from committing - are they nervous or scared? But often, this just means to stop asking.

MEETING TIPS

Being able to run a GREAT meeting is essential to making sure that people stay engaged with our movement! When we run great meetings, our participants stay engaged, our campaigns become productive, and people feel motivated. In this section, we'll walk through some tips about running meetings.

AGENDAS TIPS

OPENINGS AND CLOSINGS

- Having a strong opening to a meeting is important to making sure it has a good tone and people feel engaged. And closings are an opportunity to leave people with a good last impression.
 - *Things to do in openings: intros, music, land acknowledgement, reviews of earlier material, games, etc.*
- Always start with a fun icebreaker, and make sure to do intros with names/pronouns
- On Zoom, you can play music at the beginning of the meeting to create positive energy
- Our closings are just as important as openings! It's super important that people leave a meeting feeling good about how it went and how it ended! They'll remember that feeling when they're deciding whether or not to come to the next one.
- At an in-person meeting we like to sing songs or chant to close things out. It's also useful to end by sharing the tasks (or action items) that have been assigned during the meeting. Action items could be: Emma will create a recruitment plan, Paul will talk to X teacher about getting a meeting space, etc.

ORDER OF AGENDA ITEMS

- A really well structured agenda keeps the hype energy from the opening strong throughout the entire meeting.
- For starters, begin with something that can be finished quickly to give the group a sense of accomplishment and energy. The harder, longer and more urgent items come next. If there are several, plan to have quick breaks between them to restore energy and attention. Little water/bathroom breaks let people recharge in between heavier agenda items AND they are an opportunity for people to talk and build community.
- Any large discussion items, like the whole plan for an action, should be broken into a few smaller items and discussed one at a time to make it easier. For example, let's say you are planning an action! You could break that process into several discussion points:
 1. *Who do we want to target?*
 2. *When do we want our action to happen?*
 3. *What do we want our signs/banners to say?*
- This helps us focus our discussion a bit and keeps us on task!

OUTCOMES

- It's important that we're not just having meetings for the sake of having meetings. People won't want to come back to our meetings or organize with us if it feels like every time we meet, we get nothing done. So the first step to planning out a meeting is establishing goals for your time together!
- An example of this might be: By the end of this meeting, we want to assign XYZ tasks to people or we want to have made this decision.
- Whatever our goals are, we want to center all of the activities we do in the meeting in those ideal outcomes!

AVOID OVERPACKING

- Avoid overpacking!! An overpacked agenda is stressful—you might not be able to finish everything or you might go over time.
- When people finish a meeting, they should walk out of it feeling like they *accomplished* something. That mood gets killed when your agenda is too long. If you have an hour long meeting planned, you want to make sure it doesn't go longer than that
- It's useful to set times next to agenda items and assign a timekeeper to keep the meeting moving through agenda items. So if you say intros will take 10 minutes, make sure they don't go any longer!
- If you close by listing all the things we *didn't* get to, then people walk away feeling like they *failed*. Tip #2 is a good closing, and meeting attendees should leave feeling energized!

SAMPLE AGENDA

1. Fun intros
2. Easy things to work through
3. Anything urgent
4. Big discussion items, with breaks if needed
5. Fun closing

FACILITATION TIPS

OBSERVE THE GROUP

- As the facilitator, it's your job to read the room!
- In online meetings it's easy for people/participants to lose focus—check eye contact throughout the meeting, and call on them to speak if they seem distracted!

KEEP POSITIVE ENERGY

- You set the tone for the meeting—if YOU are positive, your participants will be as well
- You can keep energy up by taking breaks and/or playing games!

INCREASE PARTICIPATION

- You can increase participation by calling on people to speak, using breakout rooms, and doing go-arounds
- Be aware of WHO is participating! Are the same two people the only ones talking? Invite people to step up or back to make sure everyone is giving input
- If on Zoom, use stack in the chat to establish a speaking order. You can have people drop a star in the chat to share they want to speak

Storytelling



Challenge-Choice-Outcome is a plot structure that ensures your story will be meaningful and memorable - it evokes the choices and emotions that you felt when you had to overcome a challenge, and it will evoke the deeply held value that led you to make that choice, and thus it will be a story that can inspire others to make choices in the face of challenges (like the climate crisis).

CHALLENGE:

★ Every story needs a challenge to get the plot moving. It doesn't need to describe all the hardship in your life. Keep in mind that a challenge could be a difficult situation you are struggling against or have overcome, or an issue you chose to address based on your values. Any number of things may have been a challenge to you and the source of a good and inspiring story.

CHOICE:

★ What's the natural question we all ask when we see a character faced with a challenge? We want to know, "What are they going to do?" A good plot has a challenge that forces the character to make a choice. This is the part of the story that helps us communicate our values.

OUTCOME:

★ Once the character makes the choice, what's the next question we naturally ask? We all ask: "So what happened?!" When we're telling stories to bring others into our movement, it's really helpful for them to see that change is possible, that organizing is worth it. When we show our wins as the outcome of choices we make in the face of injustice, we can move others to action.

MORAL:

★ Now the plot is over, and you know the challenge, the choice, and the outcome... but that's not enough. What's missing? We want to know the point of the story. The moral tells us why the story matters to our own lives. The moral is how we use a story to express our values not just as abstract principles, but as lived experience.

RECRUITMENT

FRIEND MAPPING

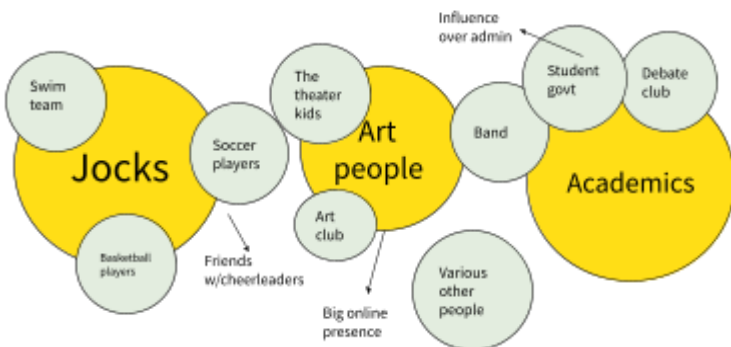
Friend mapping is the process of physically showing yourself and others how your high school social dynamics work, and the power behind that.

How to Friend Map in 3 Steps

- 1. Identify Groups.** We can start friend mapping by placing our biggest groups onto a paper, doc, etc. Then, we can break it up even further, for example, “jocks,” could be broken into “basketball players,” “soccer players,” and so on. Below is a nice stereotypical example of what this could look like.



- 2. Assess Influence.** We then take a step back and look at the influence these groups have. Are the jocks a larger group of people, is Ashley’s friend group more popular online, is the art club more into public work? Regardless, we look to see their avenues, and what they have to offer in the campaign for a GND.



- 3. Build Bridges.** Say everyone in our hub is one group, we want to see how our people (could) branch out to gather the groups. Say we want to branch out to the teens from the tech club. When we look at our map, and point this out to our hub members Kai, a member in our hub, states he is brothers with the vp of the tech club, now we will use that extension to have a class rap, or even invite them to a community event to bring them in the hub. Another example could be that we want to extend out to those jocks from earlier. Maybe we push really hard while canvassing two of them at lunch. Once we get them into the hub we can ask them to spread the word to their friend group. Basically, the goal of friend mapping is to lay out your contacts, and then lay out the contacts you need to make, to organize in a more strategic way.

RULE OF HALVES

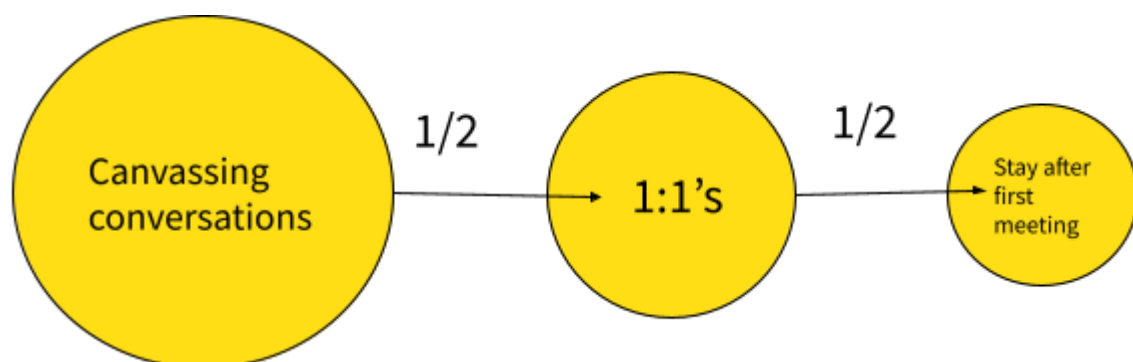
In the world of organizing, we like to use strategies to make predictions and form accurate expectations. One of these is what we call the rule of halves. It essentially states that **throughout each step in the recruitment process, for every one person we want, we will lose one.**

Example

If we talk to 48 people at the canvassing event, we will only expect 24 of them to sign up for our hub.

If we 1:1(one-on-one) all 24 of those people, we only expect to plug in 12 of those people to our hub meetings, or get assigned to a team.

Finally, out of those 12 people, we only expect 6 of them to stay in the hub after their initial meetings.



🔴 It is important to do all of these steps very quickly. Say if we talked to someone on Feb 3, we do not want to have a 1:1 on Feb 20- by then they may have forgotten their initial interest in Sunrise. If we are hosting events, we want to have a follow-up retention program set within our hub in order to keep those new people engaged.

RECRUITMENT TACTICS

Direct Outreach

- **PHONEBANKING:** directly calling someone and making an ask (will you come to the hub meeting?)
- **TEXTBANKING:** directly texting someone and making an ask (will you come to the hub meeting?)
- **TABLING:** setting up a table in a public place and having information available about Sunrise. Make sure to have a sheet for getting contact information (this is not used during COVID)
- **CANVASSING:** directly asking in person! This could look like asking people at lunch to sign up for your hub email list

Indirect Outreach

- **FLYERS:** putting up flyers in public places, such as on telephones, in local businesses, or at school
- **CHALKING:** writing messages with chalk on the sidewalk
- **EMAIL BLASTS:** sending emails to a large list (like your whole grade or entire class)
- **SOCIAL MEDIA POSTS:** posting to Instagram, etc, with information (like when a hub meeting is)



CIRCLES OF COMMITMENT

We use the circle of commitment to help visualize how people fall in relation to our hub! This helps us to track the growth of our base.

Community

The community is everyone you go to school with who is not involved in the climate movement.

Crowd

The crowd is one step closer into the movement, these are your classmates who've taken a flier, signed a petition, or signed up to get emails from your hub, etc. But these people don't show up to hub events yet.

Congregation (Membership)

These are the people in your school who attend hub meetings with you, and feel like a part of the Sunrise Movement. The people in your congregation might not be active members or take on roles, but they have taken a big step by joining your hub!

Committed

These are the people in your hub who help plan meetings, actions, and do the work of running the hub.

Core

The core are the hub coordinators! They keep the hub on track with meetings and planning projects.

GND4S Pledge

A key tactic to build political power for your campaign is to get elected officials and candidates to sign to the GND4S pledge so that they can be held personally accountable for the school district's action on the climate crisis. The Green New Deal for Schools Pledge is a document that school board members and candidates can sign committing to support the Green New Deal for Schools campaign and promising to refuse all campaign contributions from fossil fuel companies, utilities, lobbyists, or PACs.

Print it out and ask your school board members and candidates for school board to sign it! **Make sure to get a photo of them signing it and share it on social media.**

[→ Print out the GND4S Pledge here ←](#)

The GND4S Pledge is especially effective as a **birddogging** ask. Check out a guide on how to birddog for the GND4S campaign [here](#).

SCHOOL BOARD DEEP DIVE

Open Meetings

The actions of school boards are governed by state **open meeting laws**, which require that all non-confidential government business is kept open to the public. In most states, open meeting law requires that (1) school board meeting agendas are published several days before board meetings, (2) school boards meetings can be attended by members of the public, and (3) meeting notes are kept and are made available to the public after a board meeting. You can view your state's open meeting laws [here](#). Open meeting laws are frequently violated by school districts, particularly in rural communities. If you believe that your school board has broken open meeting laws, you should reach out to the legal counsel for your school district. If you are correct, your school board will have to undergo a remediation process. Holding your district accountable to these laws can help your hub build power.

Public Records

The business of school boards is also governed by your state's **public records laws**, which require that all information related to the non-confidential business of local governments is available for request by members of the public. This information includes emails, texts, electronic and paper documents, salaries, bank statements, receipts, phone and email lists, video and audio recordings or transcripts, etc. School districts must respond to records requests and make information available in a timely manner. Most states require that districts provide this information free of charge for a certain number of hours that it takes a staff member (typically district legal counsel) to find this information, then the requester may be charged for each additional hour. For this reason, it may be wise to have different members of your hub make records requests for different sets of information in order to stay below the time threshold. You can view your state's public record laws [here](#).

Here is how [Ballotpedia](#) recommends going about a public records request:

1. *Begin by drafting a public records request letter. You may draft your own professional letter or use a template such as the [Student Press Law Center letter generator](#) or one of the [National Freedom of Information Coalition sample letters](#). Specify the time frame of the records you are asking for, as well as the record type.*
2. *Contact the FOIA liaison or records custodian at the public entity from which you seek records and let them know that you want to submit a public records request.*
 1. *If you have trouble finding a contact, get in touch with departments that deal with the public and information management, such as recorders, clerks, external affairs, communication departments, and main offices.*
 2. *Confirm with the liaison how you should submit your request. It is possible that the liaison may tell you that the records you are interested in are available without needing to submit a records request.*
 3. *Ask the liaison what happens after you submit your request. Keep the liaison's contact information in case you need to follow up with any questions.*
3. *Review and submit your request.*
4. *Once you receive a reply to your request, review it and follow up with any questions.*

Campaign Finance Reporting

Elected officials and candidates for elected office, including school boards are required to report contributions made to their campaigns. Each state has different requirements for reporting that can be viewed [here](#). Though, in most school districts, school board races are low-dollar and grassroots funded, in larger cities, special interest groups, including fossil fuel companies, contribute to school board candidates. By viewing candidates' campaign finance reports, you can ascertain whether they are upholding their GND4S pledge and you can call them out on conflicts of interest.

Research Your School Board

Though school boards serve as the chief body holding school districts accountable to the public, in most districts it is the superintendent and district administrative team that make the majority of decisions, have the greatest influence over the school board, and will determine the success of your campaign. The structure of district administration varies dramatically from district to district.

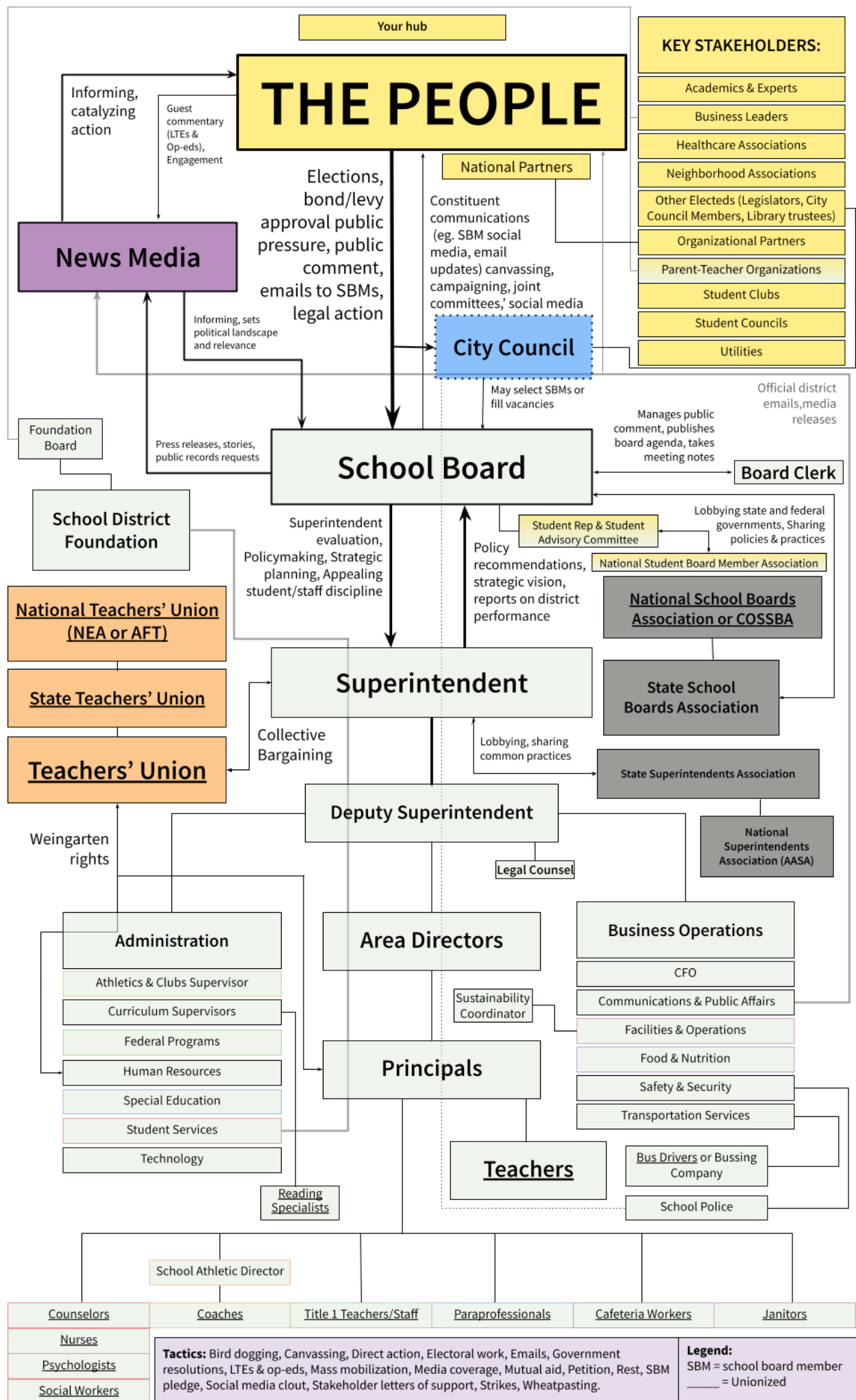
Here are some questions you should be able to answer in order to run an effective GND4S campaign:

- **Who makes up your district's administrative team?**
 - Ask your principal for an organization flow chart or make a public records request for this document.
- **Who directs the sustainability programs of your district?**
 - Some districts will have a designated sustainability coordinator. In other districts, the facilities and operations director or science curriculum coordinator would be the point of focus. This is someone your team should try to meet with to understand what the district has done on sustainability and climate education. Unless your school board has a climate champion or climate action has been a significant focus of your district, it is unlikely trustees know much about what the district has done in this area. By coming to a school board meeting knowing more than the board about the district's sustainability efforts, you can give more compelling public comments.
- **How does your school district take student input?**
 - Many districts have a student board member or student advisory council which represents student interests to the school board. In other districts, school student councils present to the school board several times during the year.
 - If you email a member of your school board to ask about how they take student input, they typically will be excited to answer your question.
 - Organizing for increased student representation on your school board goes hand-in-hand with organizing for the GND4S. For more information on student involvement in district decision-making, check out the National Student Board Member Association.
- **How much is your district spending on energy?**
 - Studies have shown that some districts can cut their energy budget in half within a decade by creating a comprehensive climate action plan.
 - Submit a public records request for total expenditures on electricity, natural gas, and vehicle fuel for every year over the last 10 years broken down by school. The district most likely already has this information in a spreadsheet.
- **Does your school district own its own buses or are buses chartered?**
 - If your district has chartered buses, school buses typically have a brand written on the side (eg. Caldwell Transportation, Durham Student Services, etc.). You also might have heard teachers saying that a field trip costs a lot of money because they have to pay for the busing. You can also reach out to your district's Transportation Administrator.
 - If your district has chartered buses, make a public records request for the school bus contract. The district probably begins renegotiating the contract 1-2 years before its expiration. This is a critical time period to organize for electric school buses. Also, note the cost per route of the busing operation.
 - If your district owns its own buses, make a records request for the age, make, model, and cost of each bus the district owns.
- **What are your district's climate science standards?**
 - Your district most likely has its science standards posted on its website. Otherwise, you can access them via public records request.
 - Read through these standards and identify if they contain any of the following themes which undermine the severity of the climate crisis:

- Treats climate change as a future issue (eg. “Climate change *will* impact xyz”)
 - Emphasizes the impacts of climate change on animals and ecosystems rather than on people and human communities
 - Emphasizes individual action rather than collective action (eg. Identifies recycling as a potential solution to climate change)
 - Insufficient discussion of the disproportionate impact of climate change on marginalized communities, including BIPOC, women, small island states, and the global south.
- **Where does your school district get its revenue? What is the size of the district budget?**
 - The district budget should have a breakdown of federal, state, and local fund sources. Most district monies likely come from the state, however development impact fees, supplemental levies, and facilities bonds all come from local revenue. Certain federal programs like Title I and various U.S. Dept. of Education grants may also provide federal revenues. Your district has the greatest degree of control over local funds.
 - **What portion of students in your district are low-income?**
 - Make a public records request for the number of students on free and reduced lunch stratified by school (this information is also available on [US News](#)). Additionally, request the information the school district reports to the federal government in order to comply with the [McKinney–Vento Homeless Assistance Act](#). This will inform you of how many students in your district are homeless or housing insecure.
 - **As a hub, identify other questions that might be significant to your campaign that you can research to understand the power players in your school district.**

Power Map of a Typical School District:

Important Note: Because public education is decentralized in the United States, no two school districts operate the same way and your district’s power map may look different than the power map below.



CAMPAIGN TALKING POINTS

NOTE: *These campaign talking points are written for you to answer someone outside your hub, asking these. For people within your hub, you can take a much more conversational approach!*

What is this campaign?

The Green New Deal for Schools will radically transform our school system to face the climate crisis and make sure all students have the right to a safe and good education, no matter their zip code or the color of their skin. Together, we will fix our buildings and buses, force our schools to teach us the truth about the climate crisis, make student lunches free, create pathways to green jobs, and ensure our schools have a plan for when climate disasters strike.

In our campaign, student organizers in schools across the country are demanding that school districts face up to the climate crisis and listen to their students. We will be calling on school boards and superintendents to pass district-wide policies, while building the power and momentum for eventual federal legislation that transforms our school system to stop the climate crisis.

We can win some of our demands at the school district level, but if we want to change our entire school system in all districts across the country, we'll need the power and the money of the federal government to make it happen.

Students are facing bigger problems like policing, mental health crises, and poverty. Why should we care about this campaign about climate change?

The impacts of climate change fall along lines of race and class. It is already affecting Black, brown, and working class students more than anyone else. That's why our demands are not just about the climate crisis—they are about tackling environmental injustice and creating a social safety net that invests in the students who are usually ignored, disciplined, or forgotten by the school system. In the coming years, as the climate crisis gets worse, we have an opportunity to use this moment to remake society to be truly equal, to guarantee everyone a good education, a liveable wage, and a safe house to live in. That's what we're trying to fight for.

To learn more about how each demand contributes to different intersectional questions of racial and economic justice, check out the demands above.

Why will this make an impact on stopping the climate crisis?

We see our campaign as about changing schools, but also about paving the way for the rest of society. Young people like us have a moral authority - we know that when we take bold, escalated and creative action, the rest of society will quickly follow. Schools also set an example for the community: they are where we learn how the world works and what's important. We believe that revamping our school system will help our entire society mobilize to stop the climate crisis for the decades to come.

Schools are also huge carbon emitters! If we were to remake all of our schools according to the Green New Deal for Schools, that would take 78 million metric tons of carbon out of the atmosphere every year - that's like taking 17 million cars off the road.

Schools aren't funded well! How will the schools pay for it?

It's true that our schools are being drained of funding right now. But school districts are still making choices about where to spend money - which schools get how much, whether to spend on new textbooks, and many other choices. These choices often end up hurting black, brown, and working class students while lining the pockets of wealthy corporations. It's time for school boards to make the choices that stand up for us.

In addition, schools actually have a lot of access to money from two pieces of recent federal legislation, the Inflation Reduction Act and the Infrastructure Investment and Jobs Act. Combined, these two pieces of legislation have money for schools to

electrify their bus systems, install energy-efficient heating and cooling systems, give tax credits for renewable energy investments and more.

Lastly, our campaigns are focused on school districts right now, but we're running a national campaign for a reason - we know that eventually, it is state and national campaigns that will unlock the money to equalize school funding across the country, and truly transform every district.

What about more urgent problems in schools, like school bathrooms not working or not having enough teachers?

Our educational system is deeply unequal. Nearly a third of schools in the country are in hazardous condition, teachers are underpaid and classrooms are overpacked. And unfortunately, individual school districts can only do so much: because districts are funded by taxes, it's often just that districts that are majority Black, Latine, and poor or working class simply *don't* have the money to invest in their schools.

That's why we're building the power to demand a *federal* Green New Deal for Schools. The federal Green New Deal for Schools would create 1.3 million jobs across the school system - for teachers, therapists, and other support staff, and would invest a total of 1.4 *trillion* dollars over the next 10 years to make our school system more equally funded for all.

Our local campaigns help us build the popular support, momentum, and people power we need for eventual federal wins.

**Note: You can also adapt your demands to meet the needs of your school if needed!*

Why are you targeting school boards?

In most cities and states, School Boards have a wide range of power over many of the day-to-day concerns in a student's life, including where to invest money and what curriculum and programming to run. They're also the institution that we, as students, have the most direct power and control over.