



The next general election is just around the corner, and it's time to [SEND IT](#) by demanding the most ambitious party manifestos on climate action EVER. Support our latest campaign, and help us Send It For Climate! The campaign is now launched and runs until at least mid November.

How You Can Support (the important bit) 📌

Together, we can be hugely influential. Every voice matters, now more than ever, and we need your support. Here's how you can help:

- [Watch our 30 minute campaign briefing](#) to learn all about the campaign.
- Distribute postcards to your customers and clients - this could be alongside online orders, in store, magazine mailouts, or at events.
- Tell your audiences how they can Send It For Climate. We will supply copy and assets as the campaign progresses to make this as easy as possible.
- Get your staff, ambassadors, or members to send a postcard and share the campaign.
- There is a [virtual postcard](#) that can be shared via social media and newsletter.
- Co-sign letters to decision makers - we will circulate these as the campaign progresses.
- Donate to POW UK. The more we can invest in Send It For Climate the more impact we can have.
- Any other way you can think of? Get in touch!

Email us at partners@protectourwinters.uk to let us know how many postcards you can distribute, request sharing assets, more information, or with any ideas!

The Issue | We're not on track to Net Zero

The UK government committed to reaching [net zero](#) emissions by 2050, but [we're not on track](#), and this affects everyone. Net zero is how we stop climate change, and the sooner we reach it, the more impacts we can avoid.

What is Send It For Climate?

The next UK Government must bring policies that get us back on track for net zero by 2050. The 2024 general election is our opportunity to make that happen. Here's how 📌

We need the entire UK outdoor community to send a prepaid postcard in the run-up to the general election - see what we did there? [SEND IT!](#)

Policy commitments start with party manifestos, and you have the power to influence those manifestos. Our postcards outline policy commitments needed to get us back on track to net zero, and we will deliver them to the relevant ministers. You can find our campaign asks in our [mini-manifesto](#).

Assets

You can find all of our campaign assets for you to use [here](#).

Quick links: [Landing page & Virtual Postcard](#) | [Images](#) | [Social media assets](#) | [Postbox Design](#) | [Postcard Design](#) | [Logos](#) | [Retail Brief](#)

Sample Copy

Join us and SEND IT for climate!

The UK government committed to reaching net zero emissions by 2050, but even according to their own climate change committee we're not on track, and this affects everyone.

The next elected UK government must make policy commitments that get us back on track for our climate targets. Policy commitments start with party manifestos, and you have the power to influence those manifestos!

We need the entire UK outdoor community to send a prepaid postcard to stand up for the places we love!

POW have taken care of the hard part - their postcards outline the policy commitments needed to get us back on track to net zero. All you need to do is pop into the store, complete one, and POW UK will deliver it to the relevant ministers.