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## Step by step action guide

### 1. Identify your target

We're delivering the report to targets who are supporting the fossil fuel industry, or directly to the industry itself. You can also deliver it to your friends or family. Or to a candidate running for election. It's over to you.

If you are already part of a campaign, then identify a target that works for your own campaign. If you're not involved in a campaign currently, then have a look at our map of suggested targets to help get you started.

[You can find all the suggested targets for you region \(if applicable\) in our toolkit.](#)

### 2. Register your action

Register your action at [350.org/1-5](https://350.org/1-5) so it appears on the action map and shows others what is happening around the world. Your actions can motivate other people to take action.

### 3. Prepare

You could organise a delivery by yourself, but it's going to be more fun to get together with others to plan it. Here are some questions to guide your planning:

- What is the tone of your delivery? Match your tone to the need for accountability and action - that might be showing your frustration with inaction, or fierce love that shows anger but in a way that people can relate to, or it might be with a sombre tone.
- Can you draw on your cultural and social heritage? It might be that your identity is being someone who lives along the sea shore, and you are concerned about how rising seas will your community's homes. You might be a grandparent - a classic example is the Knitting Nannas who take their knitting to protests. Or perhaps you have an existing relationship with an unusual or interesting ally (a climate scientist?) that you could ask to join for your event? Remember to always be respectful and don't claim culture that isn't yours to claim.

- How will you deliver your report? What are the logistics involved? What are the risks that you need to plan for? How many people will you need to make the delivery work?
- What are the visuals you want to use to get across the key message? Remember to design your delivery so you will get a media-worthy photo of the delivery.
- What message do you want to send to the media?
- For people who can't join you in person, will you collect their support in some other way? For example: signatures on an open letter, or a petition?

Check out the [toolkit](#) for some sample texts you can tailor for recruitment, media and support.

## 4. Promote!

Get calling and texting your family, friends, and neighbours. Use whatever social media your community uses – if it's Facebook, create an event and post updates, or reach out through WhatsApp groups. Reach out to allied groups in your local community and ask them to invite their members to come along too.

## 5. Do the action!

Download a copy of the report to deliver (or your poster or other representation of the report's message) for printing. We have provided links below.

Our toolkit also has guides on talking points, how to capture great photos, amplify on social and traditional media and visual resources for making your action look great.

[Find all these resources in the action toolkit here.](#)

## 6. Report back & debrief!

Send us a photo and post about your action on social media using #1o5C, [send us photos by following the instructions here](#) and fill in the [report-back survey](#). Now celebrate and debrief with your team! A debrief can be super simple: ask everyone who was involved to share one thing they liked about how it was organised, and one thing they think could be improved for next time a similar action takes place. Then get planning for your next steps.