

GUIDEBOOK: RECLAIM EARTH DAY



c41008

reclaimearthday.org

This document can be accessed at bit.ly/reclaimearthday
Contact reclaimearthday@gmail.com with any questions about RED!

📷 [Instagram](#)

@reclaimearthday

This April 22, we will turn out **100 college campuses and partnering communities** to take back Earth Day from fossil fuel interests and build a long-term, intersectional student movement for environmental justice.

This April 22, we fight for our communities and our planet in a way we've never fought before.

This April 22, we Reclaim Earth Day. **And we need you to join us.**

THE DEMANDS

We're turning out a hundred college campuses and partnering communities to demand that our institutions prioritize climate justice on all levels – from the halls of our universities to the halls of Congress. [Full demands are linked here.](#)

Students Declare a Climate Emergency.

1. **Divest** from fossil fuels → **Invest** in environmental justice initiatives
2. **Dissociate** from Big Oil → **Build** relationships with frontline communities
3. **Decarbonize** our campuses → **Lead** on climate solutions

~ [Sign up to take Action Here!](#) ~

THE ASK → If you and your campus are interested in joining this coordinated action on Earth Day, do THESE THREE THINGS:

1. Talk with others in your campus group, and [fill out the official sign up form](#) to let us know you're in.
2. [Join this Slack workspace](#) of colleges, universities, and community members around the country planning to take action.
3. [And sign up for the April 21 General Coordinating Call](#) (the last before Earth Day!)
Next up: [Sign up for the April 28 Campus Climate Network x RED Onboarding Call](#)
4. [Sign on to the Reclaim Earth Day op-ed!](#)

If you'd like to help plan this action on the national level as well, the Slack channel will include information on planning meetings that we invite you to join! Stay tuned for further communication about plans for the Earth Day action. In the meantime, start brainstorming what an escalated action could look like on your campus.

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ACTION OVERVIEW

→ Feb-Apr RED Planning Calendar

Mobilize!

Replace greenwashed Earth Day narrative with a national, intersectional student movement. How can your action can operate to shift the existing narrative?

Get national attention for a climate emergency. Show that young people are powerful and united in how we view climate action and environmental justice. We want our school administrations and government to act!

Organize!

National and local op-eds with sign on to our demands; get press coverage!

Use Reclaim Earth Day to launch a longer term campaign or build an escalation arc for an existing campaign!

The target:

Our school administrations

Our colleges and universities hold power. They produce research at the forefront of shaping public policy, host conversations that shift cultural and societal norms, and play an important role in educating the next generation of workers and decision-makers. We are demanding that they act with the urgency and at the scale that this crisis requires. While mobilizing the full weight of the resources and power they hold, our colleges and universities must center communities on the frontlines of the climate crisis and pollution. They have the opportunity to end their complicity in the climate crisis. Colleges and universities must reject the power and profits of the fossil fuel industry and position themselves as leaders in the research, education, and climate action we need to build a better world, where workers are empowered, everyone has clean air and water, and all of us can thrive.

The public

We are always trying to reach more people with our message and bring them into our movement. We want people to see the action, in person, on Instagram or TikTok, on the news, or in the school paper, and say, "How do I join this group?"

General Information and Support

Demands and Vision: We're mobilizing to kick the extractive fossil fuel industry off our campuses and demand that our administrations prioritize environmental justice – but how are we actually doing that? [Read our national demands here](#) and [our “preamble” explaining why we’re taking action here](#), then start thinking about how these demands fit into your campus.

Regions and Regional Coordinators:

Action Planning Template: [Use this action planning template](#) to think about your key action roles and all of the steps for prepping for your action.

Trainings: In addition to support from regional coordinators, the national coordinating team will be hosting many trainings to help you prepare for April 22nd! [Check out our full calendar here](#).

- [Sunrise Movement Building Multi-Racial Cross Class Power - Earth Day Recruitment Training](#) (Sun, Mar 31, 6:00pm–7:00pm EDT, Mon, Apr 1, 8:00pm–9:00pm EDT)
- [Sunrise Movement Visual Strategy & Art Build - Earth Day Training](#) (Sun, Apr 7, 6:00pm–7:00pm EDT, Mon, Apr 8, 8:00pm–9:00pm EDT)
- [Sunrise Movement Storytelling & Public Narrative - Earth Day Training](#) (Sun, Apr 14, 6:00pm–7:00pm EDT, Mon, Apr 15, 8:00pm–9:00pm EDT)

How did RED come to be? Who is organizing it?

In December 2023, organizers from **campus climate organizations** throughout the United States and abroad began planning RED in collaboration with [Campus Climate Network](#), which is building an international coalition of student-led climate justice groups fighting to cut ties with the fossil fuel industry and its enablers.

RED aims to build connections with **non-climate-focused groups** to carry out Earth Day actions, including campus-based groups fighting for racial justice, decolonization, reproductive justice, housing justice, and more, and against destructive industries that are actively harming communities around the world.

Although mainly organized by college students at the national level, our demands Divest, Disassociate, and Decarbonize also apply to K-12 schools, this country, and the whole planet. They are crucial actions that must be taken at all scales to achieve environmental justice. At your own schools, it is vital to build connections with **communities and organizations outside your university** towards the goal of Reclaim Earth Day.

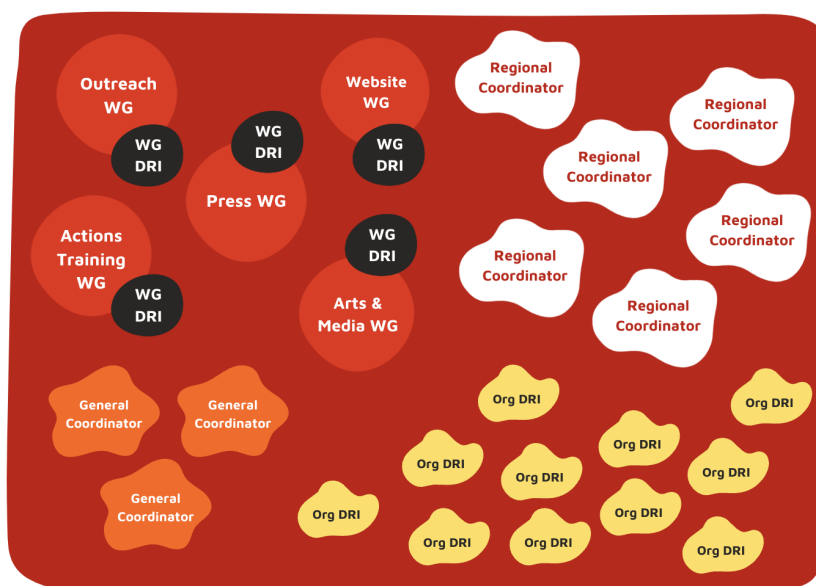
And now... **YOU are organizing RED too!**

National Coordination Team and Organizational Structure

The RED National Coordination Team is made of **General Coordinators** and **Working Groups**. These individuals and groups make decisions around how RED will operate and connect on the national level (i.e. visual strategy, core demands, distribution of resources, etc.). All campuses taking action for RED unite around a core set of demands and a core idea of **Reclaiming** Earth Day, but what that means will look different for every campus, so that's where **Org DRIs** and **Regional Coordinators** come in!

National Coordination Team

makes decisions + coordinates working groups



[Check out this doc for more information on our structure and roles!](#)

- Each **Working Group (WG)** has a **WG DRI (Directly Responsible Individual)** who functions as the point person, making sure meetings and tasks are happening timely and going smoothly.
- Each organization (e.g. campus climate group) helping plan RED has an **Org DRI** to ensure that:
 - ◆ The org votes on RED Coordination Team decisions
 - ◆ The org is represented at National Coordination Team meetings
- **Regional coordinators** are point people for their regions whose roles are fully outlined [here in the regional stronghold packet](#). In summary, regional coordinators conduct outreach in their respective regions and then, after this outreach phase, potentially lead in regional action planning. They also connect groups to national resources.
- **General Coordinators** were elected to help ensure the national coordinational is running smoothly, serve as points of contact to regional coordinators, and more.

General Planning Calls and Working Groups

Every other week, the national coordination team meets over Zoom to make big-picture strategy decisions, give working group updates, and discuss any matter that concerns the national coordination team. Check out [our google calendar](#) for more information.

RED Working Groups + Slack Channels

[Join our Slack](#) if you haven't already! Then, go to "Add Channels" and look for these:

- Outreach
- Actions training
- Press
- Art and Media
- Website
- [Your region's channel]

Regions, Regional Planning, and Outreach

For each region, there are one or multiple regional coordinators, whose organizations are leading outreach in the region and making sure you all have the resources and support that you need.

Find your regional coordinator here: [\[RED MAP\]](#)

For more information on regions and regional coordination, check out the [regional stronghold packet](#).

→ If your group is excited about being a regional stronghold, [fill out this form](#)!

Why should I contact my regional coordinator?

- You have a question about RED! If your regional coordinator doesn't know the answer, they can direct you to someone who does. Of course, if you're in the [RED Slack](#), you can ask anyone questions (especially general coordinators Amanda, Annika, and Trey or a working group lead).
- You need support planning your action. Regional coordinators may be able to help, or if not, they can connect you to someone who can.
- You'd like information about what other schools in your region are planning for Earth Day.
- You are missing a resource that exists or you thought of a kind of resource, training, support that doesn't exist. Regional coordinators will channel this information to national coordinators so they can create the resource for you!

Not a Regional Coordinator? You can still do outreach! Check out the [Outreach Guide](#).

ACTION TYPES



There are many different ways to take a RED action this Earth Day! The action you take will be dependent on how reclaiming this well-known day best fits in with your campus. While considering what action to take, make sure to be in-contact with your Regional Coordinator – they can help you find the resources to make your action a success, use this action to build out a longer-term campaign, and act as a support system for all things related to your action.

Also be sure to check out our [training calendar](#)! We're hosting virtual trainings on everything from campaign development to art builds to press contacts throughout the months leading up to Earth Day.

Looking through this guide but haven't committed to taking action yet? [Join us by filling out this form](#)!

Choosing a Target and Action Type

So you want to take action, what next?

United around the same demands, actions for RED will look different on every campus.

On your campus, first consider the role of a RED action and these demands in either **(A) building a new campaign** or **(B) acting as a strategic action in an existing campaign arc on your campus**. From there, think about what type of action is best fitted for your campus or group!

Questions to consider when planning your action:

- How many people can I mobilize?
- What level of risk am I willing to take / is my group willing to take?
- Is there a specific pressure point my group should apply with this action?
- How can this action, and its planning process, serve to educate and create a community as well as apply pressure to a target?

What unites RED actions beyond our demands?

All RED actions aim to have a cohesive visual theme and rhetoric.

VISUALLY, our actions use red and black colors to portray a militant front, ready to reclaim the status quo and fight environmental injustice. These colors can come through in our clothing (red bandanas on all-black!), our art materials, and our social media posts.

RHETORICALLY, our actions will use similar slogans to clearly communicate our main demands. Put these on posters, banners, flyers, social media content, and more!

Examples include: "This is CODE RED," "We declare a climate emergency," "Climate Justice Now," "Big Oil Back Off [Our Campuses]"

LOCATION may vary by your region. If your campus is located in or near a city, or you have strong connections with other campuses in your region, you may decide to collaborate and hold a larger event. Although our demands are university-focused, you may decide to partner with other organizations in your region to turn out as many people as possible and showcase our collective power: look how many people support a climate emergency, and divestment, dissociation, and decarbonization!

- Campus
- Local government building
- A central park, plaza, or public space

Factors to consider when picking your action location:

- Staging - what does the building look like?
- Hours - if you are targeting an administrative building, will the office be open?
- Transportation - how will people get there? Is it near public transit?

Scout it out! After you find a location or two that you want to consider, it's key to scout. This means visiting the location/office before the day of action. Take photos. Record videos. What does the location look like? Where will people stand? Will everyone go inside to deliver the petitions or just a few of you? How will the banners and signs look? Is there a park nearby where everyone can meet up to get ready and walk over together?

1: Occupation

Occupy a central campus building or administrative office or other space relevant to your demand from your target, or take a similar level of direct action. This would be a deliberately high-risk (potentially but not necessarily arrestable) action, with a goal of maximizing disruption to those refusing to implement your demand or a non-status quo policy.

Examples of actions of this scale/form: [2021 University of Cambridge BP Institute occupation](#); 2019 Harvard-Yale Football Game Protest; 2022 Fossil Free Penn yard encampment

Ideas/suggestions for best practices:

- If you plan on undertaking an arrestable action, try to identify pro bono legal support in your area and provide action participants with a number for a pro bono lawyer ahead of time; also make sure you [know your rights](#) ahead of time and ideally plan a civil disobedience training if this is your first time risking arrest (some organizations offer for free)
 - E.g., the [National Lawyers Guild](#) (it has chapters across the US, and offers free civil disobedience training), [some more resources in the Boston area](#)
- Best to have a clear security briefing for participants; the advantage of an occupation is high impact w/ less people vs. a rally of many
 - Possibility for rolling occupations, police can be
 - Be aware of how your local police will handle this. Does the university collaborate with other police forces?
 - Likelihood of arrest/confrontation may be reduced by a clear end time for the occupation that is communicated to security
- Note of risk of probation
- Scope out the space (entry/exit routes)
- Indoor AND outdoor blockage options

Check out Sunrise's office takeover guide: [☰ Sunrise Office Visit/Takeover Guide](#)

2: Rally / Strike / Mass Public Demonstration

Organize a rally, strike from class, or other forms of mass public demonstration. This would be a high-profile but not necessarily risk-incurring action, likely requiring greater capacity, with a goal of maximizing attendees/participants.

Examples of actions of this scale/form: 2019-2022 climate strikes

Ideas/suggestions for best practices:

- Have clear messaging for rally
 - Have several clear, cohesive talking points
 - Be understandable to people not familiar
- Have a good range of speakers from stakeholders/ community
- A checklist/ list of roles. See the "Logistics" section of [Activist Handbook](#)
- Need a plan, delegate tasks
- Have good ways for attendees to participate and feel included – [RED chants list](#), handing out flyers, music, etc!

RED Chants

- "Fossil profits - rising tide! Hear us, (institution name) - pick a side!"
 - "What do we want?
Climate Justice!
When do we want it?
Now!"
 - "When the ___ (e.g. air) we ___ (e.g. breathe) is under attack, what do we do?
Stand up, fight back!"
- Consider location and path

3: Creative Action

Conceive a smaller creative action to call attention to the need to cut fossil fuel ties in visually powerful or unconventional forms. This would involve no risk and would aim to communicate our message in new ways. It could involve the use of **theatrical, musical, visually artistic**, or other kinds of performance-based components.

Examples of actions of this scale/form: BP or no BP theater performances, Bread and Puppet Theater (use of puppets), 2022 FFR solidarity actions by [Oxford](#) (dressed up as scientists and read a statement) and [GW](#) students (covered a fossil fuel-funded research center director's office door in literature exposing the fossil fuel money and calling for FFR)

Ideas/suggestions for best practices:

- Hanging up **symbolic banners/posters** around campus. Even if they are taken down quickly.
 - Consider location/publicity and low vs. high-risk
- Can collaborate online - Zoom backgrounds, snapshot

- **Wheatpasting!** From Sunrise: [☰ Wheatpasting Guide \[Evergreen\]](#)
- **Chalk art!**
- **Stickering** campaign (vinyl stickers aren't too bad to take off, in terms of vandalism)
- **Street theater/visual demonstration.** E.g. pouring "oil" on people's heads, costumes, making an Earth piñata filled with money and destroying it while dressed up as a fossil fuel executive...
 - Highlight media coverage!
- **Music performances** make good social media content

Art Build advice!

4: Banner Drop

Organize a banner drop to amplify our call. This would be a zero-risk and very low-capacity solidarity action.

Ideas/suggestions for best practices:

- Try to pick somewhere either very visible or very symbolic of the fight
- Consider how long your banner may stay at the location before potentially being removed by university staff (hence highlighting the need for a high-traffic location)

From Sunrise: [☰ CE Launch Banner Drop Guide](#)

5: Teach-In / Educational Action

Can be zero-risk and potentially very high impact!

- In teach-ins, participants come together to learn more about a topic and could consist of student-led participatory workshops, discussion panels, group action brainstorming, or debates.
- Great option if there is not much interest in climate justice on your campus!
- Teach-ins should engage the participants and generate excitement for long-term organizing. Could focus on building understanding about intersectional climate action.
- Can be combined with other forms of action, such as occupations, but they do not need to be.
- If applicable, make sure to reserve a space and speakers far in advance.
- **Sample Slide Decks**

GENERAL ACTION PLANNING

Recruitment and Absorption

All successful actions include a plan to recruit people to be there and retain them in your organization afterwards!

Consider [joining Campus Climate Network](#) to continue building our national collective power! Check out Sunrise's [Action Recruitment and Absorption Guide](#).

COVID Safety

COVID restrictions and regulations have been relaxed across the country. Still, taking COVID-19 into account is very important to keep yourself and the people around you safe. Be sure to talk to your organization's members about their personal comfort and give them the information they need to make an informed decision about whether or not to attend the action. Take into account COVID safety when you're choosing which of the above actions to do and how you execute it.

- **If you feel sick, don't leave the house!** There are other ways to support the movement. Please don't risk getting others sick!
- **Wash your hands** before you leave your house, when you return, and if you're able, during protests.
- **Consider wearing high quality (N95 or KN95) face masks.**
- **Get vaccinated beforehand.**
- **If you are high risk or live with someone who is,** please consider ways you will quarantine, take precautions, or other measures you can take to show up. Protesting in person is not the only means of action you can take to support this moment.
- **In the event materials, make it clear and explicit that these rules will be in effect for the action.** Those who are high-risk should understand the potential risks of attending, and organizers should take these and other precautions along CDC guidelines.
- **Make sure there is someone at your action whose role is to think about COVID safety.**

Accessibility

We want a safe, participatory action for as many people as possible. To do that, we need to be thinking about accessibility from the moment we start planning an action. Here are a few helpful questions from the HBCU Disability Consortium: Who is going to participate in this? Does your planning committee resemble the participants we want? Who is likely to feel unwelcome and not want to be there? From the start, what can we do to make things more accessible, inclusive and welcoming? What are some choices we can offer to support individual needs at this event? Check out this [accessibility for election actions guide](#) to begin thinking through these questions.

Safety and Risk

As you prepare for your action, we highly recommend reading through the [Sunrise Safety & Security Guide](#).

We cannot always control how escalated other people will be, so we want to be prepared to handle situations as safely as possible. This resource was created by movement partners who have been working to compile key resources for activists to use, and has detailed thoughts on how to prevent, prepare for, and de-escalate violence if it occurs.

Additionally, it's important to recognize that even in peaceful, lawful actions, law enforcement may show aggression and each of us experience that risk in different ways. We also need to take into account how different members of our group will experience interactions with the public, politicians and press. Participating in a peaceful action may be a much higher risk for some of us, because of our race, gender identity, our ability, our immigration status or other factors. **Although you can support and advise fellow organization's members on how to stay safe, there is no way to fully guarantee the level of risk at an action, including completely legal ones, and each person in your organization should decide what level of participation they are comfortable with taking.** Check out this [Know Your Rights Guide](#) from the ACLU to make sure you are prepared. Consult the [Taking Action Guide](#) for more information about risk. For more general guidelines about movement safety, check out [Movement Safety 101](#).

Young People's Safeguarding

As you plan your action, keep in mind the safety and comfort of young people (anyone under the age of 18) at your action. Check out Sunrise's official [Young People Safeguarding Policy here](#).

If you have any questions about this policy or if you need to make a report of something that has happened involving a young person, please reach out to reclaimearthday@gmail.com.

Plan for What's Next

Absorb, welcome, and train new members. Make a plan for what comes next in your organization to build the momentum and grow your membership.

One great option is to...

Consider hosting a welcome meeting to bring new members into your organization! A welcome meeting is a great way to bring new people who showed up to your action into the structures of your organization, and continue growing our collective power.

Your Welcome meeting should happen within a week or two of the action, and make sure the date and time are announced while the action is happening so new people know to look out for it. You can even have people sign up for the Welcome meeting during the action!

[Consider Joining Campus Climate Network!](#)

VISUAL STRATEGY



What is Visual Strategy?

"Visual Strategy" is a simple way to say "using art and creativity to **make our strategy visible**." It's our banners and signs at actions, our merch, public art, yard signs, canvassing materials, social media content, videos, etc. Making art together is a way to have fun and express ourselves. Using our visuals strategically requires **discipline, cooperation** and **intention**. By coordinating our visuals and making thoughtful choices together, we take control of the images we use to communicate ourselves to the public.

Why Visual Strategy?

A strong use of visuals and art across all aspects of our movement ensures that our stories, demands, unity and power are **effectively and evocatively communicated** to the world. Media often use our photos in articles because the visual clarity of our messaging - snappy demands, the way people hold their bodies, our legible banners - **helps the public understand what we're fighting for**. This allows our frame and demands to reach far and wide, **helping us win** hearts, minds, and build people power. Without clear and intentional visuals, even our most thoughtful work can appear unclear, scattered, and unprepared to the public... but when our visuals are as sharp, cool, beautiful, and organized as we are - potential members can see a movement they want to be a part of, and believe can win!

Style Guide and Slogans

It is valuable for us to have consistency in our slogans + designs across the country to show our unity + power:

- Check out the [Social Media & Visuals Toolkit](#)
- [RED Slogans List](#)
 - **Overall demand/ Large banner**
 - "STUDENTS RECLAIM EARTH DAY"
 - "THIS IS CODE RED"
 - "[Your campaign's specific, main demand(s)]" e.g. "DIVEST, DISSOCIATE, DECARBONIZE, NOW!"
 - **Smaller signs:**
 - "STUDENTS DECLARE A CLIMATE EMERGENCY!"
 - "CLIMATE JUSTICE, NOW!"
 - "END THE ERA OF FOSSIL FUELS!"
 - "INVEST in our FUTURE, NOT FOSSIL FUELS!"

These are suggestions, and edits might be needed to connect to your local context. Need help with your designs or choosing slogans? Shoot us an email at reclaimearthday@gmail.com and we will be happy to help you brainstorm or edit designs!

Art Build

In order to make this art for your action, we recommend hosting an [art build](#) with your organization! Here are some basic steps and resources for you to plan your art build:

1. Decide which of the above designs you are going to use, and how many of each
2. Review these guides for the types of art you are making:
 - a. smvmt.org/banner
 - b. smvmt.org/stencil
 - c. smvmt.org/picket
3. Review the guide for how to run a great art build. smvmt.org/artbuild
 - a. Find a place to host your art build
 - b. Schedule a time
 - c. Invite your organization + friends!
4. Create a supplies list based on what you are making - [use this list as a starting point!](#)
5. Go shopping for your supplies! Everything should be easy to find in stores, except for sometimes people have a hard time finding the [posterboard](#) we use to cut our stencils. Check if it is in stock at a Michaels or Blick near you, or order it ASAP!
6. Prep for your art build
 - a. Cut stencils
 - b. Trace Banner(s)
 - c. Arrange materials and set up your space
7. Host your art build!

Staging

The most important piece of communicating your narrative is through staging—the way you hold your body and your action art, what formation you stand in, and your facial expression. If you make a bunch of beautiful art but then hold it upside down or not facing the camera - all your work may feel like a huge waste of time! Follow this checklist to make your action powerful:

- ☐ Review Sunrise's [staging presentation](#) and this staging guide  rally staging basic.pdf
- ☐ Research the location on google maps
- ☐ Work with photographers/social media team to make a "shot list" (learn more in the photo video section)
- ☐ Draw an image of what the action will look like, where people will stand, what signs they will hold, etc.
- ☐ Work with action leads to make sure staging aligns with action plan
- ☐ Prep your action MC to speak to the crowd about the importance of staging (more info in  rally staging basic.pdf)

ACTION COMMUNICATIONS

RED POST ACTION FORM

Outreach

RED Outreach Guide

Make sure to reach out to non-climate orgs on your campus and beyond - climate justice is social justice!

Press

Check out:

- Sunrise's [Media Outreach Guide](#) and accompanying resources from their [Press 101 training](#).
 - [Fossil Free Media Press Training Advice](#)
1. Identify one or more local or campus press contacts and send them messages (about one per week) to create a connection, spread the word about RED, and let them know you'll be sending a media advisory and press release shortly. Use the [RED Journalist Outreach Template](#) and consult [Campus Climate Network's press contacts](#) if you need them.
 2. NOW: Decide if you want to edit the RED Op-Ed to your local context like the [Tompkins County Op-Ed \(Ithaca/Cornell University\)](#). [Use this template](#) or start from scratch using the [national RED Op-Ed](#) as inspiration. Consider centering a personal narrative, including how you are impacted by climate change and what inspires you to organize for climate justice.
 3. APRIL 19: Send [this media advisory](#) to local journalist/s (edit red highlighted sections according to your organization's action and context).
 4. APRIL 22: On the day of your action, send [this press release](#) to local journalist/s (edit red highlighted sections according to your organization's action and context).

Action Talking Points

Here is what you should say about RED whenever you are approached by an administrator, member of the press, or another potential action taker!

- We are reclaiming Earth Day from corporate greenwashing and fossil fuel interests and instead building a national intersectional student movement based on no new fossil fuels and environmental justice.
- Students Declare a Climate Emergency. We are demanding our school administrations and country divest from fossil fuels and invest in environmental justice initiatives, disassociate from the fossil fuel industry and build relationships with frontline communities, and decarbonize our campuses, leading on transformative climate solutions.
- We are a cross cause movement fighting the fossil fuel industry and its enablers who harm communities around the world. This is not the climate movement in a silo.

Photo and Video

Capture the content of your actions! Having photos that clearly communicate the message of your action is a crucial way to get your narrative out to the public.

- ☐ Check out this [Photography Guide](#) and [Shot List & Social Media Guide](#) for more specifics on posting content from actions.
- ☐ Be sure to get consent of those photographed before taking their photos at actions; here is a form you can send out to people participating in the action beforehand (make a copy before sharing!): smvmt.org/photoconsent.
- ☐ After the action, please upload your photos to this folder: [Master RED Photos](#)

Social Media

Often when we think about posting on social media for an action we just think about the day of the action. To make the best use of our social media we want to think about sharing the entire action arc: preparing for the action, doing the action, and after the action, on your org's social media. Check out Sunrise's [Social Media Guide](#) for more examples of how to do this.

[Social Media & Visuals Toolkit](#)

Use social media to absorb people into the movement! When you post about your action on social media, make sure to include a link for them to sign-up for your next organization event whether that's a meeting, training, or another action. Absorption is an important next step after an action!

Be sure to tag [@reclaimearthday](#) and [@campusclimatenetwork](#) (especially in IG stories) so that we can see your content and repost it!

For partnering organizations: [Toolkit for sharing RED social media, photos, press, and demands!](#)

Speakers/Spokespeople

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, and spokespeople, the people who are designated to talk to the press, should also review talking points ahead of time to make sure that your topline messaging, demands, and objectives are highlighted in short sound bites and so that you're ready to answer questions during the action.

Wanna create an epic video to invite others to the next action? Check out Sunrise's [narrative selfie video guide](#) for how to do short videos to share your story.