#FrackingFuelstheFlames Toolkit

Below is a digital toolkit that contains guidelines, sample social media posts and graphics to share to highlight the role of oil and gas fracking in fueling the flames of wildfires and other impacts of the climate crisis on our communities. The oil and gas industry is the #1 source of greenhouse gas emissions fueling the climate crisis in CO (especially when exported oil and gas emissions are counted). The oil and gas fracking industry is also the #1 source of ozone pollution precursors leading to 'severe' air quality in several areas of our state. **Please share widely the video below and this open letter of support for a just transition and phase out of new oil and gas fracking permits by 2030 in Colorado!**

***350CO/Safe & Healthy CO Press Release here.**

The video and sign on letter can be found at www.SafeandHealthyCO.org.
For any questions, please contact Heidi@350colorado.org or patricia3nelson@gmail.com.

(We thank our allies at Last Chance Alliance for sharing these materials in our shared mission to solve the climate crisis.)

Watch and Share the Video:

Watch our 2-minute video, ***How Fracking Fuels Colorado Wildfires***, on Twitter, Facebook or Instagram, to learn more about the connection between drilling and fracking for fossil fuels and the wildfires destroying homes and lives in Colorado, and many other places.

Then Take Action:

1. **Click here to sign onto an open letter of support for a just transition and phase out of new oil and gas fracking permits by 2030**. (Note: this open letter of support will be shared periodically with Colorado leaders as a call for action.)

Bonus actions:

2. **Share** this video with your network on social media (sample posts/tweets below).
3. **Send an email to the Polis administration and your legislators** to call for a phase out of fracking permits by 2030. If time allows, personalize the email by sharing your story about how climate-driven wildfires, drought, floods and extreme weather have impacted your life and ask that our leaders stop fracking from fueling the flames of the climate crisis.
4. **Write a letter to the editor or opinion piece** on the connection between wildfires, climate impacts and fracking oil and gas drilling. Sample letter and instructions on how to submit are found in this #StopFuelingtheFlames Letter to the Editor Toolkit

How to Post Across Platforms

Instagram, Twitter, Facebook publishing plan

Safe and Healthy CO Wildfires Upload + Share Instructions

Sample Copy (see below for images)

FACEBOOK

*Find sample tweets and posts pinned to top of 350CO's Facebook and Twitter pages daily.

QUICK TIPS

- The CO #FuelingtheFlames video is posted here. Share it from your personal account. Let friends know – oil and gas fracking is #fuelingtheflames of the climate crisis and wildfires. It's time to phase out new fracking permits. Take action at www.safeandhealthyco.org

SAMPLE FACEBOOK POST - Find our facebook posts to share here

SAMPLE FACEBOOK POST - Video is here to share on your facebook page	
1.	Colorado's wildfires are getting bigger and growing faster. The cause: fossil fuels. Fracking and burning fossil fuels is fueling the climate crisis, creating hotter & dryer conditions, and making Colorado wildfires incredibly large & almost uncontrollable all year long. Take action! 1) WATCH & SHARE this video to spread the word: 🗣️🗣️ #FrackingFuelsTheFlames of the climate crisis. https://www.facebook.com/watch/?v=780431659715034&ref=sharing 2) Then go to www.safeandhealthyco.org to sign onto an open letter of support for a just transition and phase out of new oil and gas fracking permits by 2030.

TWITTER

*Find sample tweets and posts pinned to the top of 350CO's FaceBook and Twitter pages daily.

QUICK TIPS

- The below copy is meant to guide your posts. Put it in your own voice for maximum reach.

TOP TWEETS TO SHARE

👉Bill McKibben post

SAMPLE TWEETS

	SAMPLE TWEETS
1.	Colorado's wildfires are getting more destructive. They've wiped whole neighborhoods off the map. RETWEET this video to spread the word: 🗣️🗣️ Fracking is #FuelingTheFlames. Then go to www.safeandhealthyco.org to sign the support letter to phase out new fracking permits in CO by 2030! 👉 [click to tweet] retweet live
2.	In Colorado, extreme heat, drought & fires threaten our health, our safety & our future. Oil and gas fracking is Colorado's #1 source of global heating emissions. Learn how fracking is #FuelingTheFlames and what the @GovofCO can do about it: www.safeandhealthyco.org 👉 [click to tweet] (retweet live
3.	Fracking, environmental racism & our toxic fossil fuels threaten the health of communities AND have made wildfires in Colorado more extreme. Tell the @GovofCO to phase out new fracking permits in CO by 2030! 1️⃣RT 2️⃣Take action at www.safeandhealthyco.org 👉 [click to tweet] retweet live
4.	Colorado has a "green" image...but we're one of the LARGEST fracked oil and gas producers in the U.S. It's time for a just transition phase out of new fossil fuel permits and to build a future powered by good union jobs & renewables. Take action at www.safeandhealthyco.org 👉 [click to tweet] retweets live

5.	Historically, fires ebbed & flowed with Colorado's seasons. Fracking and burning fossil fuels has made wildfires large & uncontrollable all year long. It's time to phase out new oil and gas fracking permits. We have to stop #FuelingTheFlames. LEARN MORE: www.safeandhealthyco.org 👉 **[click to tweet]** retweet live
6.	As @billmckibben put it: In a world on fire, stop burning things. Fracking and burning fossil fuels is #FuelingTheFlames of Colorado's massive wildfires. @GovofCO: it's time to phase out new permits for oil and gas fracking. Learn more and ACT at www.safeandhealthyco.org 👉 **[click to tweet]** retweet live
7.	The Marshall Fire destroyed over 1,000 homes, and caused an estimated $1B in damages. Victims need more than thoughts & prayers. With every new oil and gas fracking permit in CO, we're #FuelingTheFlames of climate-driven mega fires. It is time to ACT: www.safeandhealthyco.org 👉 **Click to tweet** retweet live
8.	@GovofCO has the power to phase out new oil and gas fracking to protect our health, safety and future - before more Colorado communities are wiped off the map. It's not too late. But we need to act now to stop #FuelingTheFlames: www.safeandhealthyco.org 👉
9.	Spanish language post: La colonización, el racismo ambiental y la dependencia de los combustibles fósiles amenazan la salud de nuestras comunidades. La quema de energía tóxica ha hecho que los incendios forestales en Colorado sean más extremos. 1️⃣RT 2️⃣Toma acción visitando www.safeandhealthyco.org 👉 **[click to tweet]** retweet live

INSTAGRAM

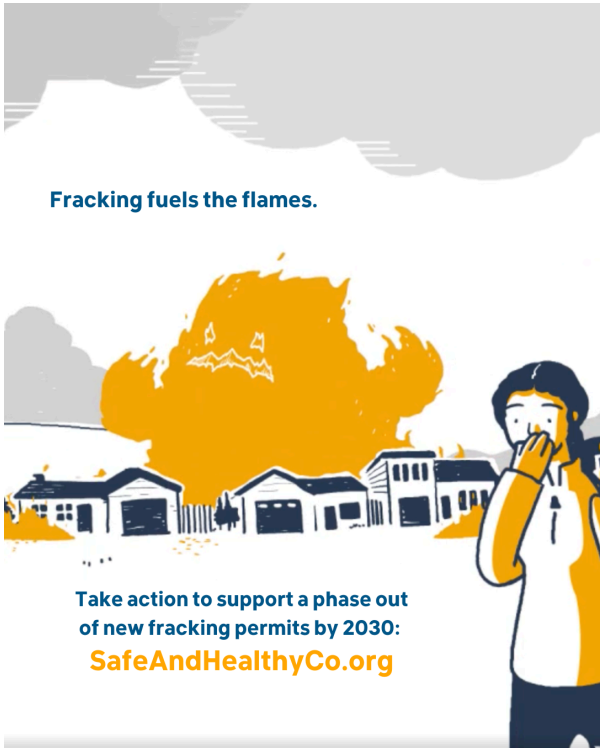
QUICK TIPS

- Find our instagram posts to like and share here Sample Post here
- The video is hosted on Instagram: Like and share it to your story. Let friends know – Oil and gas fracking is #fuelingtheflames of the climate crisis and wildfires in Colorado. It's time to phase out new fracking permits. Take action at www.safeandhealthyco.org"

GRAPHICs
Find Downloadable images here

Instagram posts:





Facebook Posts:









Header image size:





Outreach Instructions

SAMPLE OUTREACH COPY

Send emails and direct messages to allies and supporters.

TAG THE POLIS ADMINISTRATION	
@	@GovofCO @jaredpolis
	Jared Polis, CO Governor
	@govofco @jaredpolis

HASHTAGS
#FuelingTheFlames • #NoNewPermits #ColoradoWildfires

LINKS
TWITTER VIDEO LINK: https://twitter.com/350Colorado/status/1582095803736551424?s=20&t=5lwTxntR49OJ2DOHSSpizw
FACEBOOK VIDEO LINK: https://fb.watch/geBOurQnvo/
INSTAGRAM VIDEO LINK: https://www.instagram.com/reel/Cj0qmURv9kA/?igshid=YmMyMTA2M2Y=
CAMPAIGN WEBSITE: https://www.safeandhealthyco.org/
TOOLKIT SHORTLINK: https://tinyurl.com/yx3k4dvh
SIGN-ON LETTER LINK: https://secure.ngpvan.com/ftaIfFXGnESVMdU08tbPAg2

SAMPLE EMAIL

Subject: Check out this "How Fracking Fuels the Flames" video! Please watch, share and sign on!

Hi friends,

Every year, Colorado's wildfires seem to **grow worse** with the climate crisis. **Meanwhile, our state continues to permit more oil and gas fracking - the #1 source of Colorado's emissions causing both the climate crisis and our 'severe' ozone air quality problems.**

A #FrackingFuelstheFlames campaign highlighting the connections between fracking and Colorado's worsening wildfires launched with Safe & Healthy Colorado!

We need your help to get the word out and demand action! Here's how you can take action:

1) **Watch this 2-minute video "How Fracking Fuels Colorado Wildfires"!**
2) **Join today's Social Media Storm: Share the video far and wide on social media and forward this email to friends!** Here is an outreach toolkit with sample social media posts and more.

   Sample post:

   "Colorado's wildfires are getting bigger and growing faster. The cause: fossil fuels. Fracking and burning fossil fuels is fueling the climate crisis, creating hotter & dryer conditions, and making Colorado wildfires incredibly large & almost uncontrollable all year long. Take action!

   1) WATCH & SHARE this video to spread the word: 🗣️🗣️ #FrackingFuelsTheFlames of the climate crisis.
   https://www.facebook.com/watch/?v=780431659715034&ref=sharing

2) Then go to www.safeandhealthyco.org to sign onto an open letter of support for a just transition and phase out of new oil and gas fracking permits by 2030."

3) Then **sign this support letter for a just transition and a phase-out of new permits for oil and gas by 2030**.

Thank you for taking action to stop fueling the flames of the climate crisis!

In solidarity,

INTERNAL FAQs

Is the goal of this video to demonize fire?
Definitely *not*. The goal isn't to demonize fire—the goal is to demonstrate how fires have been a critical part of Colorado's ecosystem as practiced by Indigenous peoples for millenia, until colonization outlawed indigenous land practices and put in place an extractive economy that runs on fossil fuels.

Where can I get more info on fracking in Colorado?
A lot of people don't know the scale of Colorado's oil drilling crisis. Learn more at safeandhealthyco.org.

Why doesn't this video cover other details and topics?
There are so many huge issues relating to the climate crisis, wildfires, and fossil fuel extraction and production. We just couldn't fit everything into 2 minutes, but please feel free to add your own context and framing when you share the video!

Isn't fossil fuel demand important too? Why are you so focused on drilling?
Absolutely. To transition off of fossil fuels quickly without leaving any communities behind, we need to address supply and demand simultaneously. Since so many other groups are working on expanding renewables and reducing fossil fuel demand, our coalition focuses on how and why we must keep fossil fuels in the ground in CO, and we promote a just transition to a fossil free future. One piece of the puzzle - but an important one!

Is there a broader theory of change to this campaign?

Yes! One video will not change the world. Organizers in our network have been organizing in communities throughout the state for years (and in some cases, for decades) to win action from our leaders.

How does this fit into the national push for a Climate Emergency Declaration from Biden?

Both in Colorado and nationally, the executive branch has wide authority to stop issuing leases and permits for new fossil fuel permits. A Climate Emergency Declaration from President Biden would unlock a host of other powers. We strongly support that national campaign. Additionally, Colorado's governor already has the power to implement our demands, including halting new fracking permits or phasing them out. That's why we're calling for a phase out of fossil fuel permitting in Colorado, as well as for an Emergency Declaration at both the state and federal levels.