

# Sample language and graphics for promoting your climate action event

## GRAPHICS

- [Ready-to-go event banners](#) (for Luma/event hosting platforms, LinkedIn, email, etc.)
- [Ready-to-go graphics for Instagram stories](#) (customize with Instagram stickers/text!)
- [Canva: Customizable printable flyers/posters](#) for your favorite coffee shops.
- Repost anything from the Climate Changemakers [Instagram](#) or [LinkedIn](#).
- **Real photos are the best way to promote!** Find/take pics of your event venue, a previous group gathering or selfie, even your laptop with the event page or resource on screen. It says, *"I'm a real person doing real things—join in!"*

## LANGUAGE

- Above all, your language should be personal and authentic. Explain **what** you're organizing and **why** *in your own terms*, and your message will resonate with your audience better than any prewritten template
- Borrow language about the Hour of Action from [this blog post](#).
- Borrow language about the policy topic or action from the [Action Hub](#).
- When sending a personal message, try structuring it in the following way:

Hi \_\_\_\_\_,

[INSERT PERSONAL CONNECTION - e.g., "It was so great to see you at so and so's birthday party a few weeks ago"].

Remember our conversation about [INSERT ANYTHING CLIMATE OR POLITICS RELATED, like 'the wildfires', 'the crazy heat', 'our frustrating government']? I'm hosting a climate action event on [DATE/TIME], and I would love to see you there. [WHY ARE YOU HOSTING?].

I thought you might be particularly excited to come because [WHY SHOULD THIS PERSON ATTEND?]. I included a little blurb about the event below, and you can RSVP here: [LINK TO RSVP].

Let me know if you can make it!

– [YOUR NAME]

[SHORT EVENT BLURB]