

PRESIDENT BIDEN:
**BUILD BACK
FOSSIL FREE.**

Toolkit: Feb 8-14 Week of Action

En español

Thank you for joining the Build Back Fossil Free week of action! We're calling on President Joe Biden to protect and invest in the Black, Indigenous, Brown, and working-class communities, to end the era of fossil fuel production, and to launch a national climate mobilization to Build Back Fossil Free. Through this week of action, we will highlight the [specific actions](#) President Biden should take now, and demonstrate that there is broad support for these policies across the country.

If you haven't already, please [use this form to sign up for the week of action](#). This will allow us to share updates and send you materials as necessary. Then read the rest of this document for instructions and tips on planning your action.

Because of COVID, we won't be able to organize large events. But we can each organize a small, safe event in our community. Together our actions and photos will show that the mandate that ushered Biden into office has only gotten stronger.

1. Pick a time and place to gather outdoors where you can take photos and video.

- The week of action is Monday Feb 8 to Sunday Feb 14. Pick a day that works for you and others that may join you.
- Gather for a photo in front of a specific fossil fuel project, go to a Congress member's district office, an iconic landmark in your area, or a high-visibility place like an intersection or overpass.
- Invite your crew: ask others in your area to join. Small gatherings are best, and everyone should wear a mask. [More tips on staying safe on page 2.](#)

2. Prepare visuals that convey your message to President Biden: Build Back Fossil Free!

- We are asking everyone take a picture of you holding a sign that says President Biden, #BuildBackFossilFree, and what you are fighting against. A few examples:

#BuildBackFossilFree Stop Line 3	#BuildBackFossilFree Stop Fossil Fuel Exports	#BuildBackFossilFree No More Pipelines	#BuildBackFossilFree Ban Fracking Now
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- Bring signs or banners to your action that will be clearly visible in photos and to the public. They should incorporate the Build Back Fossil Free message to President Biden, and tie in local fossil fuel campaigns.
 - You can also [customize and print these posters](#) from home: [black and white](#), and [color](#)!
- 3. Write a press advisory and press release (if applicable)**
- If you're planning a public action, use this template [advisory](#) and [release](#) to inform the media.
- 4. Take action! Gather with your crew and visuals for a photo or quick rally.**
- Be sure to take at least one photo that clearly shows your group, visuals, and your location. A short video with remarks or chants ("Biden: Build back fossil free!") would be great too.
 - [This guide has some tips](#) for good event photos and video.
 - Share photos and video on social media with the hashtag #BuildBackFossilFree. You can also tag @JoeBiden, @POTUS, and @ginamccarthy, in addition to any other decision makers or local groups. See sample [social media posts on pages 2-3](#).
 - Please also submit photos and videos [using this form](#).

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Organizing during a pandemic & climate crisis

- **All participants should wear a mask at all times.** Masks save lives. Please make sure that all participants are wearing masks during your action.
- **Keep participants physically distanced from one another at all times.** The Center for Disease Control guidelines are that people maintain six feet of physical distance from one another. Please keep participants in your action socially distanced.
- **Don't go inside.** It is imperative that we don't put others at risk with our actions. Please plan your action at an outdoor location where a small group of people can safely meet and gather.
- **Do NOT plan a mass mobilization action.** We know that actions can be powerful even with smaller numbers of people. We encourage you to *NOT* plan actions with large numbers of people at this time, but instead participate in this COVID safe action by keeping your group small.
- **Do NOT engage in actions that have a risk of arrest.** People who are imprisoned are among the most vulnerable in our society. Don't put them at further risk by getting yourself arrested at this action.

Sample Social Media Posts

Share photos and video on social media with the hashtag #BuildBackFossilFree, #KeepItInTheGround, and #ClimatePresident. You can also tag @JoeBiden, @POTUS, and @gina_mccarthy, in addition to any other decision makers or local groups. Use [these templates to add a Build Back Fossil Free frame](#) to your photos.

Sample posts to promote Week of Action

Twitter:

As the @POTUS announces historic first steps on #climate to end the era of fossil fuels, we're joining millions of people telling @JoeBiden: You can't "build back better" unless you #BuildBackFossilFree.

Join us 2/8-2/13: <https://actionnetwork.org/forms/build-back-fossil-free-week-of-action/>

pic.twitter.com/3mhbnX3TTK

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Saying #NoKXL & halting federal oil & gas leasing was a terrific start to tackling the #ClimateEmergency.

Now @POTUS @JoeBiden needs to hear from us: protect communities, stop all other fossil fuel projects & #BuildBackFossilFree.

Take action with us: <https://actionnetwork.org/forms/build-back-fossil-free-week-of-action/>

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Join the #BuildBackFossilFree Week of Action Feb 8-12! To participate, sign up at <https://actionnetwork.org/forms/build-back-fossil-free-week-of-action/>. Together, we'll show @JoeBiden that we need him to stop investing in toxic fossil fuel projects and to protect and invest in Black, Brown and Indigenous communities!

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🚩 ACTION ALERT 🚩 Join the Week of Action Feb 8-12 calling on @JoeBiden to #BuildBackFossilFree. Take a 📸 with your signs in front of a fossil fuel project you're fighting or another site close to home with your sign and share online! <https://actionnetwork.org/forms/build-back-fossil-free-week-of-action/>

Facebook:

🚩 ACTION ALERT 🚩

Join dozens of organizations and millions of people for the #BuildBackFossilFree Campaign's Week of Action Feb 8 - 12! To participate, sign up at <https://actionnetwork.org/forms/build-back-fossil-free-week-of-action/>.

Canceling Keystone XL & halting federal oil & gas leasing was a terrific start to tackling the #ClimateEmergency. Now, our collective actions will show President Biden that we need him to follow through: end the era of fossil fuels, protect and invest in Black, Brown and Indigenous communities, and launch a national climate mobilization to Build Back Fossil Free, delivering jobs, justice, and opportunity for all.

Make your own signs or let us know if you'd like us to mail you a poster. Take a 📸 with your signs in front of a fossil fuel project you're fighting, a congressional or senate office or from the comfort of your home with your sign and share online!

Instagram:

🚩 ACTION ALERT 🚩 Join dozens of organizations and millions of people for the #BuildBackFossilFree Campaign's Week of Action Feb 8 - 12! To participate, sign up at <https://actionnetwork.org/forms/build-back-fossil-free-week-of-action/>. Canceling Keystone XL & halting federal oil & gas leasing was a terrific start to tackling the #ClimateEmergency. Now, our collective actions will show President Biden that we need him to follow through: end the era of fossil fuels, protect and invest in Black, Brown and Indigenous communities, and launch a national climate mobilization to Build Back Fossil Free, delivering jobs, justice, and opportunity for all.

Make your own signs or let us know if you'd like us to mail you a poster. Take a 📸 with your signs in front of a fossil fuel project you're fighting, a congressional or senate office or from the comfort of your home with your sign and share online!

Sample Tweets for the Day of Your Action

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Saying #NoKXL & halting federal oil & gas leasing was a terrific start to tackling the #ClimateEmergency.

Now @POTUS @JoeBiden, we need you to follow through: protect frontline communities, end the era of fossil fuels & #BuildBackFossilFree.

People across the country are uniting this week to demand that @JoeBiden #BuildBackFossilFree!

@POTUS @Gina_McCarthy, we need you to use existing law to protect communities, end the era of fossil fuels, and put a down payment on a healthy, thriving economy that works for all.

Extraction, pollution, and racism have poisoned our environment, our bodies, and our democracy for long enough. We need you to use existing law to protect communities, end the era of fossil fuels, and put a down payment on a healthy, thriving economy that works for all.

That's why we joined thousands of activists in the streets this week to demand that @JoeBiden @Gina_McCarthy use their power to immediately begin redressing generations of environmental racism, reject the permits for all toxic projects like #Line3 and #DAPL, and #BuildBackFossilFree.

For generations, Black and Indigenous communities & their lands have been sacrifice zones for the pollution caused by oil and gas companies.

Enough is enough! We hit the streets today to demand that you #BuildBackFossilFree, @JoeBiden.

Hey @JoeBiden @POTUS @Gina_McCarthy: We organized one of hundreds of actions this week to show we need you to #BuildBackFossilFree and stop the other fossil fuel projects that are just as bad. We need you to invest in our communities, not more fracking, pipelines, and exports. #noDAPL #StopLine3 #StopFormosa #NoMVP

We joined thousands of people this week in the #BuildBackFossilFree week of action to demand Biden to keep his promise to be the #ClimatePresident.

@JoeBiden: Take executive action to address the climate crisis, end the era of fossil fuels, and invest in a thriving economy that works for everyone. #BuildBackFossilFree

Tell @JoeBiden to #BuildBackFossilFree immediately. With the stroke of a pen, Biden can:

- ✍ Make the pause on new fossil fuel leases on public lands & waters permanent
- ✍ Reject fossil fuel projects & enact a climate test
- ✍ Declare a National Climate Emergency
- ✍ Eliminate US fossil fuel subsidies
- ✍ End pollution hot spots

P R E S I D E N T B I D E N :

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- ✍ Address cumulative pollution impacts
- ✍ Strengthen the federal environmental justice mandate
- ✍ Create a Just Transition Task Force
- ✍ Enshrine self-determination of Indigenous peoples

(choose 3 or so to highlight above for character count, or do a series!)