



Pollution Independence Day Social Media Toolkit

Objective/Use

Pollution Independence Day (July 2, 2021) is a day of organized, nation-wide rallies happening at local congressional offices! The aim of these rallies is to bring attention to as well as encourage federal congressional House of Representatives members to support the [Earth Bill](#), a comprehensive piece of legislation with three main demands: to achieve 100% renewable energy, regenerative agriculture, and electric vehicles by 2030. These rallies are meant to encourage a working relationship between the representative and their constituents, and to encourage them to move towards co-sponsorship of the bill.

Pollution Independence Day is made possible and supported by Fridays for Future New York City, Fridays for Future USA, Climate Crisis Policy, 350.org, Youth for Nature, Climate Psychology Alliance, Olympic Climate Action, Empower Our Future, REACT, and more.

This toolkit is divided into two sections. The first includes materials for how to email, tweet, and post about Pollution Independence Day and attract people to the events. The second includes materials for how to post and tweet about day-of events and updates.

Section 1: Pre-Event Outreach

EMAIL TEMPLATE

Hello **[Name of person]**!

My name is **[your name]** and I'm a member of the Earth Bill Network, a nation-wide coalition of environmental, youth, and faith groups advocating for the [Earth Bill](#)! The Earth Bill is a comprehensive piece of legislation with three main demands: to achieve 100% renewable energy, regenerative agriculture, and electric vehicles by 2030.

On July 2nd, 2021, we are hosting a series of nation-wide rallies at local congressional offices to advocate for the Earth Bill and convince our federal representatives to support and/or co-sponsor the Earth Bill. This will be an exciting time to make our voices heard and one of the first times to get back out in the streets and rally since the pandemic began!

We want your help! Please consider organizing an action on July 2nd at your local congressional office. To sign your action up, please register it on [this page](#). If you are unable to organize an action yourself, please sign up individually to join us! You can do that [here](#). Finally, please spread the word! This is a really incredible moment in history, and we can accomplish so much together.

Thank you for your consideration, and if you have any questions, don't hesitate to reach out!

All the best,

[your name]

INSTAGRAM POST

IMAGES



* download these images and post them *

CAPTION

Join us! July 2, 2021 is Pollution Independence Day, where across the country, we will be making our voices heard to our federal representatives. Show up to support the Earth Bill, a piece of legislation that will demand 100% renewable energy, regenerative agriculture, and electric vehicles by 2030. Sign up here! <http://bit.ly/July2Pollution>

TAGS

@fff.nyc, @fridaysforfutureusa

TWEET

TEXT

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TAGS

@FFF_NYC_, @FFF_USA

LINKS (to share if necessary)

GROUP REGISTRATION - LONG:

https://actionnetwork.org/event_campaigns/pollution-independence-day-july-2-2021

GROUP REGISTRATION - SHORT: <http://bit.ly/July2Pollution>

INDIVIDUAL REGISTRATION: <https://actionnetwork.org/forms/july-2nd-direct-action-sign-up>

QUESTIONS: email f4f.nyc@gmail.com OR theearthbill@gmail.com

CONNECT WITH YOUR LOCAL FFF GROUP: email info@fridaysforfutureusa.org OR check out <https://fridaysforfutureusa.org/local-groups/>