

Peoples Climate Movement:

March for Climate, Jobs + Justice: Organizing Toolkit

Welcome to the Peoples Climate Movement, and thank you for helping to organize your community to support the March for Climate, Jobs and Justice on April 29, 2017!

On April 29th, we will march for our families. We will march for our air, our water, and our land. We will march for clean energy jobs and climate justice. We will march for our communities, the people we love, and for peace.

The March for Climate, Jobs and Justice on April 29th is just one step towards building a long-term grassroots movement to protect the hard-won protections of our climate, health, and communities, and the rights of people of color, workers, indigenous people, immigrants, women, LGBTQIA people, young people, the struggles for justice and peace and more.

The goal of this toolkit is to help support your local efforts to build a broad-based mobilization. We provide links to new and existing resources to assist you in organizing in your community to turn people out for the march in DC or a local sister march, engage people in local actions, and continue to stay involved through April 29th, and beyond.

Thank you for your dedication, and see you April 29th!

Your devoted PCM staff

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Our Core Principles

The work of the PCM is grounded in a set of core principles. We ask that everyone organizing on behalf of PCM and planning for the April 29th March for Climate, Jobs and Justice understand and agree to these principles.

- Prioritize leadership of front-line communities, communities of color, low-income communities, workers and others impacted by climate, economic and racial inequity.
- Use the [Jemez Principles for Democratic Organizing](#) to ground our work.
- Build a coordinated but decentralized structure that lifts up a common platform and message while being flexible enough to create more opportunities for connection to local issues, ownership and engagement in the movement.
- Work in a way that helps to strengthen and build the capacity of the local organizing.
- Develop opportunities for a range of organizations and social movements to work together, and to us our joint efforts to give greater visibility to our common struggle. This includes, but is not limited to, putting people into the streets as we demand policy changes and bold action.

Local Organizing

Building a Broad-Based, Intersectional Movement

To change everything, we need everyone. Climate change is one of the most pressing issues of our generation, and it is an issue that affects us all. The air we breathe, the water we drink: we all need a healthy planet. The need to recognize the intersection among climate, jobs, justice, and peace is needed now more than ever as we face unprecedented attacks from the Trump Administration. Low-income communities and communities of color are some of the most affected by climate change. Dirty energy infrastructure (oil refineries, pipelines, power plants) is often in low-income or minority neighborhoods. Frontline communities often lack the resources to evacuate from areas that are already being affected by climate change. Investing in clean energy will create good-paying, local jobs. Wars are tied to fights for energy and other resources.

This is a moment to bring a wide range of social change movements together. Pushing back against the Trump agenda and at the same time pushing forward on our vision of a clean,

peaceful world where the rights of all people are protected and expanded means we all must work together.

When building your local coalition, build a list of many different types of groups to reach out to. You can also refer to the list of national steering committee members on the [PCM webpage](#) for guidance and reach out to local affiliates of those organizations. Here are some examples:

- Environmental Groups
- Environmental Justice and Climate Justice
- Faith
- Frontline
- Labor
- Youth
- Peace

When you bring people together, be sure to follow best practices to make your meeting as welcoming, efficient and energizing as possible.

[How to Host a Meeting \(Meeting Facilitation Tips\)](#)

Launch the public-facing portion of your organizing with a big kick-off event. This toolkit includes a sample agenda.

[Planning a Kick-Off Meeting](#)

[Public Meeting Recruitment: Top Ten List.](#)

Sample Timeline for Organizing

- Jan 20: 100 hours actions begin/100 Days launch
- Feb 15: Table Meeting
- March 1: Town Hall/Mass Mobilization Meeting
- Late March: Hold a Community Visioning Circle, Send Visions to the Vision Portal
- March-April: 100 Days Events/Buzz-building actions
- April 7-24: Congressional Recess: Local Buzz-building actions!
- Early-Mid April: Vision Sessions and Community Art Builds
- April 22: Earth Day/Science March
- April 23-28: Week of Action
- April 29: Peoples Climate March/100th Day
- May & Beyond: Keep building the movement

[Making your Community Visible \(storytelling and art\)](#)

PCM is a huge opportunity for your community to build a shared vision and story of the world you are fighting for. This toolkit lays out best practices for telling your story through Art--from leading a community vision session, to hosting an art build, to showing up in the street!

Satellite Marches Toolkit

Our primary goal is to get everyone to DC who can possibly get there. But if you live too far away, you may want to plan a sister march in your community. Here's a [toolkit](#) to help.

Even if you're planning a sister march, we would love to have you send a bus to DC to represent your community's vision for the future!

[Bus Captain Toolkit](#)

Find out about bus subsidies and sign up to be a bus captain [here](#).

Spreading the Word

It is important that we provide everyone interested with an opportunity to participate. One of the ways we'll do that is to make sure we spread the information far and wide so people will know what's going on both in Washington D.C. and around the country in their local communities.

Street Canvassing How To [here](#).

Door Knocking How To [here](#).

Phone Banking How To [here](#).

Digital

[Digital toolkit — Social media and email](#) (includes logo files)

[Getting your RSVP tracking code](#)

Media - Toolkit Coming Soon! Stay tuned

Raising Money

[Organizing A Fundraiser](#)

[Individual Asks](#)

[Setting Up a Fundraising Page on a Website](#)

Other Resources

[Flyers/](#)

[Posters](#)

[Sign-up sheet](#)