

# RALLY FOR THE VALLEY

## Amplification Toolkit

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On September 21st, the Clean Up TVA coalition held the [Rally for the Valley](#) in Nashville, TN calling on the Tennessee Valley Authority (TVA) to stop its gas buildout and lead the way to a fossil free future. The decisions in front of TVA are significant – they will impact the health and safety of our communities, how much we pay to keep the lights on, and whether we meet our climate targets and advance energy justice especially for those most harmed by TVA's fossil fuel legacy.

While TVA continues to build dangerous gas plants and expensive pipelines, we are mobilizing with communities from all across Tennessee to force TVA leaders to change course.

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### IN THIS TOOLKIT:

- [Sample social media posts](#)
- [Graphics](#)
- [Press Hits/Content to Amplify](#)
- [Flyers](#)
- [RSVP link](#)
- [Sample recruitment emails](#)
- [Linktree](#)

### Social Posts

#### HASHTAGS

- #PassOnGas
- #NoTVAPipelines
- #CleanUpTVA
- #ChooseSolar
- #TimeForSomethingNew

#### TARGETS

- @TVAnews

#### TVA's 25-year Plan – the IRP

Breaking news! @TVAnews drops its 25-year energy plan and it calls for MORE fossil gas plants. Our communities are overburdened by the 9 gas plants TVA is already building. Enough is enough! #PassOnGas

I came to the [#RallyfortheValley](#) because TVA's gas buildout threatens my health & safety. Now [@TVAnews](#) drops a long-range energy plan with more gas.

I want clean air to breathe, water to drink, and a livable future. TVA must get off fossil fuels NOW!

At the [#RallyfortheValley](#) people across the TN Valley came together to demand a fossil fuel free TVA and renewable, affordable, and just energy for all. [@TVAnews](#) new long-range plan fails to line up with what the Valley wants and deserves. Time to [#PassOnGas!](#)

### Rally for the Valley 2.0

This is the hottest summer we've seen yet in Tennessee and millions of families are at risk. Yet TVA keeps building gas plants that are fueling this crisis. TVA must stop their gas buildout and go fossil free NOW!

Come to the Rally for the Valley on Sept 21 & demand TVA change course!  
[bit.ly/rallyforthevalley](http://bit.ly/rallyforthevalley)

We need to stop TVA's gas buildout to have a livable future, yet [@TVAnews](#) CEO continues to greenlight fossil fuels. The board has the power to reverse course. That's why I'm going to the [#RallyForTheValley](#) on Sept 21 at Centennial Park. Will you join me? [bit.ly/rallyforthevalley](http://bit.ly/rallyforthevalley)

Fossil fuels like [@TVAnews](#) dirty [\[insert New Caledonia, Allen, Cumberland, Kingston, or Cheatham County\]](#) gas plant will pollute my community and drive up costs. We will not be sacrificed anymore! Join us on Sept 21 to demand a just, equitable, and clean future! ➡ [bit.ly/rallyforthevalley](http://bit.ly/rallyforthevalley)

Next month [@TVAnews](#) is releasing a massive long-range energy plan that could pave the way for decades more of fossil fuels. That's why I'm going to the [#RallyfortheValley](#) to demand TVA build an affordable, renewable, and just future.

Join us! ➡ [bit.ly/rallyforthevalley](http://bit.ly/rallyforthevalley)

We're in a fossil-fueled [#ClimateEmergency](#) and our country's largest federal utility is building MORE gas plants. Our communities will bear the greatest costs and we demand [@TVAnews](#) lead a just transition to a fossil free future.

Join us in Nashville on Sept 21 ➡ [bit.ly/rallyforthevalley](http://bit.ly/rallyforthevalley)

Our communities deserve clean air and water and a livable future. That's why I'm going to the Rally for the Valley to demand @TVAnews stop building dirty gas plants and lead the way to a fossil free future!

Join me on Sept 21 to #CleanUpTVA! [bit.ly/rallyforthevalley](http://bit.ly/rallyforthevalley)

### Sign the petition

Dirty gas – like the [insert New Caledonia, Allen, Cumberland, Kingston, or Cheatham County] plant – poisons our air and water. @TVAnews stop this reckless gas buildout and put the health and safety of communities first.

Join us to demand TVA #PassOnGas! <http://cleanuptva.org/petition>

We're in a fossil-fueled #ClimateEmergency and our country's largest federal utility is building MORE gas plants. Our communities will bear the greatest costs and we demand @TVAnews lead a just transition to a fossil free future.

Sign the petition → <http://cleanuptva.org/petition>

We're rallying in Nashville to demand TVA's leaders stop their gas buildout and #LeadTheWay to a fossil free future! Let's join together and demand @TVAnews put communities and our future first.

Sign the petition at <http://cleanuptva.org/petition>

## Graphics



[Download here](#)



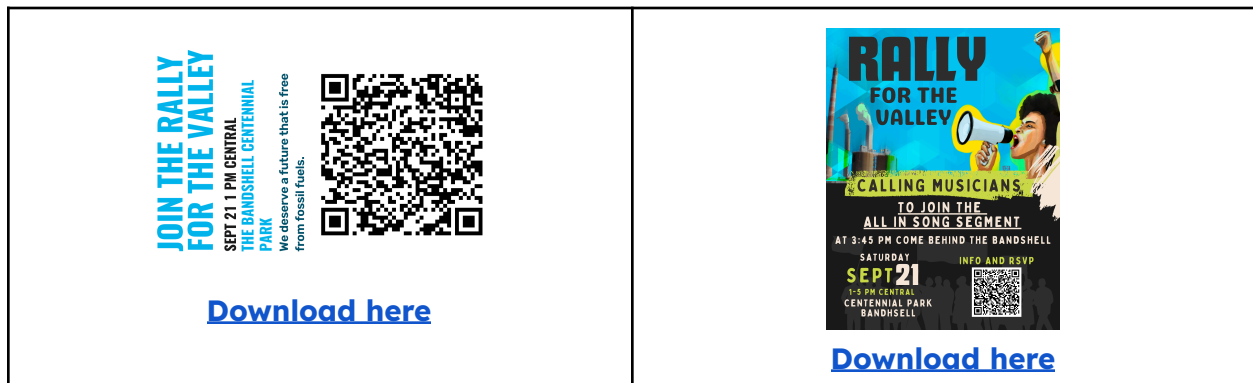
[Download here](#)



[Download here](#)



**For musicians:** *musicians can [RSVP for the All in Song here.](#)*



## **Sample Recruitment Email**

### **LONGER VERSION - CLIMATE FOCUS:**

Subject: Join the Rally for the Valley on Saturday, Sept 21!

Dear [Name],

We all want clean water to drink. Fresh air for our children to breathe. Good jobs for our families.

But the future TVA wants - one with more gas plants - will leave us with more pollution, energy injustice, higher utility bills, and extreme weather like the deadly heat waves hitting Tennessee and much of the country. Instead of leading the way to a clean, safe, and equitable future, TVA is planning one of the largest gas buildouts of any utility this decade!

The TVA board has the power to change this and we're demanding action now. They must stop polluting our communities, align with federal climate goals for a fossil free future, and lead a just and equitable transition to clean, renewable energy.

**[Join us at the Rally for the Valley in Nashville on Sept 21, 2024.](#)**



**Date:** Saturday, Sept 21

**Time:** 1:00pm Central

**Location:** Centennial Park Bandshell (2500 West End Ave), Nashville, TN

At this rally you'll hear from community members & leaders on the frontlines of TVA's gas buildout. There will also be a live concert with local musicians. You won't want to miss it! Together, we will send a clear message to TVA leaders that it's time to put an end to fossil fuels and invest in an equitable, clean and sustainable future for all.

We deserve a world free from fossil fuels and their impacts. [Join us on September 21st!](#)

In solidarity,

[Your Name/Role/Organization]

**LONGER VERSION - NO GAS PLANTS:**

Subject: Join the Rally for the Valley on Saturday, Sept 21!

Dear [Name],

We all want clean water to drink. Fresh air for our children to breathe. Good jobs for our families.

But the gas-filled future TVA is building will leave us with more pollution, higher utility bills, and more extreme weather like deadly heat waves and devastating tornadoes. The TVA board has the power to change this and we're demanding action now. They must stop this reckless gas buildout and put the health and safety of communities first.

[Join us at the Rally for the Valley in Nashville on Sept 21, 2024.](#) We're mobilizing to demand our country's largest federal utility stop their gas buildout and work with communities to build the safe, affordable and clean energy future we all deserve.

**Date:** Saturday, Sept 21

**Time:** 1:00pm Central

**Location:** Centennial Park Bandshell (2500 West End Ave), Nashville, TN

At this rally you'll hear from community members & leaders on the frontlines of TVA's gas buildout. There will also be a live concert with local musicians. You won't want to miss it! Together, we will send a clear message that it's time to #CleanUpTVA!

[Join us on Sept 21st!](#)

In solidarity,

[Your Name/Role/Organization]

## **SHORTER VERSION**

Subject: Take Action for a Fossil-Free Future - Rally for the Valley in Nashville!

Dear [Name],

**Are you ready to fight for a fossil free future?** I'm reaching out to you today with an urgent call to action! [Join us at the Rally for the Valley in Nashville on September 21st where we will come together to demand a fossil-free future.](#)

**Date:** Saturday, Sept 21

**Time:** 1:00pm Central

**Location:** Centennial Park Bandshell (2500 West End Ave), Nashville, TN

This is not just another rally. TVA is making major decisions about the future of energy in the Valley and **we need to send them a clear message that our future must be fossil free, equitable, and clean!**

Join us on Sept 21st to demand TVA stop their reckless gas buildout and put the health and safety of our communities first. Together, we can raise our voices, demand change, and create a better future for ourselves and future generations.

**For more information about the rally, [fill out this RSVP form.](#)**

We all deserve a world free from fossil fuels and their impacts. See you on September 21!

In solidarity,

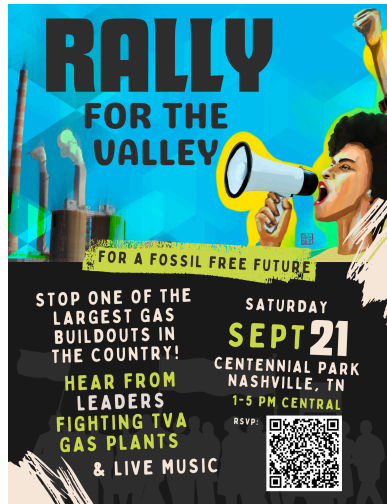
[Your Name/Role/Organization]

## **Flyers**

Use any of the designs below for printing and flyering! You can print your own flyers using [these print files](#) or the files below.



[Download here](#)



[Download here](#)



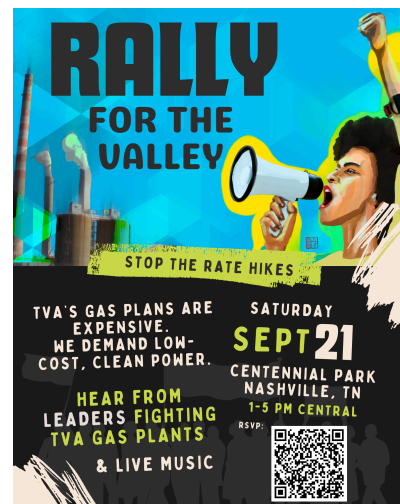
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Smaller graphics with QR codes linked [here](#) and [here](#)

## Content to Amplify

<https://wpln.org/post/tva-executives-made-90-million-since-2020-while-pushing-fossil-fuels-your-electricity-bill-paid-them/>

<https://wpln.org/post/rally-for-the-valley-on-wednesday-will-demand-tva-end-its-reliance-on-fossil-fuels/>

[https://fox17.com/news/local/rally-for-the-valley-protest-wednesday-against-cheatham-county-tennessee-valley-authority-tva-gas-plant-proposal?utm\\_medium=email](https://fox17.com/news/local/rally-for-the-valley-protest-wednesday-against-cheatham-county-tennessee-valley-authority-tva-gas-plant-proposal?utm_medium=email)

[https://www.nashvillescene.com/news/pithinthewind/bill-mckibben-interview/article\\_8b73ea96-0ca0-11ef-992a-6fd6aa0b5de7.html](https://www.nashvillescene.com/news/pithinthewind/bill-mckibben-interview/article_8b73ea96-0ca0-11ef-992a-6fd6aa0b5de7.html)

[https://apnews.com/article/new-tva-natural-gas-plant-epa-review-2fe76acf21db27694f40e2ad957739a6?utm\\_medium=email](https://apnews.com/article/new-tva-natural-gas-plant-epa-review-2fe76acf21db27694f40e2ad957739a6?utm_medium=email)