



EMAIL TEMPLATES

Please use and adapt these templates as needed, or feel free to create your own.

Dear Friends,

This September, world leaders are coming to New York City for a landmark UN summit on the climate crisis. But we shouldn't trust those leaders to take action on their own -- we need to prove to them that the world's people demand action right now.

With our future on the line and the whole world watching, we'll take a stand to bend the course of history by taking to the streets to demand the world we know is within our reach. A world with an economy that works for people and the planet; a world safe from the ravages of climate change; a world with good jobs, clean air and water, and healthy communities.

Join us this September in NYC for the People's Climate March - the largest march demanding action climate change in history.

The success of the summit depends a lot more on us than it does on our politicians. If we seize this moment and show real political power, it will open up the space for meaningful action.

If we fail to turn out, if world leaders walk away from that summit without seeing a strong, public demand for action, there's no chance our so-called "leaders" are going to make real commitments on their own.

Join us taking a historic stand at the People's Climate March this September.

Scientists have made it clear that we're running out of time to avoid catastrophic climate change. Every new report reveals a shorter timeframe for action, and every new disaster underlines their words in grim ink.

By joining the march this September, you will no longer just be a witness to climatic history -- you will be shaping it.

Join us,

Dear Friends,

Scientists have made it clear that we're running out of time to avoid catastrophic climate change. **Every new report reveals a shorter timeframe for action, and every new disaster underlines their words in grim ink.**

That's why we're inviting you to join us in the streets this September 21 for the largest rally in history to demand action on climate change - right before a landmark UN summit where world leaders, including President Obama, will be discussing the climate crisis.

Click here to join us September 21st for the People's Climate March where we'll gather the kind of crowd that will make it impossible for world leaders to pretend their hands are tied by a lack of public will.

There hasn't been a social movement in the history of the U.S. that has succeeded without putting massive numbers of people in the streets. The climate movement has gotten arrested, organized distributed events, and is running the largest campus campaign in the country. But until we can act at scale, we're never going to have the type of impact we need. That's why this September is critical.

It's time to stand up for the future. Unless we can protect the planet and turn this economy around, our children aren't going to have a chance to survive and thrive. We can turn the climate crisis into an opportunity. A chance to rebuild our economy and create millions of jobs in the transition to clean, renewable energy.

Click here to sign up for the People's Climate March this September.

At the march, we'll be led by those whose communities suffer the deepest injustice from climate change and from the power of the fossil fuel industry. We'll be joined by working people who realize that there are no jobs on a wrecked planet. And we'll be led by young people, who know that their future lies in the balance.

But to make sure they're leading not just tens but hundreds of thousands of people through the streets of New York, we need everyone. Because **the success of the summit depends a lot more on us than it does on our politicians.** If we seize this moment and show real political power, it could open up the space for meaningful action.

That's really the key: **if we all work together over the next eight weeks, I'm confident that the People's Climate March will become the largest mobilization for climate action ever.** But it's going to take all of us.

Join us in New York this September.

Let's make this amazing,

VIDEO MATERIALS

Some organizations are recording recruitment videos for the rally. This is great! We'd love to re-post any recruitment videos on the forwardonclimate.org website.

Here are a few recruitment videos which have been done so far:

- <http://peoplesclimate.org/watch>

TWITTER

Hash Tags: #peoplesclimate, #pcm

Official Twitter account: @peoples_climate

Sample tweets- please adapt as needed or feel free to create your own:

- #ForwardonClimate was big - we're making the #peoplesclimate march huge this September. Join us: <http://peoplesclimate.org/march>
- If you're feeling like it's time to change the trajectory of the planet, join the #peoplesclimate march - <http://peoplesclimate.org/march>
- World leaders are meeting in NYC to talk about climate change - let's show them we need action and want a #peoplesclimate. <http://peoplesclimate.org/march>
- We're fast approaching dangerous climate tipping points - join us demanding action for a #peoplesclimate this September. <http://peoplesclimate.org/march>
- Largest. Climate. March. In. History. Demand a #peoplesclimate. <http://peoplesclimate.org/march>
- Join us in NYC on 9/21. World leaders need take action for a #peoplesclimate. <http://peoplesclimate.org/march>

FACEBOOK

Facebook Image Shares

- President Obama is coming image:
<https://www.facebook.com/peoplesclimatemarch/photos/1456471151270530>
- Largest climate march in history image:
<https://www.facebook.com/peoplesclimatemarch/photos/1445264969057815>
- Demand climate justice:
<https://www.facebook.com/peoplesclimatemarch/photos/1457572994493679>
- It's a question of public health:
<https://www.facebook.com/peoplesclimatemarch/photos/1457188731198772>

Share text:

Scientists are increasingly warning us that we're fast approaching dangerous tipping points that will make it nearly impossible to stop a runaway crisis.

This September, world leaders are meeting in New York to talk about climate change - and we're going to meet them stronger than ever, with more people than have ever before come together demanding real climate action.

Join us: <http://peoplesclimate.org/march>

There hasn't been a social movement in the history of the United States that has succeeded without putting massive numbers of people in the streets. It's the currency that politicians and the press understand, a clear way of demonstrating your political power.

The climate movement has gotten arrested, organized distributed events, and is running the largest campus campaign in the country. But until we can act at scale, we're never going to have the type of impact we need.

Join us getting that big this September: <http://peoplesclimate.org/march>

This September, world leaders are heading to New York to talk about climate change and we're going to be there to meet them, demanding that they make commitments that will curb the climate crisis before it's too late.

Join us: <http://peoplesclimate.org/march>

View our shared google drive of social materials here:

https://drive.google.com/a/peoplesclimate.org/folderview?id=0Bya6EtwqTicSVUxoV0d3S3BHb1k&usp=drive_web

You can also find logos and images to use for your own image creation here:

<http://peoplesclimate.org/resources>