

# The 9-Step Plan to Step It Up



Hey Organizers! If nothing else, read this.



## Choose an Action and Register

We are asking organizers to hold their events in places that commemorate great historical leaders, to highlight the need for bold leadership today. Once you figure out where to take action, it's time to figure out how - for ideas about where and how to take action in the Action Ideas section of the Organizer HQ. Whatever you choose, be sure to register your action on the website.



## Invite Elected Officials and Candidates

As soon as you register your event, be sure to use our Invite Tool to invite all your Congressional representatives and Presidential candidates to your event. Then direct everyone you know to invite them as well - let's flood their mailboxes so they'll have to confirm. Feel free to invite state officials, mayors, or town select boards, especially if they are climate leaders - perhaps they can inspire your federal representatives to action!



## Gather With Friends and Neighbors to Work out the Details

Invite your friends, neighbors, and organizations you know to assist in sponsoring and organizing the action. This is when it gets fun! Take care of logistical details as soon as you can, such as the timing of the action, directions, parking/carpooling, bathrooms, sound system, permits for use of public spaces, etc. For the most carbon-friendly event possible, you can purchase carbon offsets through our friends at Native Energy.



## Update Your Action Information On-line

As you're meeting to figure out the details, use the Manage Your Action tool in the Organizer HQ to log in and update your event information on-line. As November 3rd nears, be sure to follow up with your politicians to confirm whether they are coming or not (we have some ideas of what to do if they can't come), and let us know if they confirm by sending us an e-mail at [rsvp@stepitup2007.org](mailto:rsvp@stepitup2007.org)



## Spread the Word

Send emails, write letters to the editor for local newspapers, ask organizations to include the action information in their newsletters, and put up posters all over town. There are downloadable posters on our website and a sample letter to the editor. We offer tips for making your action bigger in the Involving More People page of the Organizer HQ.



## Get Media

As November 3rd approaches, it is important to contact local media to make sure they cover Step It Up activities. There is more information, tips, sample media advisories, and press releases available on the Media Attention page of the Organizer HQ.



## Prepare Action Materials

November 3rd is serving to help launch the exciting new 1 Sky campaign and its three priorities. When our politicians attend a Step It Up rally, we want to "show them our plan" and demand to see theirs. Here are two ways to do this:

- 1. Green Fingers** - On Nov. 3rd, thousands of green index fingers held high at rallies across the country will represent to politicians the desire for bold leadership on this issue, and the widespread commitment to cast each individuals' one vote for the climate. More on the green finger idea in the Organizer Kit and on the website.
- 2. Banners** - Every Step It Up rally will take a picture proudly displaying their banner. It is up to you and your community what message your banner focuses on: Step It Up: "No New Coal"; "Cut Carbon 80% by 2050"; "Green Jobs Now"; "It's Time for Climate Leaders"; "1 Sky"; or if you can, all of them! Bedsheets and paint work great for homemade banners.



## Take Action

The details of your action are up to you - on Nov. 3rd people will hear speakers, march through their communities, enjoy a potluck with friends, hold a community discussion, the diversity of rallies goes on and on -- but at some point, every Step It Up rally around the country will gather everyone present to take a picture proudly holding up their green fingers and their banner. This is the moment you've been waiting for, so have lots of fun! Be sure to get any politicians in attendance to address the 1 Sky priorities, field questions from the crowd, and get it all on film. You can also film individual responses to the Green Finger video, and questions for the upcoming Republican YouTube debates. The people at your action will hopefully want to become part of your local movement for change, so try to pass around a sign-up list to keep everyone connected.



## Report Back

As soon as your action is over, be sure to select your best photo and video footage and upload it to the Step It Up website. You might want to ask a volunteer to help with this. This last step is vitally important - we'll need your picture and video so that we can deliver the strongest possible message to our leaders in the days following November 3rd.

[www.stepitup2007.org](http://www.stepitup2007.org)

Questions? e-mail us at [organizers@stepitup2007.org](mailto:organizers@stepitup2007.org)