



One Climate. One Future. One Chance.

## 1Sky Guide: Organizing your Mother's Day Gathering May 9-11, 2008

Thanks for signing up to host a Mother's Day gathering for climate action! Mother's Day weekend, May 9-11th, is your chance to bring together members of your community to paint a picture of what makes all of you passionate about fighting climate change.

All you need for your Mother's Day action is a large piece of fabric, some markers or paint, the help of your friends, family and community, and a vision of what's most important to you in the face of climate change. After you create your mural, *be sure to send it back to the 1Sky central office – we'll provide you with a large envelope.* Your picture will join hundreds of other similar works of art – all created by 1Sky supporters like you across the country – for a high-profile press event in Washington, DC.

Below is a list of steps and resources that will walk you through your Mother's Day event planning. If you have any questions, please feel free to get in touch with us at [mothersday@1sky.org](mailto:mothersday@1sky.org). We look forward to taking action with you this spring!

### Before Your Event

#### 1. PICK A DATE AND TIME

Pick a date during Mother's Day weekend (May 9-11) to hold your gathering. It could be a pizza party Friday night, a gathering at a ballgame on Saturday morning, a meeting after church on Sunday – whatever works for you!

#### 2. PICK A VENUE

If you are planning an intimate gathering, an outdoor setting like a garden or patio for a barbecue are common choices. Bringing your group to a public place like a local park allows you to engage others as well. We recommend places like a church lawn, public park, or schoolyard.

#### 3. FIGURE OUT LOGISTICS

In planning a larger-scale event, think about who you need to contact to secure the location. For a gathering in a public park, start by contacting your city's parks department, city council office, or public library. A few other things to consider are: acquiring a sound system if you will have speakers or bands; and bringing out tables and chairs for food. Consider eco-friendly options when purchasing things like plastic cutlery.

#### 4. INVITE YOUR COMMUNITY & ENGAGE LOCAL GROUPS

Call your friends and family and invite them to your event, talk to local groups, and distribute flyers around town. You can download our Mother's Day graphic at <http://www.1sky.org/mothersdayresources> to use in your promotion efforts. Use your creativity! When reaching out to folks, mention some key points:

- The focus on global warming
- The location and time
- What the banner will represent – ask people to bring some art supplies
- Get a bigger crowd by telling all your invitees to bring their friends as well.

#### 5. GET FABRIC AND ART SUPPLIES

The banner you create with your community will send a powerful visual message calling for climate action. Use an old bedsheet, a canvas, or whatever else you have in mind – just make sure to get blue paint or markers so you can put a beautiful 1Sky logo somewhere on your banner.

## 6. CONFIRM YOUR GUESTS

Be sure to e-mail or call all your attendees before the event to confirm the time and place. This will not only make them feel welcome, but will ensure that you have a higher attendance at your event.

## During Your Event

### 1. EXPLAIN THE IMPORTANCE OF YOUR EVENT

Consider what message you'd like your friends and community to take away. Make a case for why climate change should be an issue on the top of everyone's list right now, and tell people why *you* are taking action in your community!

### 2. SIGN UP NEW CLIMATE ACTIVISTS

We want to be able to keep in touch with all the new folks you have met at your event to let them know about future events! Take a moment and explain 1Sky to newcomers. Download and print copies of our 1Sky sign-up sheet at <http://www.1sky.org/mothersdayresources> and have all your guests fill it out. Remember to send us a copy of your list of sign-ups with your banner, and keep another copy for yourself for planning future actions.

### 3. ENTERTAIN

Whether you're bringing in a band, providing pizza, or simply having conversation, take some time to chat with folks and see why they have decided to get active on climate change. If you're hosting a public event, have everyone introduce themselves.

### 4. DECORATE YOUR BANNER

Think of the banner you and your community will create as the heart and soul of your gathering. Join your friends, family and community in collectively decorating your piece of fabric with images of what you would like to protect in the face of climate change. *Don't forget to prominently display the 1Sky logo* so that your politicians will understand you're part of a huge nationwide movement. Creativity is key!

### 5. TAKE PICTURES

Take pictures as you and your community decorate the banner – this Mother's Day will be one to remember! When you're done creating, gather everyone for a group photo behind the banner.

## After Your Event

### 1. SEND US YOUR BANNER AND SIGN-UP FORMS

After Mother's Day, we will feature your banner together with hundreds of other climate murals at a high-profile press event in Washington, DC. Remember that mailing us your banner will ensure that it is received by your member of Congress! Mail your banner and a copy of your sign-up forms to: 1Sky Campaign, 6930 Carroll Ave, Suite 1000, Takoma Park, MD 20912.

### 2. SEND US YOUR PICTURES AND STORIES

Send us pictures from your event at [mothersday@1sky.org](mailto:mothersday@1sky.org). Tell us your story and we may feature it on our blog! <http://www.1sky.org/blog>

### 3. GET MEDIA

Send pictures of your event to your local newspaper, or write a letter to the editor about your action and 1Sky. We will have a press toolkit on our website for you to use in reaching out to local media. Let them know that what you're doing is part of a national movement. Send any press coverage you get to [mothersday@1sky.org](mailto:mothersday@1sky.org).