

People's Climate March on Denver - Outreach Toolkit

Thank you for your support to make this event a success!

The People's Climate March on Denver

When: April 29, 10am-2pm

Where: Civic Center Park, 101 W. 14th Ave., Denver, CO 80202 (The march will begin and end at the park. Speakers and music will commence after the march. Stay tuned for more info about tabling opportunities.)

In this toolkit you'll find:

- Platform and Goals
- Volunteering Information
- Outreach Materials for Spreading the Word
- Social Media Tips

Our platform:

There are nine points to the People's Climate platform that were developed over the last year. They are:

1. **Directly and rapidly reduce greenhouse gas and toxic pollution** to successfully combat climate change and improve public health
2. **Mandate a transition to an equitable and sustainable New Energy and Economic Future** that limits the temperature increase to 1.5 degrees Celsius above pre-industrial levels
3. **Provide a Just Transition for communities and workers** negatively impacted by the shift to a New Energy and Economic Future that includes targeted economic opportunity and provides stable income, health care, and education
4. **Demand that every job pays a wage of at least \$15 an hour**, protects workers, and provides a good standard of living, pathways out of poverty, and a right to organize
5. **Ensure that investments are targeted to create pathways for low-income people and people of color to access good jobs** and improve the lives of communities of color, indigenous peoples, low-income people, small farmers, women, and workers.
6. **Make bold investments in the resilience of states, cities, tribes, and communities that are threatened by climate change**; including massive investments in infrastructure systems from water, transportation, and solid waste to the electrical grid and safe, green building and increasing energy efficiency that will also create millions of jobs in the public and private sector
7. **Reinvest in a domestic industrial base** that drives towards an equitable and sustainable New Energy and Economic Future, and fight back against the corporate trade-induced global race to the bottom
8. **Market- and policy-based mechanisms must protect human rights and critical, native ecosystems** and reduce pollution at source

Through this action we intend to show that Coloradans recognize that climate change *is* real, it impacts all of us, and that we are committed to solving it. We hope that through this collaborative, unified effort, we can promote intersectional action in our state to help preserve and protect our environment and communities while move towards a sustainable future.

Volunteering Information:

Volunteer to assist with various aspects of planning, preparation, and day-of logistics.

1. **A Boulder volunteer meeting** will be held on **Sunday, March 19th, 4-6pm** at Unity Church in Boulder. [Click here to RSVP and learn more.](#)
2. **A Denver volunteer meeting** will be held on **April 2nd, 3:30pm** at the Sheridan Public Library in S. Denver. [Click here to RSVP and learn more.](#)
3. **Become a marshal.** Marshals are people distributed along the march route to ensure safety of participants, answer questions and communicate with march organizers. These folks will be key to making the march a success. Since advanced training is necessary, we need people to volunteer soon! **If you can commit to a one-hour marshal training, [please fill out this survey.](#)** We will hold several marshal trainings to fit your schedule. (Note: A marshal “training for trainers” will be held on Mar. 25th for those who would like to train others in your community to be marshals.)
4. **Can't attend these meetings/trainings, but still want to volunteer?** Check out this our volunteer sign up on [Facebook](#) or [Action Network](#).

Outreach Material

Want to spread the word to your community?

- Get inspiration from this sample [email](#).
- Here are [Posters, Flyers and Media Images](#) you can print and distribute/post
- [Scripts](#) to call news stations, potential donors and people in your community.
- RSVP and spread the word on [Facebook](#) and [Action Network](#)

Social Media Tips

Sample Facebook post (please link to our [FB page](#) when you post)

- Join the #PeoplesClimateMarch on Denver on April 29 and spread the word! Show that Coloradans recognize that climate change *is* real, it impacts all of us, and that we are committed to solving it. #denverclimatemarch <https://www.facebook.com/events/1541324375895125/>
- Stand with your people, march for the planet. Join us on April 29 for the People's Climate March on Denver.
- #ClimateChange #denverclimatemarch #ActOnClimate #350CO #climatemovement
- <https://www.facebook.com/events/1541324375895125/>

Sample tweet

- Join the #PeoplesClimateMarch on Denver on April 29! #denverclimatemarch <https://www.facebook.com/events/1541324375895125/>
- Stand with your #people, #march for this #planet. RSVP today for #DenverClimateMarch
- <http://bit.ly/2myR4Rj>

Hashtags

- #peoplesclimatemarch
- #denverclimatemarch
- #climatehero
- #ActOnClimate

[Click here for more social media posts and images!](#)

More info will be added, so please check back! Thank you!!!