



How to Publicize Your Event

Here are some tools for you to use to publicize your event:

1. **Ask local synagogues** to post an announcement in their newsletters and their social media. Do this now. [suggested copy is below]
2. **Contact local Jewish publications** and website. Do this next week, on Thursday, April 13. [suggested media alert is below]
3. Post information about your events and overall issues of climate change on your **Facebook page**. Do this now! And repeat several times during the next couple of weeks
4. Plan ahead: Keep a list of everyone you contact so you can send photos (captions, etc.) to them after the event.

Synagogue Newsletter Blurb

- We need you! The [People's Climate Shabbat](#), taking place on April 29, will be celebrated by congregations around the country. Every week on Shabbat we are reminded of the obligation to care for the planet and its inhabitants is central to Judaism. Taking action now is urgent as climate change is accelerating and the current administration is committed to policies that will worsen the problem. We are joining with the [People's Climate Movement](#) to stand with all Americans for climate, jobs, and justice. Please join us on April 29. Register for the bus to People's Climate March where we will be marching with a contingent of people of all faiths (OR WHATEVER YOU ARE DOING). For more information contact (YOUR NAME, EMAIL, PHONE)

Sample Email to Media:

Send on Thursday April 13!

Subject: (YOUR CITY) to Celebrate People’s Climate Shabbat

Hello (REPORTER/EDITOR NAME),

(YOUR CITY’S) Jewish community will celebrates [People’s Climate Shabbat](#), on April 29th, 3 Iyyar 5777, the 18th day of the Omer, by joining Jewish community across the country in praying with their feet in defense of creation. We will make our voices heard that we want a world safe from the ravages of climate change – a world with clean air, good jobs and safe communities for everyone. You and your readers are invited to join us.

Here in (YOUR CITY), we are:

What: (VERY SHORT, ONE SENTENCE MAX)

Where:

When:

Photo: (PREPARING FOR THE EVENT, MAKING SIGNS, OR PHOTO FROM PREVIOUS EVENT)

Photo caption: Local activists prepare for April 29 People’s Climate Shabbat by making signs for the march in Washington, calling for stronger measures to protect the climate, jobs and justice.

Contact: (YOUR NAME, EMAIL, TELEPHONE)

We are joining the larger Jewish community as well as 10s of thousands of Americans who will make their voices heard at the [People’s Climate M](#)arch, Saturday, April 29th in Washington, DC, at sister marches in other cities, as well as with other events across the county.

Jews are getting involved because:

- Climate change is the **critical tikkun olam issue** of our era.
- Climate change is a **moral issue**. Climate change is putting **the most vulnerable at risk**, making it harder for our community to care for elderly, poor, and immigrants.
- **Climate is a security issue**. The US military has called climate change a “threat multiplier.” Drought exacerbated by climate change is threatening Israel’s security by destabilizing neighboring countries.
- **Jewish faith and traditions** can help solve the climate crisis. Every week on Shabbat we are reminded of the obligation to care for the planet and its inhabitants is central to Judaism. We have one day a week on which we leave nature untouched, refrain from commerce, and focus on what matters most — family, community and each other.
- Solving the climate crisis is a goal we share with **Israelis who will march in Tel Aviv** on Friday, April 28
- **Jewish community in (YOUR CITY)** has a long-standing commitment to the environment (examples of past actions)

Let me know how I can help you connect with leaders who can talk to you about these issues, if you need more information about the attached photo and our upcoming activities.

Best wishes,

(YOUR NAME, EMAIL, TELEPHONE NUMBER)

FACEBOOK IDEAS

Hi all, I'm going to the People's Climate March in Washington April 29! We are organizing buses so that we can go together. Connect me directly to reserve space. Here's more information about the national Jewish contingent [People's Climate Shabbat](#).

Here's why I'm going to the People's Climate March! Tevel b'Tzedek brings young Israelis to work with thousands of farming families who are already suffering the dire consequences of climate change. Rabbi Micha Odenheimer describes seeing climate change up close in Nepal: <http://blogs.timesofisrael.com/we-dont-need-experts-to-know-about-climate-change/>

God needs us to care for the planet. We are the only living creatures who can do so. Our relationship to the earth runs deep. Genesis 1: 27 reminds us that we are created in God's image. Genesis 2: 15 defines what that means by commanding us "to serve and preserve," our earth. Let's do our part by participating in the People's Climate Shabbat on April 29. Be in touch with me for info!
<http://lilith.org/blog/2017/03/where-were-you-when-the-world-was-ravaged/>

We need everyone to recognize the evil of climate disruption and respond on April 29. Mishnah Sanhedrin 4:5 teaches whoever saves a life has saved an entire world. How often can you act literally to save an entire world, as you can at the People's Climate March?!
http://m.thejewishadvocate.com/news/2017-02-17/Editorials/Why_Jewish_communities_need_to_join_the_Peoples_Cl.html#WM82WXTD9nE

Share any article

I am eager to fight the "new normal" by (YOUR EVENT, WHAT YOU ARE DOING) It looks like this will be the largest climate action in Washington, DC, ever, exceeding the size of the 2014 March in NYC in which 150 Jewish communities, thousands of Jews, and 400,000 people, took part.



Find the latest resources and materials for the People's Climate Shabbat at:

<http://ipldmv.org/peoplesclimateshabbat/>
<https://hazon.org/about/advocacy/>

PCM & Shabbat National Jewish Hub Conference Call
Every Wednesday (except Passover), at 8pm ET/5pm PT
Dial-in: 1-605-475-2090
Access: 860304

Thank you to Vicki Stearn for creating these materials!
As of April 5, 2017