



You've signed on to #soundthecall – now what?

We are so excited to have you and your organization on board for this historic moment as we collectively turn outward and proclaim this 50th Earth Day as a call to action against the injustices we see throughout our world. We know that to be Jewish inherently means that we should be striving to create a healthier and more sustainable world for all, and on April 22 we will raise our voices together in a call to action – we will pivot the conversation and start to address the atrocities we see committed against our planet that result in devastation for humans across the globe.

In order to truly make an impact, we need you to spread the word!

- 1) Share on social media (Facebook / Instagram / Twitter) using [this graphic](#) (insert your own logo with the instructions below) and this blurb:

April 22nd is the 50th anniversary of Earth Day, a time of celebration and a call to action. Let's #soundthecall online worldwide: share a video of yourself sounding a shofar or other instrument to stand up for the well being of planet Earth. Then this Earth Day, though we are physically distant, we will join virtually at 12pm ET on Zoom to simultaneously blow shofar, sing songs, and raise our voices. RSVP and learn more at hazon.org/soundthecall.

- 2) Reach out to your community members and get them to commit
- 3) Share a press release with your local paper or news outlet – see *sample press release below*

- 4) Share the Hazon Facebook Live stream on your own page April 22 at 12pm ET (It will be posted [here](#))
- 5) Contact hannah.henza@hazon.org or Isaiah.rothstein@hazon.org or Liana.rothman@hazon.org for any questions

How to add your logo:

- 1) [Download the Sound the Call banner graphic](#) (you can right click on it to save it)
- 2) Go to Canva.com (or another editing site of your choosing – Canva is free)
- 3) Click “Create A Design” choose “Custom Dimensions
- 4) Type in width – 1920 and height – 1080 then click “create design”
- 5) Scroll down on the left hand side of the page and select “uploads”
- 6) Choose “Upload an Image or Video” and select the Sound the Call banner you just downloaded
- 7) Once uploaded, drag and drop the banner into the white space on the editing board
- 8) Expand the image to fill the space
- 9) Right click on the image and click “Set image as Background”
- 10) Again, choose “Upload an Image or Video” and select your organization’s logo
- 11) Once uploaded, drag and drop your logo onto the banner
- 12) Adjust the size as needed and place the logo in the white space in the center of the banner
- 13) In the top right corner – select the down arrow to download your new image.
- 14) Click “Download”

You now have an updated Sound the Call banner with your organization’s logo to use as you wish!

Sample Press Release:

Name

Organization

Address

Contact information

For Immediate Release:

On April 22, Jewish communities around the world, including _____, will join together at 12pm ET to Sound the Call by blowing shofar, banging pots, playing drums, or otherwise making a great noise in a call to action for the moment we find ourselves in on this 50th Earth Day.

This gathering is a call to action – a call to change our behaviors, to think more equitably, to live more sustainably, to act more compassionately, to share the bounty of our planet with all who inhabit it, and to protect our Earth from those who mean to do it harm.

This is a moment of hope – a spark to ignite the world!

Lead by Hazon, the Jewish Lab for Sustainability, who believes to be Jewish inherently means we should be striving for a healthier and more sustainable world for all, this online collective of shofar blowers is hoping to set the world record for most shofars blown on a virtual platform at one time and has applied to the Guinness Book of World records as such.

The event will fill 1000 Zoom screens and be broadcast on Facebook Live. Nigel Savage, CEO of Hazon will speak followed by singing, a moment of silence, and raucous noise making outside people's windows, porches, yards, etc.

There is a social media campaign building momentum for the event which asks individuals from now through April 22 to #soundthecall by blowing shofar or playing an instrument and tagging friends to join in the fun.

While Hazon is asking for donations to support the campaign, the primary reason for the event is to raise awareness for the interconnectedness between the global climate crisis and the COVID-19 tragedy we are all experiencing. When our planet and its inhabitants are treated poorly, disaster follows for us all.