

Organizing Guide: How to animate the Give it up for the Earth! campaign



Thank you for bringing **Give it up for the Earth!** to your community.

Give it up for the Earth! is a national faith-in-action campaign to increase Canada's contribution to climate justice. It offers people an opportunity to be part of the solution to the global climate crisis.

This year, **Give it up for the Earth!** runs from February 26 to April 9. These dates correspond with the Christian season of Lent, but everyone is invited to participate. Events will be hosted by churches, schools, and community groups – we encourage you to engage as many people as possible.

Give it up for the Earth! expands the conversation about climate change. By highlighting our individual and societal connections to rising greenhouse gas (GHG) emissions and identifying both personal and policy actions, **Give it up for the Earth!** offers an accessible, tangible, and powerful way to respond to this critical issue.

Give it up for the Earth! will signal to the government that Canadians – especially Canadian Christians – are prepared to make lifestyle changes to reduce our GHG emissions. And, that we want our government to match and exceed these actions with policy changes that will move us further and faster towards international climate change goals. In 2020, we are specifically calling on the federal government to invest in just transition to a modern, diversified, green economy.

Animating Give it up for the Earth!

The aims of **Give it up for the Earth!** are **(1)** to raise awareness about climate change, and **(2)** to collect signatures as a demonstration of support for increased federal government action.

How you do this is up to you. Listed below are some options that fall into three categories: captive audience, community outreach events, and online actions. You can choose one, do a combination, or come up with something else altogether (if you do the latter, we really want to hear about it!).

1. Captive audience

- a. Incorporate **Give it up for the Earth!** into Sunday worship. Focus on creation care as the worship theme. CPJ sermon starters, sample prayers, and hymn suggestions – available at cpj.ca/ecological-justice/church-resources-ecological-justice – can get you started. Distribute postcards with the bulletin, then invite people to submit them with their offering.
- b. Highlight **Give it up for the Earth!** at coffee hour or during Shrove Tuesday dinner. Make a brief announcement to introduce **Give it up for the Earth!**, emphasizing climate change as an issue of faith. Distribute postcards and offer an opportunity for questions and discussion. Set up a table or pass a basket to collect postcards.
- c. Dedicate a Lenten Bible Study or Youth/Adult Sunday School class to creation care. Bible study and other worship resources are available at cpj.ca. You can also draw on the backgrounder, “Climate Change as a Matter of Faith and Justice” or the book, “Living Ecological Justice: A Biblical Response to the Ecological Crisis” (www.cpj.ca/lej).

2. Community outreach events

- a. Community event. Assemble a group of volunteers. Identify a time and location for your event, ideally with a lot of pedestrian traffic. Meet with volunteers ahead of time to discuss the major points of the **Give it up for the Earth!** campaign. Greet people as they pass by, ask them if they'd be willing to “**Give it up for the Earth!**” and give them a postcard. Possible locations: downtown intersections, university campuses, or outside political offices.

3. **Online actions** (This may be done independently or to supplement #1 or #2).

Use websites, newsletters, and social media platforms to profile **Give it up for the Earth!**

- a. Post or embed the **Give it up for the Earth!** postcard (www.cpj.ca/pledge) on your faith community website (this can be a congregational or parish site, and/or one shared by the diocese, presbytery, synod, classis or national church).
- b. Alongside the postcard, include a faith and climate article written by CPJ (see cpj.ca/category/ecological-justice/) or a related reflection by someone in your denomination.
- c. Set a date and time for your online event, or simply share this page in your electronic newsletter, and on your Facebook, Twitter, and/or Instagram pages throughout Lent (February 26-April 9, 2020). Use the hashtag #GiveItUpForTheEarth.
- d. Encourage people to participate in **Give it up for the Earth!**

Planning your Give it up for the Earth!

Animating the **Give it up for the Earth!** campaign is straight-forward and fun! This checklist is designed to help you sort out what needs to be done, when. We've also included a list of materials.

Getting started:

- Determine how you want to share **Give it up for the Earth!** with your community.
- Gather a team of volunteers. Plan to have 3-10 people, depending on the style or your event. Please note that the community outreach-style event requires more volunteers.
- Pick a location and confirm availability. If you're planning an outdoor event, choose a back-up, bad weather location. Make sure that it is central enough for foot traffic during the lunch hour on the day of the event. Check with your municipal government about permit requirements.
- Map out the details of your **Give it up for the Earth!** plans using the resources provided – feel free to use your creativity to design an event well suited to your community.

Two weeks before event:

- Confirm with CPJ that you received **all** of your materials. If you have not received all of the materials, or if you think you'll need more, contact Karri as soon as possible (karri@cpj.ca).
- Decide if you would like to use banners, signs, or any other visuals at your event. If you do, work with your volunteers to coordinate messages and make a plan to create the placards.

One week before event:

- Confirm the plan for the day of the event with your volunteers: when you will meet, everybody's role (set up, clean up, presenting...), what they should bring (banners, posters, postcards, as well as a water bottle and raincoat, for example), the plan for inclement weather (if necessary), and any other details that you would like to establish.
- Invite your local MP, provincial/territorial representative and/or municipal councillor to be part of the event. They can join you in any style of event. For captive audience events, you may wish to invite them to say a few words, and for community outreach events they can participate in the handing out of postcards on the street.
- Sort out any loose ends or final details for your **Give it up for the Earth!** event.

The day of the event:

- Arrive early at your location to set up. Bring your **Give it up for the Earth!** materials.
- Review the event plan and key talking points with your volunteers.
- Greet everyone you meet with a smile. Share your enthusiasm for **Give it up for the Earth!** Let everybody know that events like this are taking place across Canada throughout Lent.
- Take pictures of the event as it unfolds and send them to CPJ via social media or email (www.facebook.com/citizensforpublicjustice, [@publicjustice](https://twitter.com/publicjustice), brad@cpj.ca). Use the hashtag #GiveItUpForTheEarth. This will allow us to showcase the efforts of volunteers across Canada.
- Try to engage as many people as you can! Not everyone will be willing to chat, but the ones who do will be interested in what you have to say. Regardless of their reactions, a smile and encouraging tone from you will make a big difference!
- Remember to thank your volunteers for their time and efforts to promote climate justice!

After the event:

- If your MP was unable to attend your event, visit them afterwards, invite them to sign the postcard, have a conversation about your climate concerns, and let them know about all of the **Give it up for the Earth!** events taking place across the country (see cpj.ca/for-the-earth).
- Return your signed postcards by Friday, May 1. **Give it up for the Earth!** postcards are pre-addressed and do not require postage. Please note that the more cards the Minister receives at once, the more impactful our message will be.
- Provide CPJ with feedback about your event experience – what worked well, what needs improvement and any suggestions you have for future events.

Give it up for the Earth! event support

Climate change is a serious global issue, and we take it very seriously (just like you). Still, we want you to have fun, while engaging new friends and supporters to our common cause!

And remember, **we are here to help!** If you have questions before, after, or during your **Give it up for the Earth!** event, please reach out.

Karri, 613-232-0275 ext. 223, karri@cpj.ca

Thank you for all your work to **Give it up for the Earth!**

*Karri & the entire team at
Citizens for Public Justice!*

