# **Marketing Packet**

Bard College’s Solve Climate 2030 project provides this marketing packet to help you to promote your participation in [Worldwide Climate and Justice Education Week](http://worldwide-climate-ed.org). All of these tools are free for your use. If you have questions, please contact David Blockstein, [SolveClimate2030@gmail.com](mailto:SolveClimate2030@gmail.com)

The following links go directly to resources for Hosts/Participants. You can review the [slides](https://docs.google.com/presentation/d/13TSKqEY0piuGU9sdxwTx5C7JzxX3R9L1UvopLJSlbv8/edit?usp=sharing) and [recording](https://www.youtube.com/watch?v=_aI7xTR9p38) of our January 24, 2024 webinar in addition to the resources below. [**(Communication Presentation)**](https://docs.google.com/presentation/d/13TSKqEY0piuGU9sdxwTx5C7JzxX3R9L1UvopLJSlbv8/edit?usp=sharing)

### [Logos](https://www.worldwide-climate-ed.org/how-to-guides/cf77dc1c-6d44-4187-af2b-e514dffc06bb)

### Posters

### -[Your Event Poster Template](https://www.canva.com/design/DAFapQeMHRw/0zUVZ2tEvzk1Z2rk-Q7EPQ/view?utm_content=DAFapQeMHRw&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

### -[Abo](https://drive.google.com/drive/folders/1I7SYaJLZt2JG5jb4K6S0V539m-318uvq?usp=drive_link)ut the Program Posters

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[2021-2022 Teach In Posters- Multi Lingual](https://drive.google.com/drive/folders/1g4uLcSg-M6TXsDVuFJ-kjIFkr9ZMIk0r)

[2023 - English Only](https://www.canva.com/design/DAFaBwMVtCs/9PkB6Acx4Xd03c9bGX_brQ/view?utm_content=DAFaBwMVtCs&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

### [Social Media Post Template](https://www.canva.com/design/DAFapsHMG-g/l044FDor2lLgjPEUsmP1yQ/view?utm_content=DAFapsHMG-g&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

[I am talking climate solutions in my classroom. - Facebook Post](https://www.canva.com/design/DAFdZtXzHS0/Sfc-ro6XNcIrsGKCrmPDWw/edit)

### [Zoom Backgrounds](https://www.worldwide-climate-ed.org/how-to-guides/ee659dd3-ce12-4e1e-8fc1-71dde4f50084) + [Template](https://www.canva.com/design/DAFnhHBM6lE/OmFvIAyGoHV08StDZ3ixxQ/view?utm_content=DAFnhHBM6lE&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

### [Presentation Template](https://docs.google.com/presentation/d/16YjQYNQt9d35hLPwQQB1zPtmaO5bxpkWvISBCe2pfHc/edit?usp=sharing)

### [Certificates](https://www.worldwide-climate-ed.org/how-to-guides/137ab0e8-1940-4aac-85e3-963bdefe8354) + [Templates](https://www.canva.com/design/DAE9IuJllJ0/7P4FrgxQLGpy12MCwWf6Rw/view?utm_content=DAE9IuJllJ0&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

### Event Videos

Worldwide Climate and Justice Week 2025 Intro:

[Worldwide Climate and Justice Education Week 2025 - YouTube](https://www.youtube.com/watch?v=n1dPDox7J_g)

[Be Courageous: #MakeClimateAClass](https://www.youtube.com/watch?v=OBXd_PX4BrI&t=1s)

Worldwide Climate and Justice Week 2024 Intro:

<https://www.youtube.com/watch?v=_pjUofJwphs>

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The rest of this packet provides program descriptions, sample emails, and notes on our social media accounts. These materials are meant to aid partner organizations in promoting our work, as well as provide participants and hosts with more detailed copy for engaging with the program in your community.

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### Our Program

### [Mission](#_heading=h.1ci93xb)

### [Pledges](#_heading=h.3whwml4)

Make Climate a Class, Make Climate an Event

### [Program Blurb](#_heading=h.3as4poj)

### [Promotion Ideas](#_heading=h.1pxezwc)

### Sample Copy (For Emails)

### [Newsletter Feature](#_heading=h.3o7alnk)

### [Ask Your Professor To Make Climate A Class](#_heading=h.23ckvvd)

### [General Email Invite](#_heading=h.ihv636)

### Our Social Media

### [Social Media Accounts](#_heading=h.32hioqz)

### [Branding Notes](#_heading=h.1hmsyys)

Logos, Program Posters, and Program Video

## **Brand Guidelines**

The following are in regards to images and Logos in [THIS](https://drive.google.com/drive/folders/1dXyme5EjQx_09kVMDsqS-GTTvgpHyaWH) folder. All partners, event hosts, and speakers are welcome to use these materials in their broadcasting and publishing of events across the globe. Please follow the below guidelines as best as possible for consistency.

There are some language variations to posters readily available, and we continue to develop background images for zooms/presentations with multi-lingual logos. In the meantime please use the following colors and the font Open Sans if you are working on your own variation:

Colors HEX are as follows:

Green Dark Green Dark Blue Blue Light Blue Red White

#1B8B78 #003434 #244372 #2E69C2 #A4C2F4 #FF003C #F5F7FB

We will continue to add new assets to this folder, posters, brochures, etc.

### Mission

To spark and support interdisciplinary learning and action on climate solutions and justice within educational communities throughout the globe during Worldwide Climate and Justice Education Week (April 7-13 2025).

### Pledges

#### [Make Climate A Class](https://www.worldwide-climate-ed.org/climate-classes)

**For Educators:** Pledge today to spend at least 30 minutes in your class talking about climate change, solutions and justice during [Worldwide Climate and Justice Education Week (April 7-13 2025).](https://www.worldwide-climate-ed.org/)

**For Students:** See below for an email template to use to ask your teacher to Make Climate A Class during [Worldwide Climate and Justice Education Week.](https://www.worldwide-climate-ed.org/)

#### [Make Climate An Event](https://www.worldwide-climate-ed.org/climate-events)

The core model we recommend is the [Three-Hour Teach-In](https://www.worldwide-climate-ed.org/post/7-ways-to-make-climate-an-event-on-your-campus-in-april-2024). This is an all-school event held in the evening that is grounded in participation by climate-concerned faculty from multiple disciplines. Aside from a Teach-In there are a variety of styles for hosting an Event outlined on our website [here.](https://www.worldwide-climate-ed.org/climate-events)

### Program Blurb

[Worldwide Climate and Justice Education Week](https://www.worldwide-climate-ed.org/) is an international effort to bring climate conversations into the classroom, in every course and subject area, and provoke wider interdisciplinary dialogue on climate through creative Climate Events. We ask educators across Primary, Secondary, and Higher Education schools to join our network of climate concerned educators. Dedicate at least a single class to [talking about climate change](https://www.worldwide-climate-ed.org/climate-classes) with your students and take the [pledge to Make Climate a Class](https://www.worldwide-climate-ed.org/sign-up). If your school, campus, or community are exceptionally excited to talk about Climate, you can also organize a Climate Education Event. We have a plethora of [models](https://www.worldwide-climate-ed.org/how-to-guides/57606feb-72eb-4d2c-8a43-10df61e847c7) to support you in hosting an event for your community. When you’re ready, you can put your dot on our global [map](https://www.google.com/maps/d/u/0/edit?mid=1l59nstwx4dAgtlD2qUqHH8s4MID6BiE&ll=42.674968142808495%2C-73.4851600125&z=9&link_id=2&can_id=f3a3d2ddbbcf5294c86db623c1a91907&) of Climate Education events and input your preliminary event information, [here](https://www.worldwide-climate-ed.org/sign-up).

### Promotion Ideas

#### Your event should be listed on your

* Website
* Newsletter
* Social Media Accounts

#### Your event should be posted

* Around the campus, neighboring towns, and in places students gather.
* On any news boards (town halls, libraries, K-12 Schools, local cafes)

#### Drum up excitement for it by

* Slowly announcing speakers/panels
* Working with on campus groups to post about it on other accounts on social media
* Asking speakers to email their network

### Newsletter Feature

*Consider copying and pasting the following blurb in your program newsletter:*

On **(Date)** our **(School, org, etc)** will be participating in the [Worldwide Climate and Justice Education Week](https://www.worldwide-climate-ed.org/). Together we will join over 50,000 students and community members by engaging in interdisciplinary climate learning through this decentralized, global initiative.

We invite you to attend our event: **(Date, Location, and RSVP) where we plan to (list some activities of the event)**

Learn more about this program run by Bard College at their website [here](http://worldwide-climate-ed.org), and explore their two campaigns [Make Climate a Class](https://www.worldwide-climate-ed.org/climate-classes) and  [Make Climate an Event.](https://www.worldwide-climate-ed.org/climate-events)

### Ask Your Professor To Make Climate A Class

Dear Professor [Last Name],

I am a student in your \_\_\_\_\_\_ class. Like many students, I am deeply concerned about the climate crisis. In addition, I am concerned that so much of my learning does not connect with this existential crisis. I believe that it's vital that all courses engage with the climate crisis in some way. All of us should be thinking about the climate, no matter our discipline.

I request that you teach us about how the subject of our class relates to the climate emergency.

You could do this by participating in [**Worldwide Climate and Justice Education Week**](https://www.worldwide-climate-ed.org/), a global initiative, led by [Bard College](https://gps.bard.edu/). The project helps professors, students and community members organize interdisciplinary climate education events and classes during April 7-13, 2025). Learn more [here](https://www.youtube.com/watch?v=_pjUofJwphs).

You can participate by [pledging](https://actionnetwork.org/forms/make-climate-a-class) to **Make Climate a Class** during Climate Education Week. This means taking just 30 minutes of class time during Climate Education Week to discuss how our class topic helps to understand or fight climate change. Climate Education Week's curricular partner, [SubjectToClimate](http://subjecttoclimate.org/), has a lesson plan database (which is searchable by subject) to help educators find materials for their climate class.

**I know you have a lot to cover in your courses, I ask you to join this initiative and Make Climate a Class in April. You can pledge to do so,** [**here**](https://www.worldwide-climate-ed.org/climate-classes)**. Many of the students in our class will really appreciate it.**

**Thanks very much!**

[Name]

### General Email Invite

Hello Friends and Colleagues,

We all know the climate crisis is here. This past October, Hurricane Otis became “the most powerful hurricane on record to hit Mexico’s Pacific Coast, unleash[ing] hours of terror [and] leaving the city effectively isolated from the outside world” per the New York Times.

What gives me chills is this: **most models failed to predict the size and severity of the hurricane.** We’re living in a different world than the one we were born into. The question is, **how do we prepare our students for the world that they’re inheriting?**

You’ve already pledged to Make a Class this year. We thank you for your leadership. We have one more request to really inspire your educational community.

[**Pledge to Make Climate an Event**](https://www.worldwide-climate-ed.org/climate-events) **during** [**Worldwide Climate Education Week**](http://worldwide-climate-ed.org) **(April 7-13, 2025).**

[Making Climate an Event](https://www.worldwide-climate-ed.org/climate-events) means that you and your team will plan an event during Climate Education Week that brings together students and campus community members, across disciplines, to talk, learn and act on climate change. It is easy to organize an event - talk with your sustainability coordinator, active students and faculty and create a team. We can provide free films, speakers, theater scripts, games, art, consultation, promo materials and certificates for the organizers and participants.

Making Climate an Event helps students understand that they can make climate repair their life work. By engaging them in creative, interdisciplinary modes on climate solutions, we can help students explore how climate worklutions applies to their field and interests. Over the past 2 years our partners have held more than [600 events](https://docs.google.com/document/d/1ZLVci-QSuKqCK1n9VXlkwpuny9EtgyAqxlb_5-E38VY/edit) in more than 60 countries, reaching over 80,000 people. It is time for you and your institution to join this hopeful movement.

You can explore different inspiring ideas for events models on [our website,](https://www.worldwide-climate-ed.org/how-to-guides/57606feb-72eb-4d2c-8a43-10df61e847c7) and learn about [inspiring examples](https://www.worldwide-climate-ed.org/blog) of Climate Events from past years. Get inspired and then let others know that your institution will be Making Climate an Event by signing up today.

Simply click the button below, then click on “click to host” and enter your preliminary event information to plant your flag on the map. You can always edit the details later. Registering is simply a first step.

[Sign Up To Make Climate an Event](https://www.worldwide-climate-ed.org/sign-up)

We all know the climate crisis is here. The question is: what will we do within our institutions to drive change and action? Thank you for your leadership.We hope you will join us and Make Climate an Event this year.

### Social Media Accounts

**Hashtags to use:** #WWTI #WorldWideTeachIn #SolveClimate2030 #MakeClimateAClass

**Accounts**:

Instagram @worldwideteachin <https://www.instagram.com/worldwideteachin/>

Facebook Worldwide Teach-In for Climate <https://www.facebook.com/worldwideteachin/>

TikTok Main Account SolveClimate2030 (search in app)

X/Twitter Main Account worldwideTI <https://twitter.com/worldwideti>

### Branding

#### Logos

[2025 logos](https://www.worldwide-climate-ed.org/how-to-guides/cf77dc1c-6d44-4187-af2b-e514dffc06bb)

Notice there are Logos with white outlines, these are best for dark backgrounds.

### Posters

These posters are emailable PDFs with clickable links. We have a [general invitation poster](https://drive.google.com/file/d/1U4DkxE3KRJp0EPVv6E7mS-tw5rqRUSeP/view?usp=drive_link) as well as the following model specific posters:

* [Make Climate A Class for 6-12 Schools](https://drive.google.com/file/d/1-hEctc8ZFQVoVS-CIn4ZnNMOk9gL00oi/view?usp=drive_link)
* [3 Hour Event for 6-12 Schools](https://drive.google.com/file/d/1LEikQp6OiV3C0a2qUEDzqaK0BuWCwpqj/view?usp=drive_link)
* [3 Hour Event for Universities/Colleges](https://drive.google.com/file/d/1LMM_V3VH1sCj4gJYLr3OCmocW7TRe-r0/view?usp=drive_link)
* [Faith Model](https://drive.google.com/file/d/1VPbTSDVTv5lmoVacWY-_e-MQsGEwGwHa/view?usp=drive_link)

#### Event Videos

Worldwide Climate and Justice Week 2025 Intro:

<https://www.youtube.com/watch?v=_pjUofJwphs>