



TOOLS AND TIPS FOR PROMOTING THE C-CHANGE PRIMER

These tools and tips will help you introduce the *C-Change Conversations Primer* to your community and generate interest in learning about what for many may be an unfamiliar or uncomfortable topic. You can adapt and use these materials with local newspapers and other news outlets, community or organization newsletters, your website and social media pages, email blasts, or whatever communications channels you think will be most effective in promoting the Primer.

Before the Primer

Overview

- What it is: An overview of our mission and approach, descriptions of the three Primers and other programs, and testimonials from business, economic, and community leaders and others endorsing the C-Change Primer.
- Ideas for using it:
 - If you are hosting a *Health Primer* or *Business Primer* presentation, use the descriptions from the Overview as needed to adapt other promotional materials.
 - Use all or parts of it to promote attendance at the Primer.
 - Share it with prospective hosts and others who want to learn about C-Change Conversations and its programs.

Announcement

- What it is: Content you can adapt and use in a variety of ways to announce the presentation and invite your community to attend.
- Ideas for using it:
 - Add the date, time, and other particulars and use in a “Save the Date” invitation, flyers, newsletters, social media, and on your website.
 - Add your organization’s logo and/or the C-Change logo to the announcement.

Logo can be used as needed.

Poster

- What it is: Example of a poster that can be adapted with the details of your Primer event.
- Ideas for using it:
 - If you know how to use Illustrator or Photoshop, C-Change can share the file for the poster and you can edit it. Otherwise, you can let C-Change know what text and logo you want to appear on the poster, we will edit it for you and share the file with the person who will print the poster to your specifications.
 - Print large versions to mount on walls or an easel, or smaller versions for bulletin boards.
 - Use in emails as a “Save the Date” promotion.

Press Release

- What it is: A press-friendly announcement describing the Primer and its value, with quotes from the C-Change presenter and host.
- Ideas for using it:
 - Hosts can update it to include their organization's logo, particulars of their event, and their own quotes.
 - 3-4 weeks (or more) before the event, amend and publish on your website and in newsletters.
 - 1-2 weeks before the event, email it to relevant local print, broadcast and online reporters with a note inviting them to attend. Follow up by phone and resend as necessary.

Testimonials

- What they are: Quotes from international and local business and community leaders, educators, health care providers, garden club members, and others who have provided us with their reactions to the Primer.
- Ideas for using them:
 - Choose testimonials that will resonate with your audience and integrate into your outreach.
 - Post a different testimonial on social media each day leading up to the Primer, with a link to more information.

Video about C-Change Mission and Primer

- What it is: A link to a 6-minute video introducing C-Change Conversations, its non-partisan introduction to climate change, and the reasons we all need to learn more about the issue. Offers glimpses of the Primer presentation and endorsements by a former climate skeptic and a former energy company CEO.
- Ideas for using it:
 - Show at events to promote attendance at the Primer.
 - Share in emails, on your website, and in social media.

Video Excerpt of a Primer Presentation

- What it is: A link to a 3-minute video excerpt of Kathleen Biggins presenting the Primer. (Kathleen is the founder and president of C-Change Conversations.)
- Ideas for using it: Share in social media, your website, and elsewhere to provide audience members a taste of what they can expect during the Primer presentation.

After the Primer

Five Questions Brochure

- What it is: A summary of key facts included in the Primer, organized by five common questions about climate change. Includes tips for individual action and background about C-Change Conversations programs.
- Ideas for using it:
 - Email or print in color or black and white and distribute to attendees following the Primer. Inform attendees in advance that they will receive a copy of *Answers to the Five Questions Most Americans Have about Climate Change*, which includes key information and illustrative graphics from the presentation. Email distribution is preferred, to make it easier for attendees to share their Primer experience with others.
 - Use facts, figures, and tips for individual action in post-Primer communications to your members/audience. Please cite C-Change Conversations as the source.