

Introduction

Dear supporter,

Welcome to the 10:10 Local Groups' Pack. We've put this together to make it as easy as possible to promote 10:10 in your local area. This introduction explains the Pack's contents and provides some guidance on making sure your outreach activities run smoothly.

What you'll find in this pack

1. Offline signup application

This simple programme allows you to sign people up to 10:10 without the need for an internet connection – on a laptop at an outdoor stall, for example.

2. 10:10 Briefing

A short overview of what 10:10 is about. The information here will help you answer the most common questions people ask before signing up.

3. Supporters' Communication Guide

As a supporter, you have a difficult job. You need to be consistent with 10:10's key messages in your communications, while using your own words. This guide aims to steer your communications, without dictating them.

4. 10:10 Checklist

A list of actions that the average person, family or household needs to do to cut their carbon by 10%, in handy fridge-stickable format.

5. 10:10 poster and flyer

Printable materials giving the basics about 10:10 and encouraging people to visit the site and sign up.

What next?

1. Get up to speed on 10:10

Take a look at the 10:10 Briefing and Communications Guide documents, and familiarise yourself with the offline signup programme. If you're confident talking about 10:10 you'll be able to make the most of your event.

2. Make it happen

Use our resources and your ingenuity to put your plan into action. Good luck!

3. Get back to us

When you get home, get in touch and let us know how it went. How did you find the whole experience? What were the highs and lows? Was there anything you needed but didn't have?

Email us at localgroups@1010uk.org or call us on 020 7388 6688.

4. Give yourself a pat on the back

What you're doing is hugely important. 10:10 aims to unite the whole country around immediate, simple and meaningful action on climate change, but we could never make it happen on our own. It's people like you that make true mass engagement possible.