



A GUIDE TO PROMOTING YOUR LOCAL GREEN WEEK

Local promotion will be essential to gather momentum, raise awareness and get a great turn out of people attending your Green Week, so expect to spend a lot of time on this. This guide will provide some top tips for promoting your local Green Week and events, and [templates](#) for inviting people to get involved.



TOP TIPS FOR PROMOTING YOUR LOCAL GREEN WEEK AND EVENTS

List your event on the Great Big Green Week website

Register your Local Green Week or event on [our website](#) so that people searching for events near them can see it. You will be able to log back in and make changes to the event listing if anything changes, and can list both in-person and online events.

Create engaging posters

You might want to produce posters or flyers for your local Green Week to let people know what events will be happening during that period.

These can be used for online promotion and physical versions can be shared with local communities - think coffee shops, sports clubs, libraries, places of worship, and more - for them to display in their venues and help spread the word. Customisable poster templates can be found in the Organiser Communications Pack at greatbiggreenweek.com/resources.

Note: think about ways you can reduce waste if you are wanting to hand out physical flyers, such as giving businesses one poster to put in their window rather than having multiple flyers available to take away.

A website or webpage

You may want to create a basic one-off website for your local Green Week. It just needs to be a couple of pages with event dates and information, and inspiring ideas for how people can get involved. If you can't do this yourself, reach out to your networks to see if anyone could do this for you. Alternatively, a core group might be able to host a page on their website, for example, a local community group involved in the Green Week, or your climate action network group leading on coordinating the week.

You can also ask partners and all participating groups to promote your Green Week on their websites, and write blogs about how they're getting involved.





Whether you create your own website or not, remember to [list your event on the Great Big Green Week website](#) so other people can find it there!

Use Great Big Green Week branding

To ensure that all your activities taking place during Great Big Green Week are linked to the national moment, it's important that your events feature the correct branding.

For example, if you set up an online sign-up page for your event, you can include the Great Big Green Week logo alongside any other partner logos, and your own. When promoting your event, you can easily create a Great Big Green Week-branded poster using our templates. And, if you design a programme for your Green Week, you can incorporate the Great Big Green Week branding throughout.

The green heart is a unifying symbol of people taking action on climate change. Think about how you can incorporate green hearts at your event - could you create some green heart bunting? Or hang crafted green hearts from a stall at your climate festival? You can access branding resources and guidelines at greatbiggreenweek.com/resources.

Social media

Utilise social media to promote your events, such as Facebook, Twitter and Instagram. Starting to grow a social media following from scratch is hard, so we'd recommend using existing accounts rather than starting a new one for your event as then you will already have a brilliant network of followers to promote it to!

Are there local community Facebook pages or groups that you could advertise the event on? You can also create your own Facebook events and invite local businesses and members of your community - don't forget to share the website on the event page.

Don't forget to ask partners, volunteers and anyone hosting an event to promote the local Green Week on their own feeds and groups they're part of! You might even want to select some dates that everyone joins in for a big blast of promotion in the months approaching the Great Big Green Week, to build momentum. If you do this, you can make it easier for participants to join in by sending content for others to share on social media.

You can access customisable graphics to help you promote your local Green Week on social media at greatbiggreenweek.com/resources.

When sharing content on social media, please use...

HASHTAGS: #GreatBigGreenWeek

TAGS: @TheCCoalition on Twitter and @thecimatecoalition on Instagram and Facebook

... so we can share and engage with your content!





Local media and publication

Get in touch with local newspapers and maybe even regional TV and radio: Talk to them in advance to get the 'Green Week' in their diaries. Check the paper for the name of journalist/s who seem to cover most green stories and ring them up – or even call the editor. You could do a media launch early on announcing key partners and inviting groups to take part.

Closer to the time you could arrange for local newspapers to feature event organisers as they prepare, you can invite the local media to take part in the week and of course, you can invite the media to cover the activities during the week itself. You can find more advice and template press releases in our media guide at greatbiggreenweek.com/resources.

Have a think about local newsletters: Do local businesses run their own or is there a village or town newsletter in which you could promote your local Green Week? Why not get in touch with your local tourist board and register your events on their website? This could be a great opportunity to connect with people from outside your community and inspire action for the climate. You can find some example text for newsletters further on in this guide.

Magazines and local events listings: You may be able to get a flyer or other promotion for your Green Week in local magazines or circulars.

Photographs and video

Arrange to have one or more people taking photos and videos of the different things happening during the week. Make sure it is clear to your attendees that this is happening so they can tell you if they do not want to be included in any content. Make sure that people get written permissions for taking and sharing any photos and/or videos where an individual can be identified (e.g. portrait photos), especially those with children in them. Use this content on your social media and send the best to your local papers.

Please share your content with us!

We'd love for you to share any photos and videos of your local Green Weeks and events with us. Please send any photos/videos to us directly by [following the instructions here](#).

MPs and local councillors

Invite your local MP and Councillors to attend and take part in your events. Use our MP engagement guide and template invitation email at greatbiggreenweek.com/resources.

Anyone else who could help?

Local communities can come together to really make it a week full of activity and celebration. Here are a few more ways you could help spread the word:





- Speak to your family, neighbours, and colleagues and get them excited about the Great Big Green Week and why it's important. Ask them to come to your events, and get them to spread the word too!
- Are there local markets where you can book a stall to promote the Green Week?
- Are local schools involved? They could host events or share information in newsletters.
- Local NHS trusts could share on their intranet and notice boards.

INVITATION TEMPLATES



Getting people involved in planning

You can boost your event or local Green Week, and have a lasting impact by getting others involved right from the start. See below for some example text to include in your or other local newsletters and an invite letter to local community groups and businesses.

Text for promoting in local newsletters/flyers/etc:

This June, people will come together for a nationwide celebration of community action to tackle climate change and protect nature. Events and local Green Weeks in towns across the country will celebrate local action and show Government and local decision makers that we want them to urgently tackle the climate, nature and cost of living crises - to protect people and the planet now and for future generations.

We are organising **[insert local Green Week]** and we'd love for you to be a part of it! Let us know if you'd like to be involved - either by planning an event, joining the **[local Green Week name]** coordinating team, or supporting other event organisers. **[Provide contact details and information about upcoming planning sessions if relevant]**

Invite letter/email to local community groups and businesses:

Dear **[insert name]**

I hope you are doing well.

I wanted to let you know about an exciting community festival that I will be involved with in June 2023, as part of the Great Big Green Week.

[Insert local Green Week/event name], organised by members of our community, will be running from **[insert dates of your local Green Week]**. The Green Week will be a celebration of everything people in **[town]** are doing to tackle climate change and protect nature.





As a **[business/club/xyz]** at the heart of our community, I wanted to reach out to you to ask whether you would be in a position to support **[our event/ the [town] Green Week]**

You could get involved in three different ways (*note: you might want to tailor this part depending on who you're contacting*):

- Promote the Great Big Green Week in your business/community group and encourage your customers/members and colleagues to attend **[our event/ the events as part of [town] Green Week]**.
- Organise your own community event - this can be something you're doing *[note: include a tailored example here, e.g. for a walking group, suggest they host a walk as part of the Green Week]*, or it could be something new for you.
- (*note: If you're hosting a local green week*) Help to organise **[insert local Green Week name]** itself by joining the coordination team, or by helping get others involved.



The Great Big Green Week is an opportunity to celebrate local action to create a cleaner, greener world and show Government and local decision makers that we want them to deliver on their promises to protect the planet now and for future generations.

Do let me know if you'd like to get involved, or if you have any questions about the Great Big Green Week. My contact details are **[insert contact details]** and in the next few weeks, I would be available to chat on **[insert date]** at **[insert time]**.

With best wishes,
[Sign off]

Inviting people to attend your local Green Week events

To make this the greatest, biggest, greenest week the UK has ever seen, getting as many people as possible to attend events is important! Here, you can find some suggested messaging that you can adapt to include in newsletters, emails or promotional materials to encourage your community to attend your events.

Suggested copy:

This June, people will come together for a nationwide celebration of community action to tackle climate change and protect nature. Events and local Green Weeks in towns across the country will celebrate local action and show Government and local decision makers that we want them to urgently tackle the climate, nature and cost of living crises - to protect people and the planet now and for future generations.





[insert name of local Green Week/event(s)] is taking place during Great Big Green Week on **[date]** and we'd love for you to be a part of it! This is being organised by **[insert name of organisation/group/individual]** and will be a celebration of the action people in **[town]** are taking to tackle climate change and protect nature.

[Include a bit more information about the event or Green Week here]

You can find out more information at **[insert website or event link from Great Big Green Week website]**, we hope to see you there!

