

## A GUIDE TO ORGANISING A LETTERS TO TOMORROW EVENT

This guide is to help you plan a Letters To Tomorrow themed event as part of Great Big Green Week. In this pack you can find information on Letters To Tomorrow, what a Letters To Tomorrow event could look like and tips for organising your event.

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### GREAT BIG GREEN WEEK 2023

The Great Big Green Week is the UK's biggest ever celebration of community action to tackle climate change and protect nature.

It was first launched in 2021 by The Climate Coalition to demonstrate the fantastic efforts happening in support of action on climate and nature loss in villages, towns and cities in every corner of the UK. Since then it has gone from strength to strength. Hundreds of thousands of people from all walks of life take part each year, and thousands of events are organised.



Green Living team with their Eco Float  
Horsham, Sussex

We know that if we're going to protect our environment and ensure a safer, healthier future for generations to come, we need to see action today. When we take action alone, we can often feel powerless or unable to make the scale of difference we want. But we know that when we come together in our communities, our places of worship, workplaces and everywhere in between, we can achieve big change.

In 2023, we're inviting people like you to host events and activities in your local area from 10th to 18th June and make this the greatest, biggest, greenest week of the year. You can be a part of creating a national call to action that is impossible for

decision makers to ignore by hosting a Letters To Tomorrow event in your community.

## **Join people in your community, and across the country, taking action through Letters To Tomorrow**

Last year, alongside Green Weeks, climate fayres, craftivism sessions and more, people wrote letters to their future selves and loved ones to convey their hopes and dreams for the future. This part of the campaign was called **Letters to Tomorrow**, and the heartfelt and emotive messages demonstrated the deep strength of feeling people have when it comes to protecting the people and places we love from climate change. You can find out more about Letters to Tomorrow [online](#).

We've been sending these Letters To Tomorrow to leading politicians over the last few months, and we've already seen the impact this has had, with some letter writers even meeting up to read theirs to the Leader of the Opposition.

The act of coming together, with purpose, and writing letters with one another can be an empowering and motivating moment. Penning a message to a loved one in the future, as an individual, and as a group, can help create strong bonds that make change happen.

## **ORGANISE A LETTERS TO TOMORROW EVENT**

This year, to see the power of the Letters to Tomorrow become a central part of Great Big Green Week in our communities, we're asking people to host events in their local area. This could be a letter writing workshop, a letter reading session or displaying letters written by members of your community.

Here you will find guidance on how you can organise a Letters To Tomorrow event. For the sake of this guide, we will use Libraries as an example, but the below suggestions can apply to any community space you might be considering.

### **LETTERS IN LIBRARIES**

The perfect way to come together with people in your community as part of Great Big Green Week is to organise a Letters to Tomorrow writing event in your local library (if you don't have one, don't worry, you can do it in other places like a cafe, village hall, place of worship or public place).



Libraries are a perfect place to organise an event because they're used by a huge diversity of different people in your community, including schools, faith groups, pensioners and everyone in between. Libraries often have book-readings and other types of events take place regularly, so organising the use of the space shouldn't be an unusual request, especially as more people through the door can be a good thing for libraries.

You may also want to inquire whether the library would be interested in a display board to showcase some letters and encourage other library users to write their own. This is a great way to engage more people than are able to attend your event.

## BOOK A DATE

**Get in touch:** Your first step is to get in touch with your local library and explain that you want to host an event, what it will be e.g. a local letter writing event, when and why (don't forget to mention that this would be a part of the Great Big Green Week, a national campaign in communities across the whole country). You can either go into the library in person, or simply give them a call. In many cases, you may be signposted to a member of staff that handles library activities to assist with the event process.

**Provide an overview:** The library may want a written description of the event, an estimate of numbers and any requirements you may have in order to proceed. We would recommend completing this stage well ahead of Great Big Green Week to have the best chance of securing a date, as well as giving you plenty of time to prepare the event, promote it, and get people together.

**Create a plan:** Once you have a date secured, you will want to think about creating a plan for how to run the event, what roles may be needed (and who might be able to do them). For example, you may want to have someone responsible for welcoming people to the event, someone confident at speaking to the groups to explain the event and activity, etc.

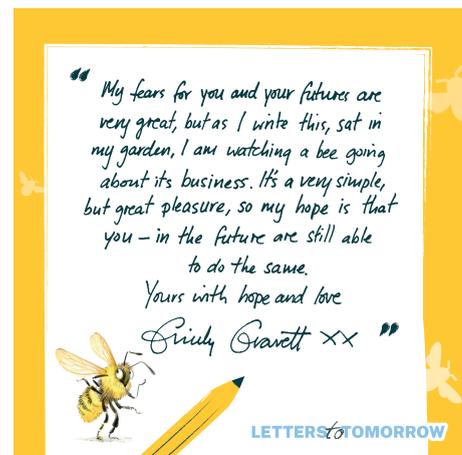
## PLANNING YOUR EVENT

How you run the event is up to you, though we do recommend creating a plan and keeping letter writing a central part of it. Here are a few things to consider:

- **Introduce the event:** Welcoming everyone at the start and giving an introduction to the event and Great Big Green Week will help people feel connected to the national moment and focus attention.



- **Share how events like these make a difference:** Talking more generally about why people are coming together to take action on climate change and nature in your community can be inspiring and bring people closer together in a shared goal.
- **Introduce Letters To Tomorrow:** Tell people a bit about Letters To Tomorrow and why we're asking people to write letters. You can find this information on the [Letters To Tomorrow website](#). Additionally, sharing how writing letters can motivate and have impact will encourage people to take part. There's loads of information about letter writing and why it is important [here](#). You can use this as a foundation for your event.
- **Letter writing guidance:** We've written a handy [Letters writing guide](#) which can be printed out and walked through to support people write their own letters. You can see some examples of our favourite letters here, such as [this heartfelt message to a writers' loved dog](#), and [Emily Gravett's letter to future readers](#).



There's more information on how to organise and plan an event in our [Organisers Guide](#), and if you need more guidance please do get in touch with us at [contact@greatbiggreenweek.com](mailto:contact@greatbiggreenweek.com).

### **Please share your Letters with us!**

We suggest that you ask letter writers to take a picture of their Letter if they have a smartphone and upload it to our Letters to Tomorrow website, joining the thousands of submissions already written by people across the UK. We have submission guidelines [here](#) to make the process simple to follow.

## **PROMOTION AND INVOLVING YOUR COMMUNITY**

So you've got the framework of your event down, and maybe even confirmed the attendance of some people you know. That's a great foundation for making your event successful. Now it is time to promote your event and make sure you get people through the door.



You can find loads of fantastic information that will help you promote your community event in our [Green Week Promotion Guide](#). It covers topics from uploading your event to our website for people to find, to publicising it on social media, in local news publications and more.

What's really important to remember is that inviting other people takes a little bit of time and effort to get it right, but investing in it will pay dividends when a rich community of people come together. Make sure to research different groups in your area ranging from faith groups, food banks, social charities, pensioners groups, parents groups, etc. Sending a considered invite to them explaining why you would love for them to get involved could reach many more people who will hear about, and potentially attend, your event.

We want to reach people from all walks of life and come together as a powerful group. Read more in our [Green Week Promotion Guide](#), which includes a template email invite to get you started.

You may want to invite others to help plan the event. You could even invite other groups to run additional activities like talks and workshops on the action they're taking to tackle climate change. Your Letters event could also involve a clothes swap, recommend a recipe or run a skillshare to make great use of people's time. There's huge potential and you and the people around your area will know what works best for your community.

## REGISTER YOUR EVENT

Registering your event on the Great Big Green Week [website](#) is a really important step to help show the breadth and depth of activity taking place across the country. Alongside this, our website event calendar is a one stop shop for people to find out about activities in their area, and the event itself can be used for your digital promotion.

Registering an event is straightforward and only takes a few minutes of your time, but makes a massive difference to help us, and everyone else, understand what is happening during Great Big Green Week. You can register your event [here](#).

## INFLUENCING YOUR LOCAL DECISION MAKERS

Writing letters to your local MP or councillors can be a really important way to demonstrate your views on particular issues. Organisations like The Climate



Coalition - and our members - often ask supporters to write to their MP in particular because we know that if enough of us do it, it can spur action. The same can be said for elected decision-makers in local authorities.

Did you know that MPs most often hear about things like potholes and the need to repair roads, rather than climate change and the loss of the natural world? This goes some way to explaining why road budgets are always so high!

We recommend that, with permission, people's letters are collected from the event (physical or digital) and sent on to the local MP, and if you want, to elected council representatives. **Importantly, we suggest that sending letters to the MP is explained to letter writers prior to them being written.** However, the beauty and strength of the letters are that they don't have the MP or councillor in mind, so reinforcing that letters being written shouldn't change because the MP or councillor will see them is an important part of the process.

That said, these letters are going to be different to the ones MPs and councillors usually receive, so they have the potential to make an even bigger impact. You can find information about who your MP is, and how to contact them [here](#). Click [here](#) to find your local councillors.

Additionally, you may decide to invite local decision-makers such as councillors to your event as a way of influencing their activity in your local authority. You can find guidance on inviting your local decision makers to your events on our [resources page](#).

## KEEPING IN TOUCH WITH THE CLIMATE COALITION

It would be great to hear how your event went. We ask that organisers take some photos or videos of the event, with permission from anyone in the pictures, and post them on social media, tagging The Climate Coalition and using the hashtags #GreatBigGreenWeek and #LettersToTomorrow. If you tag us, we will be able to reshare your posts so people in other parts of the country can see that everyone is part of a powerful national moment.

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

HASHTAGS: #GreatBigGreenWeek #LettersToTomorrow

TAGS: @theccoalition on Twitter and @theclimatecoalition on Instagram and Facebook

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

## USEFUL RESOURCES

If you need more resources to help organise your event and make it a success, visit [www.greatbiggreenweek.com/resources](http://www.greatbiggreenweek.com/resources). Here you'll find a guide on how to promote your event, a guide on how to get media coverage, training sessions and more.

**If you need support organising your event, or have questions that we can help with, please do email us at [contact@greatbiggreenweek.com](mailto:contact@greatbiggreenweek.com). Do make sure to check out our [FAQs for Great Big Green Week](#) as your questions may be answered there.**

