

# AN OUTREACH GUIDE FOR GREAT BIG GREEN WEEK

Are you organising an event or local Green Week as part of Great Big Green Week this June? If you are, and you need some help to do it, this is the right resource for you! This guide will help you to reach out to people in your community and beyond to get involved in your Great Big Green Week events and activities.

## Planning an event

If you're planning an event, there are a number of roles you might need people to play to help bring it to life! You might want to think about things like partnering with a local business to provide a venue or sponsor your event, working with other community groups to source resources and materials, or working with a local photographer to capture the event.

## Planning a Green Week

If you're planning a local Green Week, your job will be to encourage others to host events and coordinate the action that takes place in your community. When thinking about outreach, you might want to:

- invite people to be on the coordinating team
- reach out to groups/businesses/others in your community to host their own events.

## Getting people involved

You can boost your event or local Green Week, and have a lasting impact by getting others involved right from the start. Start doing your outreach as early as possible - invite other local groups, schools, businesses, clubs and venues to be a part of your event, or organise their own events for your local Green Week.

### Start with people you already know

Talk to friends, family neighbours, community groups you're already a part of, your local library or school - people you have a relationship with and who might want to get involved early on.

If you're asking them to host an event as part of your Green Week, reach out to people you know are taking action already and see if they can tie it in with the dates of the Green Week. Of course some groups might be inspired by the opportunity and want to initiate something new, so reach out to those who might not have done anything like this before too.

### Widen your circle

Once you've reached out to those you know, ask them who else you should be inviting. Think about who else you don't yet know, but would love to be involved. Could a local sports ground get involved? Are there local networks that could get even more local initiatives on board? Your local Rotary or Lions Club could encourage local businesses to join in for example. Will your local radio station host a talk show about climate change? Could your local cinema show a film about the environment during the week?

### Use the Local Intelligence Hub

The [Local Intelligence Hub](#) is a free, online database that brings together live data about local MPs, political candidates, your constituency, and people and groups who are already taking action on the climate and nature crises. This is alongside recent public opinion data on climate action, the cost of living crisis, and the climate and nature movement, so you can explore how your local area compares to the national average.

You can use the Hub to find other community groups in your area - this could be a good starting place to find new groups.

### Get the local council on board

It's worth getting in touch with the local council (or councils) about your local Green Week early on. Your contact could be an environment officer or councillor that you already have a relationship with, or that you know is interested in environmental issues. The council may be willing to add their name to your event, which will add credibility, help you secure other partners and funders and get involved in other ways.

### Use posters and flyers

Putting up flyers and posters in your local area, putting a call out in local newsletters, or other local communication channels, is a good place to start for getting the word out about your events and activities.

You can find template posters in our communications pack here. Once you add your event to the Great Big Green Website, we'll also send you a free pack of branded materials including Great Big Green Week posters, stickers, flyers and more.

## **Outreach templates**

See below for some example text to include in your or other local newsletters and an invite letter to local groups, businesses, and others in your community. These are just templates, so do edit them as you need to, tailoring them to any groups you're reaching out to directly.

## Text for promoting in local newsletters/flyers/etc

### *If you're organising a Green Week*

This June, people will come together for the Great Big Green Week, a nationwide celebration of community action to tackle climate change and protect nature. Events and local Green Weeks up and down the country will show that people are making swaps every day to help create a better tomorrow - and now we urgently need politicians to step up and play their part.

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. Get in touch with us at **[Provide contact details and information about upcoming planning sessions if relevant]** for more information!

### *If you're organising an event*

This June, people will come together for the Great Big Green Week, a nationwide celebration of community action to tackle climate change and protect nature. Events and local Green Weeks up and down the country will show that people are making swaps every day to help create a better tomorrow - and now we urgently need politicians to step up and play their part.

We are organising **[insert information about your event(s)]** and we'd love for you to be a part of it! Let us know if you'd like to be involved - whether that's helping to plan the event, sponsoring the event, or want to hear more about how you can support. Get in touch with us at **[Provide contact details and information about upcoming planning sessions if relevant]** for more information!

## Invite letter/email to local groups and organisations


If you're doing outreach to specific groups or organisations, you can use this template to get you started. You can edit and tailor it to suit your needs.

### *If you're organising a Green Week*

Dear **[insert name]**

I hope you are doing well.

I wanted to let you know about an exciting community event that I will be involved with in June 2024, as part of the Great Big Green Week.



**[Insert local Green Week]**, 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 **[insert local 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/etc]** and encourage your **[customers/members/etc]** and colleagues to attend **[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 local library, suggest they host a second-hand book swap*), or it could be something new for you.
- 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 a nationwide celebration of community action to tackle climate change and protect nature. Events and local Green Weeks up and down the country will show that people are taking action in their communities - and now we urgently need politicians to step up and play their part.

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]**