

# 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

The events calendar is a one stop shop for people to find out about activities in their area - **one third** of all people who attend Great Big Green Week events find out about them through the website, so adding your event can help you reach a whole new audience.

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. You can find a [guide to using the website here](#), and a [step by step video](#) to help you upload your events.

The event page itself can be used for digital promotion. Once you've set up your event, you can share the link to the event page in email newsletters, on social media and on your website.

Alongside this, registering your event on our website is a really important step to help show the breadth and depth of activity taking place across the country, and helps us understand what is during the week so we can show decision makers how many people care and want them to take more action.

When you add your event to the Great Big Green Week website, we'll send you a **FREE branding pack** for your event, full of materials such as Great Big Green Week posters, stickers, flyers and more.

The screenshot shows a digital event page for 'Stoke Newington's Big Green Week'. At the top, it says 'LOCAL EVENTS' and 'STOKE NEWINGTON'S BIG GREEN WEEK'. Below this is a description: 'A week of events showcasing community action to tackle climate change and protect nature'. The main event listed is 'THE CLIMATE COALITION' on 'SATURDAY 8 JUNE - SUNDAY 16 JUNE 2024' in 'Stoke Newington, London, UK', which is '4.2 miles from your location'. A link to 'Get directions on Google Maps' and a contact email 'CONTACT@GREATBIGGREENWEEK.COM' are provided. Under 'EVENT LISTING:', there is a 'VIRTUAL EVENT' titled 'STOKE NEWINGTON LOCAL CLIMATE ACTION TALK SAT 8 JUN'. The description for this event says: 'Come and hear from local groups in our community working to tackle climate change and protect nature. Each group will talk a bit about what they do and how you can get involved. There will be a chance for networking after the talk.' It lists amenities: 'Family friendly', 'Food / refreshment available', 'Free event', 'Disabled toilets', 'Wheelchair accessible', and 'Disabled Access'. The location is 'Stoke Newington, London, UK' and there is a 'FIND OUT MORE' button at the bottom.



## Create engaging posters

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 here](#), and at [greatbiggreenweek.com/resources](https://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.*

## 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 in the [Organiser Communications Pack here](#), or at [greatbiggreenweek.com/resources](https://greatbiggreenweek.com/resources).

The materials in our [free branding pack](#), such as Great Big Green Week posters, stickers, flyers and more, are a great way to add Great Big Green Week branding to your events. [Register your event on the Great Big Green Week website](#) to receive a pack!

## Set up a web page or event page

If you have a website, you may want to create a page for your Great Big Green Week events where you can link to your listings on the Great Big Green Week website to let your supporters know about your activities. If you're organising a Green Week, make sure that everyone involved in the events is linking to information about your Green Week on their websites too.

You might also want to create a sign up page where people can register for your events. Depending on the type of event, there are different ways to do this:

- Create a Facebook page for your Green Week or event
- Create a registration page for your events - sites like [TicketTailor](#) allow you to create registration pages for your events for free
- Video conferencing systems like Zoom will allow you to set up a registration page for your online events

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

## Post on social media

Utilise social media to promote your events, such as Facebook, X (formerly 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?

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 in the [Organiser Communications Pack here](#).

[When sharing content on social media, please use...](#)

**HASHTAGS:** #GreatBigGreenWeek #SwapTogether

**TAGS:** @TheCCoalition on X (formerly Twitter) and @theclimatecoalition 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 a template press release in our media guide at [greatbiggreenweek.com/resources](https://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, Prospective Parliamentary Candidates and Councillors

Invite your local MP, Prospective Parliamentary Candidates and Councillors to attend and take part in your events. You can find support on this and a template invitation email on the resources page at [greatbiggreenweek.com/resources](https://greatbiggreenweek.com/resources).

Ask them to share that they've attended the event and that they've taken part in Great Big Green Week on social media or on their website.

## 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. We have lots of [resources to help schools get involved here](#).
- Local NHS trusts could share on their intranet and notice boards - they could even host their own events!

## 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. We have a whole guide dedicated to supporting you getting others involved in your Green Week plans. See our [Outreach Guide here](#) for tips and invitation templates.

### 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 that communities across the UK are making swaps every day to help create a better tomorrow - and now it's time for politicians to step up and play their part.

**[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!

Let's swap together for good.

### Further information

[The Organiser Communications Pack](#) contains more suggested text and assets for you to use in newsletters and on social media to promote your events, Great Big Green Week in general, and lots more.

If you have any questions or need further advice on promoting your Green Week, activities and events, please send an email to [contact@greatbiggreenweek.com](mailto:contact@greatbiggreenweek.com)