



Seniors for Climate Tips for Organizers

This list of tips for organizers comes from the questions that you have posed during our online meetings. These are not required elements to an event but responses to questions raised by some locations. The list is generally applicable to all locations but needs to be adjusted based on your event size. It addresses the following aspects:

1. Elements of Organizing an Event
2. Land Acknowledgement
3. Event Insurance
4. Fundraising
5. Outreach – to other groups
6. Promotion – poster/leaflets/social media/community TV
7. Communications/media
8. Marshals
9. Source for Climate Songs
10. Chants
11. Signs
12. Petitions to the Federal Government

1. Elements of Organizing an Event

These are the major components leading to an action, where the objective is to attract the attention of the public, legislators and the media.

- Form committee
- Select co-chairs (good to have two, to share work and in case one is unavailable)
- Decide on action (make an impact)
- Create timeline (task completion target dates leading up to the action event)
- Choose venue/secure permits
- Make budget/raise funds (local businesses, philanthropists) – see section on fundraising
- Engage speakers/musicians
- Art build (home-made or professional signs) – check our website for ready-made posters, signs and banners.
- Sound equipment (ensure high quality – seek professional advice)
- Outreach (invite collaboration of other climate/social justice groups)
- Communications/media
- Social media (spread the word via X (Twitter), Facebook, Instagram, etc.)



- Photography – appoint someone to take pictures/videos
- Insurance (required?)
- Marshalls (required?)

2. Land Acknowledgement

It is customary to begin an event with a Land Acknowledgement. This guide provides guidance on Land Acknowledgements:

<https://www.fnha.ca/Documents/FNHA-Territory-Acknowledgements-Information-Booklet.pdf>

3. Event Insurance

Events held on private property sometimes require liability insurance. Events held on public spaces do not generally require insurance although some provincial legislatures do require insurance.

For rented spaces, sometimes the facility already has insurance in place. The facility management will indicate if there is a charge for their insurance. Sometimes the facility requires that the group renting the space get their own insurance.

Here are some sources that have been brought to our attention (we have not evaluated them):

<https://easyinsure.ca/event-liability-insurance.aspx>

<https://www.palcanada.com/index.php/en-us/event-hosts/special-events-liability>

Some established environmental (and other) organizations sometimes carry insurance to cover events – check with your partner organizations to see if they carry such insurance.

4. Fundraising

The two sources cited most frequently are:

- other well established environmental groups
- labour unions

Other ideas:

- ask for contributions from the people who have signed up for your event
- have someone tend a fundraising container at the event is another idea (some legislatures don't allow this)



- get funding from private funders (asking your committee members might help with leads)
- seek donations when doing promotional events (e.g., farmers markets)
- consider having a way to accept electronic payments (e.g., e-transfers)
- crowdfunding platforms, such as GoFundMe
- in-kind donations in exchange with other groups (e.g., borrowing tents, tables or other supplies from another group with the offer to return the favour in future)

5. Outreach – to other groups

Outreach is used to recruit volunteers for the event and to help promote the event.

(a) For recruiting volunteers in areas where there may not be established seniors or environmental groups:

- put up posters in places that seniors (and others) go to regularly if they have a community bulletin board:
 - grocery stores
 - drugstores
 - libraries
 - community centres
 - community health clinic
- consider talking to the Canada Post people who service rural areas for ideas on how to reach people in rural areas
- send volunteer requests to local service clubs – the Royal Canadian Legion, Kiwanis, Rotary, Lions, Optimists, etc.
- post to local social media sites used for community events (simple social media posts can be created in a few minutes to be used to recruit volunteers; contact the S4C Resource Support person for your location for assistance in creating these posts)

(b) For recruiting volunteers in areas where there are established seniors and environmental groups:

- Put together a list of the groups and find out the contact information for each group: name of group, website, contact person, contact person email. (This is a job for a volunteer who enjoys research.)
- Here are some groups to think of:
 - Seniors
 - Seniors' residences (some have climate action committees)
 - Environmental
 - Social Justice
 - Faith
 - Indigenous
 - Union-Labour



- o Health
 - o Community
 - o Ethnic community centres
 - o Retired workers -associations eg teachers
 - o Canadian Federation of University Women local group
 - o Probus groups
 - o Municipal councillors
- Send an email outlining the event and asking groups to include the event in their newsletters/emails to group members, and to share the information during group meetings. Follow-up with a phone call a couple of days after sending the email.

6. Promotion – Postering/Leaflets/Social Media/Media

Many of the places outlined in the Outreach section are also likely the best places to promote the event with posters, presentations, leafleting, etc.

- community events (e.g., summer / farmers markets) leading up to your event are ideal places to hand out leaflets or have a booth / display with your event details
- give talks / slide presentations at the regular meetings of local groups, clubs and seniors' residences
- local elected representatives frequently send out newsletters and include notices of local events
- local social media (e.g., Facebook groups, Instagram accounts, community event websites) (your social media post could be as simple as making a hand written notice, taking a picture of it and posting it)
- community event calendars (print and digital)
- print newspapers sometimes print community event notices free of charge
- printable posters can be sent to local seniors centres with a request to post them on the facility's bulletin board
- postering in the community (e.g. telephone/electrical poles) – depends on by-laws
- hand out small leaflets where people walk or bicycle
- if your local cable company provides Community TV, ask about shows that will interview you or highlight your event (or make your own video to be shown)
- if your event is grandchildren-friendly, send posters to the local schools and ask schools to put it in their newsletter to parents



7. Communications/media

Giving Great Media Interviews: The Basics

https://trainings.350.org/resource/giving_media_interviews/

Press Officers Handbook

<https://www.neweconomyorganisers.org/work/support-resources/toolkits>

Spokesperson's Handbook (350.org)

https://trainings.350.org/wp-content/uploads/2022/06/NEON_SPOKESPERSONS-HANDBOOK_D.pdf

8. Marshals (for safety)

The safety of event participants is a marshal's primary concern. We want event participants to be safe, feel good and be comfortable. The role of volunteer marshals is to be aware of physical hazards, people needing help, and any conflict.

- Marshals help facilitate the action as planned. They direct attendees to the allotted area of the event; surround the perimeter of the event, if necessary; and escort the marchers (if there is a march) ensuring that intersections are safe.
- Marshals transmit information as needed between planners and event participants.
- Marshals act as a buffer between event participants and hecklers, bystanders and/or police.
- You will definitely want to consider having volunteers with current first aid certification (and first aid kits) to serve as marshals. (Some events ask St. John Ambulance or similar to provide this service.)

For larger events, you will want to have roughly one marshal for every 50 participants. It is advisable to have high visibility safety vests for marshals (or some other means of identifying them).

Be sure to decide in advance who will be your event's liaison with the local police liaison person (if necessary).

9. Sources for Climate Songs

The Resources link on our webpage has the "Canada is Burning" song by Mary Lynn Hammond:

<https://seniorsforclimate.org/resources/>



The Raging Grannies have a database of songs available at:
<https://raginggrannies.net/find-a-song/>

Raffi's Cool It is a toe-tapper:
<https://www.youtube.com/watch?v=0dfhAkSmqwk>

Sing for the Climate (to the tune of Bella Ciao) is good for large groups:
<https://www.youtube.com/watch?v=XGgBtHol04g>

10. Chants

SENIORS ARE UNSTOPPABLE, ANOTHER WORLD IS POSSIBLE!

(sung) Seniors going to rise like the water,
going to calm this crisis down.
I hear the voice of my great-granddaughter
saying CLIMATE ACTION NOW!

A livable planet is our right. We will not give up the fight!

When Mother Earth is under attack, what do we do? Stand up, fight back!
When our future is under attack, what do we do? Stand up, fight back!

Clean air is a right, we will not give up the fight!
Clean water is a right, we will not give up the fight!
Clean earth is a right, we will not give up the fight!
Our future is a right, we will not give up the fight!
(or Children's future is their right ...)

No more coal, No more oil, Keep that carbon in the soil

You can't drink oil, keep it in the soil

Hey hey, ho ho, climate change has got to go!

Whose city? Our city! / Whose province? Our province! / Whose country? Our country! /
Whose planet? OUR planet! / Whose lives? OUR lives! / Whose future? OUR future! (or Our
grandkids' future!)



What do we need? Climate action! When do we need it? Now!

I don't know but I've been told

Fossil fuels are getting old.

Don't know about you but I know about me

I want clean energy!

11. Signs

Here are some suggestions for sign text:

- Later is Too Late!
- We are 10 million Seniors and we want climate change stopped
- Clean Air and Cheaper Energy – why are we burning fossil fuels?
- Renewable Power and Clean Energy Now!
- Extreme heat, wildfires, floods, storms, droughts – How do you like Climate Change so far?
- Want Clean Air? (Want a Stable Climate?) Stop burning Fossil Fuels!
- Mother Nature doesn't care about human ideas like GDP
- Safe CO₂ Level = 350 ppm – Current CO₂ level = 422 ppm (August 9, 2024)
- Change the Politics – Not the Climate
- System Change – Not Climate Change
- Let us now pause for a moment of science
- The earth will survive – humans (and other living species) won't.
- Climate Change is happening now.
- Change is coming whether you like it or not
- Global Warming is not healthy for children and other living things
- This is the only planet we have – let's take care of it
- The Climate is changing – why aren't we?
- Make Earth Cool Again
- There are no jobs on a dead planet
- We'll die of old age – our children will die from climate
- You can't eat oil – keep it in the soil!
- Don't burn my grandchildren's future

12. Petitions to the Federal Government

The page from this link describes how to create and submit petitions to the Federal Government: <https://www.ourcommons.ca/petitions/en/Home/Index>