



# Organizer Toolkit

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## Welcome to Green Jobs Now!

Dear Green Jobs Now Event Organizer,

Thank you for joining our national mobilization to build the new economy.

On September 26, we will watch the Presidential candidates' first debate.

The next day, the candidates will watch us!

Saturday, September 27 will be a National Day of Action: "Green Jobs Now." On this day, people like you will stage hundreds of grassroots events across the country. People of all backgrounds will participate, with lots of representation from low-income communities and communities of color.

This is *your* opportunity to send a powerful message that you and your community are ready for a green economy strong enough to lift people out of poverty, solve the climate crisis, and repower America with 100% clean electricity within 10 years.

Together, we will make green-collar jobs and an inclusive green economy a top issue for our elected officials. Together, we will highlight the power and diversity of the new green jobs movement.

People of all classes and colors are ready for a new economy – one that uplifts people and honors the planet. From coast to coast, tens of thousands of people on September 27 will tell the world: "I'm ready for the green economy."

Whether you're planning a block party, a creative photo opportunity, a local service project or something else for Green Jobs Now, your voice will become part of a sweeping grassroots call for change. Use the materials in this toolkit to ensure the success of your Green Jobs Now event.

If you have any questions, contact us at [info@greenjobsnow.com](mailto:info@greenjobsnow.com) or visit our website at <http://www.greenjobsnow.com>. We want to support you as much as possible as we work together to build this movement for an inclusive green economy.

Thank you again for joining this effort. It's time to repower America with Green Jobs Now!

~Adi, Ibrahim, Ada, Liz, Julian, Ashel, Josh and the Green Jobs Now team

Visit <http://www.GreenJobsNow.com> to help us build the green economy!



## Event Organizing Guide

Hundreds of Green Jobs Now events all across the country on September 27 will make green jobs policies a top issue for our elected officials. Whether you're planning a block party, a creative photo opportunity, a local service project or something else, there are a few things to keep in mind. Follow the easy steps below to ensure the success of your Green Jobs Now event!

### 1. Choose an Action and a Location

Part of the beauty of September 27 will be the variety and creativity of events organized around the country. Check our [event ideas](#) (pg. 5) to start brainstorming action possibilities for your community. Consider holding your event in a visible location like a street corner or a park so you can engage passersby. Whatever you choose to do, be sure to take an "I'm Ready" photograph (see pg. 18) and collect signatures on the "[I'm Ready](#)" petition (downloadable at <http://www.greenjobsnow.com/hq/ready-petition>).

### 2. Register Your Event Online

Once you're ready, sign up your event at <http://events.greenjobsnow.com/signup> and get on our national action map! You don't need all the details set in stone (you can add and edit them whenever you like), but registering your event ASAP will help us build momentum for the national movement.

### 3. Spread the Word and Get Your Community Involved

Recruit your friends, family, and other members of your community to attend your event! Also reach out to local organizations in your community and ask them to turn out their members, and get people involved in helping you plan, manage, and execute your event. You can spread the word in a variety of ways:

- Phone, e-mail, and word of mouth: See our [sample recruitment phone-script](#) (pg. 15) and [e-mail](#) (pg. 16), and spread the word to your online contacts at <http://www.greenjobsnow.com/hq/spread-the-word>.
- Visibility: download posters, postcards and flyers to hang up and hand out around town at <http://www.greenjobsnow.com/hq/posters-flyers>.
- Organizations: See our [sample event posting](#) (pg. 14) and customize it for use in local newspapers, organizational bulletins, and local websites and blogs.

Consider setting a goal for how many people you want to attend your event – then shoot for twice as many to make sure you meet it!

### 4. Figure Out Logistics

See our [logistics checklist](#) (pg. 6) for important things to consider as you're planning your event. For example, if you need to reserve space or secure a permit for a particular event location, do so as soon as possible! You can contact your city's parks and recreation department or town clerk to learn more.

Visit <http://www.GreenJobsNow.com> to help us build the green economy!



#### 5. Reach Out to the Media

Getting media attention is key to spreading the Green Jobs Now message far and wide! As September 27 approaches, do two things:

- Submit a letter-to-the-editor (LTE) to your local newspaper – use our [LTE guide](#) (pg. 9).
- Invite local media outlets to cover your event by sending them a media advisory three days beforehand. Refer to our [media outreach guide](#) (pg. 10) and [sample media advisory](#) (pg. 11) to ensure your success!

#### 6. Invite Elected Officials and Other Leaders

We want September 27 to have as powerful an impact as possible, so it's a good idea to reach out to elected officials. Invite your Congressional representatives! Also consider inviting state officials, mayors, town selectmen, and other speakers and community leaders.

Visit <http://www.congressmerge.com/onlinedb/index.htm> to find the contact information for your local Congressional district office. Call the office and ask to speak to the scheduler. You may need to mail or fax them a formal invitation letter, so check out our [sample invitation letter for elected officials](#) (pg. 17).

#### 7. Make “I’m Ready” Signs

Each event on September 27 should have large signs and banners saying “I’m Ready” and “Green Jobs Now.” Get together with your friends to make signs, and add a personal/local touch. (E.g. “Atlanta is ready for solar,” “Oak Street is ready to grow organic food.”) One idea is to host a house party on Friday, September 26 during the Presidential debate. Bring sign-making materials to use while people are watching!

#### 8. Take Action! Hold Signs, Gather Petitions and Take Pictures and Video

This is the moment you've been waiting for. Make it visual, make it educational, and make it fun. Put someone in charge of taking photos and/or video (see pg. 18). Gather signatures on the “I’m Ready” petition (downloadable at <http://www.greenjobsnow.com/hq/ready-petition>) by having people sign petition copies or text GREENJOBS to 69866. Pass around a sign-up list to keep everyone connected as part of your local movement for change.

#### 9. Report Back

*As soon as your event is over*, upload your best photos and video clips and a description of your event to GreenJobsNow.com. Also mail or fax copies of your petition signatures to our headquarters so we can deliver them to your elected officials (keep a copy of the names for yourself to use in future organizing efforts!). These steps are vital to delivering the strongest possible message to our Presidential candidates, Congress, and the nation in the days following September 27.

- [Mail petition copies to:](#) Green Jobs Now Petition Team, 1611 Telegraph Ave., Ste. 600, Oakland, CA 94612. [Fax petitions to:](#) 510-663-6510.

Visit <http://www.GreenJobsNow.com> to help us build the green economy!



## Event Ideas

Pitch in and help make *Green Jobs Now* a day for the history books! **All you need to organize a Green Jobs Now event is a good idea, good people, and a camera.** Get together with your friends and do AT LEAST two things:

- Take photos and videos of yourselves holding signs saying “I’m Ready” and “Green Jobs Now” (see pg. 18)
- Gather signatures on the “I’m Ready” petition (downloadable at <http://www.greenjobsnow.com/hq/ready-petition>). People can also sign the petition by texting GREENJOBS to 69866.

The more people who appear in each image, the better. The more images we get, the better. And the more people who sign the petition, the better. When we show that thousands of people are united behind one goal – “Green Jobs Now” – Congress and Presidential candidates will listen.



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All events should be creative, fun, and positive. Use the suggestions at <http://www.greenjobsnow.com/hq/ideas> to come up with something that works best for you. Register your event at <http://events.greenjobsnow.com/signup> and share your ideas with other organizers across the country.

Educate yourselves while planning an event. Educate others during your event. We’ve got an FAQ and factsheets on our website – see <http://www.greenjobsnow.com/about/faq> and <http://www.greenjobsnow.com/hq/educational-resources>.

### **REPORT OUT ON THE NIGHT OF THE 27TH!**

Whatever you do for your event, the most important step is to upload your photos and report-back to our website the night of the September 27. The next day, hundreds of images will be available – and the green jobs movement will be visible to itself and the world for the very first time. We also need to collect all the petitions, to show how many support the call for green jobs. On the night of September 27, send copies of your petitions to: Green Jobs Now Petition Team, 1611 Telegraph Ave., Ste. 600, Oakland, CA 94612. You can also fax the petitions to: 510-663-6510.

Visit <http://www.GreenJobsNow.com> to help us build the green economy!



## Logistics Checklist

(Source: ServiceNation – <http://www.servicenation.org>)

As you're planning your Green Jobs Now event, you'll have several things to keep in mind. To help you stay on track, here's a checklist about some logistical details you might need to consider.

- ✓ Securing a location for the event and getting permits (if necessary).
- ✓ Ensuring there is a way to get to the event by public transportation or that there is nearby parking.
- ✓ Ensuring that participants know how to find the event and have directions.
- ✓ Arranging for rides or carpools to the event.
- ✓ Preparing and purchasing refreshments for the event.
- ✓ Setting up photo and video documentation for your event. (See pg. 18 for more information.)
- ✓ Getting all the materials you need: paper, clipboards, pens/pencils, camera, video camera, "Green Jobs Now" signs and banners, copies of the "[I'm Ready](http://www.greenjobsnow.com/hq/ready-petition)" petition (downloadable at <http://www.greenjobsnow.com/hq/ready-petition>), copies of your [press release](#) (pg. 12), educational handouts, decorations, etc.
- ✓ If there are reporters, appointing someone to greet the media, and making sure there are participants to speak with them and give them press materials.
- ✓ If there are speakers, arranging to introduce them and getting their biographies. Also making sure they'll be around to talk to the press.



## Core Message and Talking Points

**Core Message:** I urge our elected officials to invest in creating millions of green jobs and a Clean Energy Corps. We can't drill and burn our way out of the current crisis. We can invest and invent our way out. We can create new pathways out of poverty and curb global warming at the same time. We will do this by retooling our factories, rebuilding our communities, and repowering America with 100% clean and renewable electricity. It's time to build an inclusive green economy strong enough to lift people out of poverty.

### Key Talking Points

- I'm ready for the green economy. I'm ready to fight pollution and poverty at the same time.
- We are ready to take on the climate crisis by building a green economy that is strong enough to lift people out of poverty. Investing in a green future will jumpstart our economy.
- Green Jobs Now is a National Day of Action that sends a clear message to policymakers that Americans are ready for the green economy and want to see action.
  - Today, tens of thousands of Americans are taking part in hundreds of Green Jobs Now events across the country.
  - People from campuses to housing projects, from Native American reservations to Black churches will stand up and say, "We are Ready for Green Jobs Now!"
- Together we can repower America with 100% clean electricity in 10 years.
  - When we repower America in this way, we will create new local jobs, preserve many existing jobs, reduce energy costs, and help our country fight global warming and environmental damage. We can all agree that lower fuel costs, freeing ourselves from an addiction to foreign oil, and saving our planet are good things.
- A "green-collar job" is a blue-collar job that has been upgraded to respect the environment.
- Green jobs are local jobs that can't be shipped overseas. The green economy means weatherizing thousands of buildings, installing thousands of solar panels and erecting thousands of wind turbines.
- Green jobs are good jobs – jobs that clean up our communities and offer career pathways to prosperity. Green jobs are about purpose and a paycheck.

Visit <http://www.GreenJobsNow.com> to help us build the green economy!



- Green-collar workers will save the planet and rebuild our economy. Green-collar workers are the heroes (and sheroes) of the new century.
- We need a multi-billion dollar investment from Washington and Wall Street in a national “Clean Energy Corps.” A Clean Energy Corps will combine service, training, volunteer and job creation opportunities to combat global warming, grow local and regional economies and demonstrate the equity and employment promise of the clean energy economy.
- A Clean Energy Corps will engage millions of Americans in a common purpose by retrofitting homes, small businesses, and public buildings to make them more energy efficient, preserving and enlarging green public spaces, and strengthening community defenses against climate disruption.
- We cannot drill and burn our way out of America’s economic and energy problems. We must invent and invest our way out.

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## 8 Counter the anti-green jobs messages:

BAD MESSAGE: “All of the Above”

Counter: Some folks say, “Let’s do all of the above. Let’s have green jobs AND dirty oil, coal, and nuclear.” This is WRONG. When someone is sick – like our planet and economy are sick right now –and they go to the doctor and they say, “Doc, What medicine should I take?” If the doctor says “take all of the above,” you know you need a new doctor. All of the above will not create a green economy strong enough to lift people out of poverty.

BAD MESSAGE: “Drill Here, Drill Now, Pay Less”

Counter: The polluters are using high gas prices to trick people into letting them drill more, burn more and profit more. Offshore drilling would take 10 years to produce even a two-cent drop in gas prices. Oil company executives have enjoyed record-shattering profits while regular people pay through the nose at the pump. The way to bring down prices is by investing in alternative vehicles, alternative fuels, mass transit, and conservation. Also, more drilling won’t create new jobs. Green investment will create four times as many American jobs as the same investment in oil production.

Visit <http://www.GreenJobsNow.com> to help us build the green economy!



## Letter-to-the-Editor (LTE) Guide

Letters-to-the-Editor (LTEs) are a simple and excellent way to communicate key messages about Green Jobs Now and a green economy! Policymakers often consider the LTE section as the “voice of the community,” so they are particularly attuned to the viewpoints expressed here.

Take a few minutes to write and submit a LTE to your local newspaper the week of Green Jobs Now. To maximize the likelihood that your letter will be printed, follow these guidelines:

**Short is Sweet:** Resist the temptation to write a two-page screed – your LTE has to be short, punchy and to the point. Focus on keeping your letter to 100-150 words.

**Short Sentences. Short Paragraphs:** If you write like a journalist – short sentences and short paragraphs – editors will be more likely to choose your letter.

**Communicate Key Messages:** Use every sentence to communicate your message – don’t risk the chance that your key message will be left on the editing room floor! Refer to our core message and talking points (pg. 7) to craft your LTE.

**Make It Personal:** People make decisions based on emotions and values, and the best way to communicate values and emotions is by telling a (short) personal story. To this end you can use your LTE to talk about your event!

**Include Your Full Name, City, Phone Number:** Your LTE should always end with your complete name, city of residence and telephone number. Your number will not be published, of course, but many papers will call to verify that you actually wrote the letter.

If you are writing a letter on behalf of your organization, list your organizational title, organization name and the city that the organization is located in (rather than your personal city of residence).



## Media Outreach Guide

In addition to submitting letters-to-the-editor (see pg. 9), it is important to invite the media to cover your Green Jobs Now event! Use this media outreach guide to assist you in your efforts.

### As soon as possible

- Compile **media contacts** – names, phone and fax numbers and email addresses for local news outlets (newspaper, TV and radio)
- Reach out to potential media spokespeople for your event and confirm their availability on September 27. Provide them with our core message and talking points (pg. 7).
- Draft **media advisory** and **press release**. See sample media advisory (pg. 11) and sample press release (pg. 12)

### Three days before your event

- E-mail and fax your **media advisory** to your media contacts.
- Call your media contacts to follow-up – ask if they received your advisory and whether they will send someone to cover your event. Be sure to tell them why your Green Jobs Now event is important and what makes it newsworthy – visuals, important speakers, etc.

### The day of your event

- The morning before your event, give all your media contacts a reminder call.
- Make sure your cell phone is charged!
- Arrive at your event site an hour early to set up an area for members of the press to sign-in. As they arrive thank them for coming, ask what their deadlines are, and give them copies of your **press release** and any other relevant materials.

### After your event

- Call all media contacts that attended your event and thank them again for coming. Ask them when they will run a story about your event.
- Send all media contacts that didn't attend your event a copy of your **press release**. Call them to follow-up and ask if they can run a story about your event.
- Scan local newspapers and tape local TV/radio broadcasts to track coverage of your event. Keep copies of all media coverage you receive for your records, and tell us about it in your final event report on GreenJobsNow.com!

Visit <http://www.GreenJobsNow.com> to help us build the green economy!



## Sample Media Advisory (send three days before your event)

### DATE

FOR IMMEDIATE RELEASE

Day (M-F), Month, day, 2008

Media Contact

**ORGANIZER/SPOKESPERSON NAME**

**TITLE (ORGANIZER)**

**CONTACT NUMBER (PREFERABLY A CELL PHONE NUMBER)**

**EMAIL**

**GROUP DESCRIPTION RALLY FOR "GREEN JOBS NOW"**

**CITY, STATE** – Calling for a transition to a clean energy economy that will create millions of new jobs and pathways out of poverty, **Group description** will participate in the “Green Jobs Now” National Day of action on Saturday, September 27. **Group description** will hold an **event description** at **location description**. The event is being organized by **WHO** and those attending will be urged to **WHAT** (i.e., take photos and video, sign petition...), urging elected officials to invest in millions of green jobs and a Clean Energy Corps to repower America.

WHO: **Local organization, college students...**

WHAT: **Event** for “Green Jobs Now” National Day of Action

WHEN: Saturday, September 27, 2008, **TIME**

WHERE: **LOCATION**

VISUALS: **Students in green hard hats, banners and large signs (I.E. whatever your visuals are)**

SHORT DESCRIPTION OF YOUR ORGANIZATION HERE



## Sample Press Release (send the day of your event)

**DATE**

**FOR IMMEDIATE RELEASE**

Day (M-F), Month, day, 2008

Media Contact

**ORGANIZER/SPOKESPERSON'S NAME**

**TITLE (ORGANIZER)**

**CONTACT NUMBER (PREFERABLY A CELL  
PHONE NUMBER)**

**EMAIL**

### **LOCAL GROUP JOINS NATIONWIDE DAY OF ACTION TO CALL FOR GREEN JOBS NOW**

**[GROUP DESCRIPTION: I.E ATLANTA RESIDENTS, LOCAL ENVIRONMENTAL  
ACTIVISTS] will gather at [LOCATION] at [TIME] [DATE]**

**CITY, STATE** – Tomorrow, **CITY/TOWN** residents will join tens of thousands of concerned citizens across the country for a national day of service and action. People from all walks of life will stage hundreds of grassroots events throughout the country. They will demonstrate to Congress and Presidential candidates that people are ready to build an inclusive green economy, strong enough to lift people out of poverty and curb climate change.

The event is part of “Green Jobs Now – A Day To Build The New Economy,” one of the largest days of citizen action focusing on economic issues and global warming in our nation’s history.

The event will feature: **ADD DETAILS OF EVENT: LOCATION, TIME, WHAT WILL BE  
OCCURRING, ANYONE FAMOUS/INTERESTING THAT WILL BE THERE, ETC.**

Participants in the event will create a visual display of their message: “We’re Ready For Green Jobs Now!” Event organizers will collect petition signatures urging elected officials to invest in millions of green jobs and a Clean Energy Corps to repower America. This petition will be delivered to Washington, DC along with petitions from hundreds of other events across the country. Members of Congress and the Presidential candidates will be able to see for themselves that their constituents are demanding bold action.

Visit <http://www.GreenJobsNow.com> to help us build the green economy!



\*\*\***CITY EVENT Organizer NAME** will be available to speak to the media **TODAY AND TOMORROW** before, during and after the event at **LOCATION** between **TIME** and **TIME**. To schedule an interview, please call **him/her** at **NUMBER** \*\*\*

**“PERSONALIZED QUOTE FROM EVENT ORGANIZER,”** said local event organizer, **NAME**, of **LOCATION/ORGANIZATION**.

**SHORT PARAGRAPH HERE ABOUT YOUR ORGANIZATION**

Green Jobs Now is a non-profit, non-partisan project of Green for All, 1Sky, and the We Campaign to promote an inclusive green economy strong enough to lift people out of poverty and solve the climate crisis. For more information, see <http://www.greenjobsnow.com>.



## Sample Event Posting

From: [XXXXXXXXXX]

Contact: [XXXXXXXXXX]

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*For Calendar Listing – SAMPLE*

[ORGANIZATION NAME] PRESENTS [EVENT NAME] ON

SATURDAY, SEPTEMBER 27

\*\*\*

*[Event] is Part of the Green Jobs Now National Day of Action ([www.greenjobsnow.com](http://www.greenjobsnow.com))*

Join [Organization] in [event] on Saturday, September 27, at [start time – end time], [address].

[What exactly will people be doing?]

[How to RSVP (if RSVP-ing is needed), who to RSVP to]

[Any other pertinent info (attire, what to bring, etc.)]

For more information, please contact [Name, phone, email] with [Organization].

### Directions to [Event site]

Make sure to include driving directions from all approaches, parking info, walking directions, and public transportation info.

Visit <http://www.GreenJobsNow.com> to help us build the green economy!



## Sample Recruitment Phone-Script

Hi! This is \_\_\_\_\_ from \_\_\_\_\_. Do you have a few minutes?

Great! I wanted to take a minute and tell you about an event we're having on Saturday, September 27. It's called "Green Jobs Now!" and it's going to be incredible.

We know that green jobs are a solution for poverty and the climate crisis. People are organizing hundreds of events like ours on September 27 to let our elected officials know that we're ready to lead the way to these solutions!

"Green Jobs Now" is our opportunity to stand with our community and make our voices heard. We're planning to do that in two simple ways:

1. taking pictures with people holding signs saying "I'm Ready" and "Green Jobs Now,"
2. gathering signatures on an "I'm Ready" petition calling for action from elected officials.

**DESCRIBE YOUR EVENT HERE.** Include details about speakers, food, entertainment, goals, etc. It's going to be amazing. Can you join us on September 27 for Green Jobs Now?

Great! I'll RSVP for you on the website. Be sure to check in at [greenjobsnow.com](http://greenjobsnow.com) to get the details about the event.

Can I have your email address so I can send you a link to a webpage that allows you to spread the word to your friends? We need all our folks to turn out for this important event.

Thanks for your time, and see you on the 27th!



## Sample Recruitment E-mail

Subject Line: 9/27: GREEN JOBS NOW: [Brief event description] Can you/ your organization come?

Dear \_\_\_\_\_,

[personal message if appropriate]

I am writing to ask you to join [ORGANIZATION] and our community on September 27 for an [EVENT DESCRIPTION]. We're anticipating [dozens, hundreds, "a lively bunch"] of people who are ready for an afternoon of creativity, inspiration and hope.

Sign up to join our event: [LINK] (you got this link when you registered your event)

We're calling this event "Green Jobs Now," and it's part of a National Day of Action. Hundreds of events like this will be happening simultaneously across the country, involving thousands of people calling for green jobs as a solution for poverty and the climate crisis. We want to send our local officials, Congress and the Presidential candidates a clear message: [CITY/TOWN] is ready for Green Jobs Now!

I'm hoping you can make it, and invite your friends! We'll be taking a big group photo and gathering petitions for green jobs, and we want you to be part of the picture.

WHAT: Green Jobs Now! [EVENT DESCRIPTION]

WHEN: Saturday, September 27, 1-4pm. The event opens at 1pm with demonstrations, food and tabling with the program beginning at 2pm.

WHERE: [LOCATION], link to map

RSVP: Let us know you're coming! E-mail [NAME] at [E-MAIL ADDRESS] or call [PHONE]

More info about our event can be found at: [LINK] (you got this link when you registered your event)

More info about the National Day of Action can be found at: [www.greenjobsnow.com](http://www.greenjobsnow.com)

If you don't mind, I will follow up by phone. We'd love you and your organization to be a part of this important day!

We'll see you on the 27th!

Visit <http://www.GreenJobsNow.com> to help us build the green economy!



## Sample Invitation Letter for Elected Officials

Inviting elected officials to your Green Jobs Now event is a great way to maximize your media and political impact! Adapt the letter below to invite local, city, state and federal officials and other leaders in your community to be part of the day of action.

[DATE]

The Honorable [NAME]  
[ADDRESS]

Dear [NAME],

On behalf of [ORGANIZATION NAME], I would like to invite you to participate in a “Green Jobs Now” National Day of Action event on Saturday, September 27 in [CITY/TOWN].

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Our community is concerned about the struggling economy and the global climate crisis. We have a unique opportunity to address both these crises by creating a green economy strong enough to lift people out of poverty. By investing in energy efficiency, renewable energy technologies, sustainable food systems and other environmental initiatives, we can create millions of new green jobs, putting Americans to work and solving the pressing problems of poverty and pollution.

On September 27, [ORGANIZATION NAME] is sponsoring [EVENT NAME] to demonstrate that [CITY] is ready to repower America and build an inclusive green economy, strong enough to lift people out of poverty and solve the climate crisis. This event is just one of hundreds taking place all across the country as part of the Green Jobs Now National Day of Action.

The event begins at [TIME] at [LOCATION] with [DESCRIPTION OF EVENT] sponsored by [NAMES, IF ANY]. Other community leaders and representatives of the media have also been invited to attend. I hope you too will consider joining us on this important day.

I will follow up with a call to your scheduler. In the meantime, please feel free to contact me with any questions at [PHONE NUMBER]. I look forward to hearing from you.

Sincerely,

[NAME]

[ORGANIZATION(S) & CONTACT INFO]

Visit <http://www.GreenJobsNow.com> to help us build the green economy!



## Photos and Videos

Photos and videos are essential to sending a unified and powerful message to our leaders!

### “I’m Ready” Photo

- \* **Simple and easy:** make signs that say “I’m Ready” and “Green Jobs Now,” and take a photograph.
- \* **More involved:** use props: green hard hats, solar panels, other symbols of the green economy.
- \* **Most involved:** Gather in a place that highlights the potential for a green economy in your community. For example: an urban construction site, an unemployment center, city hall, the block where you live, a park, a farmer's market. Hire a photographer to take photographs of your event.
- \* **Remember:** Assign someone the responsibility of taking the photograph. Build time into your event to take the photo. Be sure to get photos of VIPs and special guests.

### “I’m Ready” Videos

- \* **Simple and Easy:** Have someone with a video camera walk around your event and ask people to say “I’m ready for Green Jobs Now.”
- \* **More involved:** Set up a “video booth” where participants can go throughout the event to record their “I’m Ready” statements, and talk about why they are ready for green jobs now. Set up a tripod and hang a “Green Jobs Now” sign in the background.
- \* **Most involved:** use an external microphone to get high quality sound. Hire a videographer.
- \* **Remember:** A lot of still cameras and cell phones have video capabilities, and are a cheap option if you can't access a video camera. Have everyone sign a waiver before you get their “I’m ready” video. *Waiver template coming soon online at <http://www.greenjobsnow.com>.*

### 5 other things to capture on camera

- \* People holding signs and banners, chanting “Green Jobs Now” or “We're Ready.”
- \* People signing the “I’m Ready” petition.
- \* Event Highlights: music, performances, sound bytes from speeches, special guests.
- \* The crowd: people talking, celebrating, having fun. Show their faces.
- \* Specific landmarks, like street signs or recognizable buildings, that show where the event is taking place.

### REPORTING BACK:

Remember to log on at [greenjobsnow.com](http://www.greenjobsnow.com) to share your videos and photos directly after your event on September 27.

For more photo and video information, including tips and a waiver, visit:  
<http://www.greenjobsnow.com/hq/photos-and-videos>

Visit <http://www.GreenJobsNow.com> to help us build the green economy!