



## 2025 LONG ISLAND YOUTH CLIMATE SUMMIT

### Session #4: How to Craft a Successful Climate Campaign

Name: \_\_\_\_\_

School: \_\_\_\_\_

<b>Step 1A:</b> What action item are you going to petition for?	<i>Examples: Electric School Buses</i>
<b>Step 1B:</b> What is the specific demand you're making?	<i>Examples: One new electric bus per year for the next 5 years</i>
<b>Step 1C:</b> Why are you advocating for this action?	<i>Examples: Lower costs, reduce CO2, etc. USE TODAY'S RESOURCES!</i>
<b>Step 2A:</b> What is the group that will promote the petition?	<i>Examples: Sachem for Green Buses, S4CA Chapter, Environmental club, etc.</i>
<b>Step 2B:</b> What is the format of the petition?	Circle one:  Print      Online      Both      Other: _____
<b>Step 2C:</b> Who is the audience? Who should sign?	<i>Examples: Students, teachers, parents, members of the community, school board, etc.</i>
<b>Step 2D:</b> Who is the recipient of the petition?	<i>Examples: Superintendent, Board of Education, Town Board, PTA, etc.</i>
<b>Step 2E:</b> What is the deadline for the petition?	<i>Examples: Next Board of Education meeting, end of the school year, etc.</i>
<b>Step 2F:</b> How will you collect signatures? (time/place)	<i>Examples: Lunch periods, study halls, extra help, cafeteria, gymnasium, etc.</i>

<b>Step 3A:</b> How can you use social media to promote?	<i>Examples: Create a group Instagram/TikTok, design Canva graphics, etc.</i>
<b>Step 3B:</b> How can you use news media to promote?	<i>Examples: Op-eds, letters to the editor, news segments, etc. Which papers?</i>
<b>Step 3C:</b> How can you promote your petition in-person?	<i>Examples: Information sessions, hang up flyers, FAQs, etc.</i>
<b>Step 3D:</b> Are there other stakeholders that can support?	<i>Examples: Local environmental or civic organizations, PTA, other clubs, etc.</i>
<b>Step 4A:</b> When, where, & how will the petition be delivered?	
<b>Step 4B:</b> Who from the group can attend? Who will speak?	
<b>Step 4C:</b> What will the speaking points be?	<i>Examples: Environmental, financial, educational benefits, etc.</i>
<b>Step 4D:</b> What will happen after it's delivered?	<i>Examples: meetings with decision-makers, info sessions, etc.</i>
<b>Step 5A:</b> Identify a group leader or group leaders.	
<b>Step 5B:</b> When and where will this group meet again? How will you keep in touch?	
<b>Step 5C:</b> What will YOU do by the next meeting?	<i>Examples: drafting petition, creating schedule, posting, contacting news, etc.</i>