



2018
Time for
Living the
Change



Media Toolkit



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Social Media Resources

Social Media Directions:

- Please follow us on Twitter, Facebook, Instagram (all accounts listed below)
- Please share your stories, photos, reflections, and prayers on all these social media platforms ... and always use the hashtag **#livingthechange**

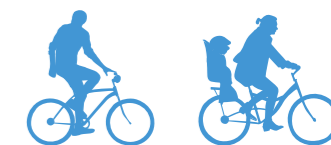
Social Media Accounts:

- **Twitter**
 - Handle: @livingthechange
 - URL: <https://twitter.com/livingthechange>
- **Facebook**
 - Handle: @livingthechangetogether
 - URL: <https://www.facebook.com/LivingTheChangeTogether>
- **Instagram**
 - Handle: @livingthechangetogether
 - URL: <https://www.instagram.com/livingthechangetogether/>

Sample Social Media Posts



- The first ever Time for #LivingtheChange will take place between 7th October - 2nd December, and I am making a personal commitment to change my behavior for the Earth. Join me and others around the globe in celebrating our #faithfulchoices to live more sustainably: <https://livingthechange.net/my-commitment>
- I am planning a communal plant-based meal to celebrate the Time for #LivingtheChange (7th Oct - 2nd Dec), where we will come together as a community and give thanks for what the Earth offers us. Message me for details, or [learn how to organize your own local event](#)
- Celebrate sustainable living with me and other spiritual people around the globe during the first ever Time for #LivingtheChange! Find a local event in your community, or [learn how to organize your own here](#)
- In honor of the Earth, our common home, I'm celebrating the first ever Time for #LivingtheChange. Here is my story of change about sustainable living - how I came to make #faithfulchoices for our flourishing world ...





- The first ever Time for #LivingtheChange will take place between 7th October - 2nd December, and I am making a personal commitment to change my behavior for the Earth. Join me and others around the globe in celebrating our #faithfulchoices to live more sustainably. As people of faith, we believe the Earth is sacred, and that each of us has the responsibility to help sustain our common home for all people. The Earth is the common home we all share! [Find your local event here](#)
- The Time for #LivingtheChange has arrived! @LivingtheChange is a multi-faith initiative celebrating people who are living more sustainably as part of the solution for climate change. I am becoming part of this globally-connected community by organizing a local event during this time of celebration. [Find more local events in your area, or learn how you can organize your own event here](#)
- I am #LivingtheChange as a way to practice the deepest values of my faith! Celebrate with me as part of this multi-faith initiative supporting diverse religious and spiritual people around the world as they pursue more sustainable lifestyles. This month, I am joining this global movement by organizing a local event during the "Time for Living the Change". This is not only an important way to help solve climate change ... it is also a time for us to come together as a community and help each other care for and love our common home, the Earth. Find local @LivingtheChange events in your area, or [learn how you can organize your own event here](#)

Sample Emails:

Bulletin Announcement:

Dear friends,

We invite you to join us in celebrating the Time for Living the Change!

[INSERT YOUR LOCAL EVENT DETAILS]

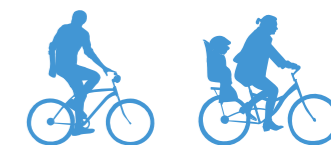
Living the Change is a multi-faith sustainable living initiative that is organizing a series of local celebrations around the world. By bringing together diverse religious and spiritual people in their own local communities, the Time for Living the Change will help us better connect with our neighbors, our fellow humans, the living beings in nature that surrounds us, and the common ground that we all literally share!

Please join us during this joyous time as we celebrate with ... [HIGHLIGHT DETAILS FROM YOUR EVENT]

Together, we can love, cherish and support our common home, the Earth. Together, we are Living the Change!

In faith,

[INSERT SIGNATURE]





Email Blast:

Dear friends,

We invite you to join us as we celebrate during the Time for Living the Change!

[INSERT YOUR LOCAL EVENT DETAILS]

Living the Change is a multi-faith initiative that celebrates sustainable lifestyles as a cornerstone of our globally-connected community. We will be joining this growing movement by organizing this event (see details above) as part of a globally-connected series of local celebrations. Learn more here: <https://livingthechange.net/global-week>

This is a way for each of us to practice our deepest faithful and environmental values, while also being a part of the solution for climate change. We believe the Earth is sacred, and that each of us has the responsibility to live in a way that sustains our common home, the Earth. This is literally the common ground we all share!

Please join us during this Time for Living the Change as we celebrate with ... [HIGHLIGHT DETAILS FROM YOUR EVENT]

During this Time for Living the Change, people from all religious and spiritual traditions are being invited to make personal commitments, share their stories of change, and celebrate with a 100% plant-based community meal. We will also be using this opportunity to make our own personal and community-wide commitments to live more sustainably ourselves. These behavior changes focus on three areas – transportation, home energy use, and diet – which all have a high impact on climate change.

You can learn more about the campaign, and add your voice by making your own commitment! Make your commitment today: <https://livingthechange.net/commitment-tool>



Together, we can love and help sustain our shared planet, our fellow sisters and brothers, and all the living beings with whom we share this planet. Together, we are Living the Change!

In faith,

[INSERT SIGNATURE]

Thank You:

Dear friends,

Thank you for celebrating with us during the Time for Living the Change! This joyous occasion was the first of many opportunities for us to come together with our loved ones, friends, neighbors, community members, and sisters and brothers around the world as we continue to live sustainably and #walkgently upon the Earth.

As each of us moves forward from this moment and continues to support sustainable behavior change within ourselves and our communities, please consider taking the following actions:

First, please make your own personal commitment to live more sustainably, if you have not already. The behaviors we choose to focus on have some of the highest impacts on climate change: transportation, home energy use, and diet.

Learn more here: <https://livingthechange.net/my-commitment>

Make your personal commitment here: <https://livingthechange.net/commitment-tool>



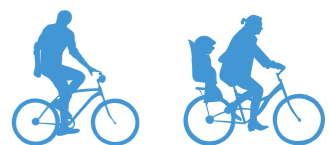
Next, please read the Interfaith Statement “Walk on Earth Gently” – which helped launch Living the Change during COP23 (the 23rd annual United Nations Climate Change Conference) – and add your name so we can continue growing and presenting the beauty and power of our global movement to key decision makers around the world: <https://livingthechange.net/statement>

Also, please make sure to add your name to Living the Change’s mailing list if you have not already! Register at www.livingthechange.net or email info@livingthechange.net for more information.

Thank you, and stay tuned for more great announcements and events as we continue Living the Change!

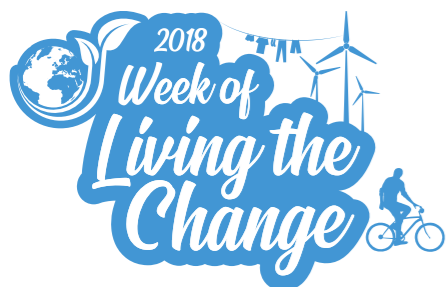
In faith,

[INSERT SIGNATURE]





Use the logos and posters for your event



“Week of Living the Change” Logo:

[High Resolution Logo](#)

[Low Resolution Logo](#)

[Poster](#)



“Time for Living the Change” Logo:

[High resolution logo](#)

[Low resolution logo](#)

[Poster](#)

“Time for Living the Change” Social Media banner:

[Facebook](#)

[Twitter](#)



Submitting a Blog Post about “Living the Change”

The **Living the Change Blog** is a public platform where anyone in our globally-connected community can share personal experiences, reflections, prayers, poems, stories of change, and/or calls for greater action by community, government, and business leaders.

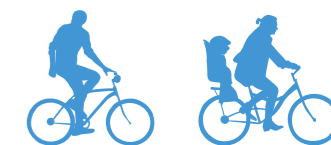
This blog has been designed to advance the key components of our missions:

- **Education** – raising awareness about the importance, value, and “how to” processes for sustainable living
- **Community** – creating a shared space for diverse people in our network to share stories, learn from one another, and form bonds across geographies, backgrounds, traditions, etc.
- **Celebration** – encouraging creativity, originality, beauty, and spiritual exploration in whatever form your heart might seek

How to Submit a Blog Post:

You can submit a blog post (no less than 300 and no more than 800 words in length) by email following the instructions below. Please note that submitting a blog post does not guarantee that it will be posted immediately. Living the Change also reserves the right to reject any submitted blog posts that do not help foster community and celebration of sustainable living, as this is our core mission.

- **Recipient:** Email your blog post to info@livingthechange.net
- **Subject line:** Type the words **BLOG POST** in all capitals
- **Body of email:** Begin with the **NAME OF YOUR BLOG POST** in all capitals, as written here. Then, provide all the following information:
 - Author’s Full Name (first and last name)
 - Author’s Title and Organization
 - Short Bio “About the Author” - consider describing who you are, any relevant work you are currently doing, etc. (30 words maximum)
 - The full text of the blog post (800 words maximum)
 - If your blog post is not written in English, we can translate the blog post for you. In that case, please make sure to end your email with the following sentence: “I agree to allow Living the Change to translate this blog post into English, and publish the English version of this post on their website.”
- **Attachments:**
 - Please make sure to include a headshot portrait photo of the author
 - Submit 1 or 2 high-quality photos of the event





Traditional Media Resources & Outreach Tips

How to Choose and Prepare Spokespeople:

Spokespeople are the people from your event and/or organization with the role of speaking publicly as a local participant in the Time for Living the Change/Time for Living the Change..

When choosing spokespeople, keep in mind:

- **Diversity:** As much as possible, consider a diverse range of voices and faces to share your story. Whenever possible, try to consider diversity of religion, race, age, gender, community representation, and other factors that might be interesting to your local or regional audience.
- **Personal stories:** In addition to a diversity of story, choose spokespeople who have powerful and relatable personal stories to share around why they are Living the Change

Once you've chosen the spokespeople for your event, ask them if you can all sit down together for a briefing. Please make sure all the following items get mentioned:

- Spokespeople are almost always speaking on behalf of the event and/or organization. So if you are going to say something as an individual only, please start by saying "For me, personally ..." or another similar phrase
- Spokespeople should not speak to issues outside their knowledge.
- Good spokespeople cover the 5 W's for what they are presenting: Who, What, When, Where & Why
- Good spokespeople bring and transmit their passion!
- Good spokespeople do not bother with answering hypotheticals. Instead try talking about the reality in your community, or you can always switch to a more personal topic by saying "In my personal experience ..."

How to Submit Photos:

You can submit photos by email following the instructions below.

- **Recipient:** Email the best photos from your event to info@livingthechange.net
- **Subject line:** Type the city and country name where the photos were taken.
- **Body of email:** Begin with the **NAME OF YOUR EVENT** in all capitals, as written here. Then, share a caption for one or more photos as the body of the email. Captions should contain a compelling description of your event, what is happening in the photo, who is pictured, and photographer credits.
- **Attachments:** Multiple photos that utilize the same caption can be added as attachments. Make sure not to exceed individual photo size of 3MB.
 - *For portraits attach only one photo per email, so that captions include the correct subject identity.*
- Repeat for each single photo or group of photos you want to submit

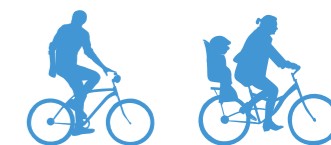
If you don't have email, you can also send to us through [Facebook Messenger](#)

Tips for Taking Good Photos during the "Time for Living the Change":

Overall feel: Celebratory, Beautiful, Communal, Spiritual

Capture the message and spirit of the event using a variety of shots, media, and platforms (if possible) to tell the full story. This might include:

- Set-up for the event or meal, people arriving and greeting each other
- Group photos, especially showing the name of the local house of worship and/or holding any event materials you might create
- If an event includes speaker, consider photographing each speaker (look emotion on face, hand gestures)
- People praying, cheering, embracing, clapping, smiling, chanting. Try to show people being hopeful, energetic, loving, calm, both as individuals and as a group
- People in religious, spiritual and/or traditional clothing
- Close-ups of people's faces, feet or hands. Capture personality as well as the message. (For portrait shots where someone's entire face is in the photo, please ask if you can have the person's email and share it with the Living the Change Team. If they agree, please send the portrait photo along with that person's contact info to info@livingthechange.net so we can contact them at a later date if we might want to share the photo publicly)
- Landscape shots that show the environment in which your event is taking place, whether that be natural, agricultural, rural, urban, inside a house of worship, or anywhere else in the world
- Photos from far away or higher up, if possible, also provide good variety
- Poignant visual messages or important landmarks that give context





How to Identify and Pitch to Media Outlets:

Relationship building is top priority when working with reporters and the press, especially at the local and regional level. Before your event, focus on quality over quantity of press relationships.

While we want to get the stories from your event out into the world, it's also key to find out what stories the reporter is actually interested in! This can be done through one-on-one conversations, meetings over coffee or a meal, as well as simply passing along additional information.

You can usually find the telephone number for your local media outlet on their website. If you don't know the names of your local media outlets, do a quick Google search for your town, county, state, etc. along with keywords for different types of media: newspapers, TV, radio, blog, etc. Try these in different combinations -- for example, "Nairobi newspapers" followed by "Nairobi TV" etc.

Once you have the telephone number and/or email address for local reporters, reach out and introduce yourself! Be friendly, polite, and relatively quick as you explain all the following items:

- Who are you? (Your name, your organization, the community you represent)
- What is your event? (Details including Where, When, What, and always WHY)
- What is Living the Change? ("A multi-faith sustainable living initiative to help people make personal behavior changes and become part of the solution to climate change")
- What is the Time for Living the Change? ("A globally-connected series of local events celebrating the incredible beauty and power of the many individuals and communities who are already part of the solution")

Invite the journalist to learn more over a shared one-on-one meal with you, or coffee, etc. If it feels like things are going well, you can (and should) always invite them to attend the event in person, too! We are all welcome to celebrate this joyous occasion together as sisters and brothers in our local communities around the world!

Writing and Sending your Media Advisory and Press Release

A media advisory invites members of the media to your event:

You should send a media advisory to every journalist, reporter, blogger, TV or radio station announcer who you think might be interested in attending the event and/or sharing the story of your event with their audience.

You should send a media advisory even if you do not believe the media representative will attend, because the advisory will still serve to make them aware of your event so they are able to tell the story even if they do not attend personally.

A press release announces the newsworthy information about your event after it has already happened:

- You should send a press release to every local and regional media outlet that might be interested in covering your event.
- Each media outlet usually has an established process to submit your press release. If you are not familiar with that specific process, please search the media outlet's website and/or call them and ask politely and directly: "Can you please help me understand how I submit a press release about our recent event?"

Please find a sample Media Advisory below. Please fill in the highlighted-and-underlined blanks with the relevant information for your specific event.

Sample Media Advisory

Sample Press Release: Please stay tuned for a sample press release as we get closer to the launch of the Time for Living the Change on 7th October -2nd December 2018.

