

Visuals for your Step It Up Rally

Photo

The most essential part of every action is the digital photo--a powerful testament to the hard work and passion behind all of the actions. So at some point, make sure to gather everyone at your event (especially the politicians!) to take a digital picture with your banner front and center, your green fingers raised high, and any other visuals you've created for the big day. And after your event, get back to a computer ASAP to upload your photo! This will be a great way for you to remember the day, and to send a strong message to our government to Step It Up on climate.



Step It Up Rally 2007

Banner

Every action should also have a banner with an appropriate message. Feel free to choose what your banner says--make it whatever you and your communities care about most. Here are some options:

- **STEP IT UP= IT'S TIME FOR CLIMATE LEADERS!**
- **STEP IT UP= NO NEW COAL!**
- **STEP IT UP= CUT CARBON 80% BY 2050!**
- **STEP IT UP= GREEN JOBS NOW!**
- **STEP IT UP= JOIN THE 1 SKY CAMPAIGN!**

You can use the stencil templates included in the kit, bedsheets, and paint to create a homemade banner, which can be cheap and lots of fun. For more tips on how to make your banner, just go to www.stepitup2007.org/banners



Video

While banners and photos are the two primary parts of the action, video is another important way to document your actions. Not only is video a fun creative outlet during the event, your action can then be broadcast over the Internet to inspire further action, attract attention, and generally build momentum. Most digital cameras these days have the ability to record video clips as well.

Politicians: If you have a politician at your event, video is essential to show who showed up what they said. Try to get some coverage of them specifically talking about the 1 sky policy asks: No New Coal, Cutting Carbon 80% by 2050, and a Green Jobs Corps.

Green Finger: Collect video clips of attendees' green fingers and their respective answers to the question: What Are You Voting to Protect? Ask them to write their responses on their hands--check out www.stepitup2007.org/greenfinger to see how.

Debate Questions: Ask attendees to record their questions about global warming for the Republican Presidential candidates for the upcoming YouTube debates. (<http://www.youtube.com/debates>)



Other Visuals T-shirts, costumes and props also make for great visuals. Particularly for the media, a lively background at an event always makes for a fun and successful day of action. Use the stencils included to decorate materials at your event!

Report Back - make sure to head to www.stepitup2007.org to report back on Nov. 3rd!