



INCLUDING CFC IN EVENTS

Consider these four key steps to ensure that we/people text CONSERVE at your event.

Show it - Speak about it - Connect it - Model it

STEP ONE - SHOW IT

We need to see the logo, instructions on how to text, and the website address.

- A poster or display serves as a visual reminder, giving us multiple opportunities to engage and/or think about it before engaging.
- Ongoing display invites action even when attention is not being drawn to it explicitly.
- Ongoing display allows reframing to align with future experiences and events.
- Display makes it more of a 'real thing', and we can always go to the website to learn more

Example promotion for holiday programs

GIVE NATURE BACK TO THE EARTH THIS HOLIDAY SEASON



This November, you can give back to the Earth by texting the keyword "CONSERVE" to the number "20222". \$5 will be charged to your phone bill, which funds the planting of 5 indigenous trees in the Kijabe Forest, Kenya. No personal data is collected. Visit www.communitiesforconservation.org to learn more about how we can give back to the Earth, together.

STEP TWO - SPEAK ABOUT IT

We need our attention drawn to it, verbally, in addition to being shown the information.

- This allows the idea/action to exist in the space, taking it off the page/screen.
- This makes it more of a personal experience than just seeing text
- Offers and opportunity for further explanation as to why you chose to include it in the event.

Helpful pointers:

- Say “Communities for Conservation” several times.
- Emphasize the value of reciprocity, or ‘giving back’.
- Give context: “Communities for Conservation is a Canada-wide, grassroots fundraising movement for conservation projects.”
- Mention the environmental crisis/emergency. *Using these words in particular is important - call it what it is.*
- Point out that this is a grassroots, community-led initiative, that can go only as far as we are willing to share it.
- Mention the text-to-donate steps, the \$5 charge to their phone bill, and that there’s no data collection.
- Explicitly invite people to take out their phones while you talk.
- Mention 100% of proceeds go to the cause.

A sample invitation: *“So now we’d like to invite everyone to take out their phones, while we draw your attention to Communities for Conservation. Communities for Conservation is a grassroots, Canada-wide fundraising movement that’s raising money for nature conservation projects. It is a community-led, grassroots initiative, but it will only go as far as the community of Canada wants. In a time of global environmental crisis, we must re-learn to give back to the Earth that sustains us. The situation is dire, and every little bit helps. As you can see in [display medium], we are encouraging people to text CONSERVE to 20222 to support [Communities for Conservation supported conservation project]. Please take out your phones and visit www.communitiesforconservation.org to learn more about this project, and text CONSERVE to 20222 - \$5 will be charged to your phone bill, no data will be collected, and 100% of the proceeds go to the supported cause. This is how we build a culture of giving back to the Earth in Canada. Rock on.”*

STEP 3 - CONNECT IT

This action, and your event, will be more meaningful if you connect the value of reciprocity, or giving back to the earth, to what you are doing at the event.

- Obviously, all events take place on earth - and on earth, everything is connected. *We value what we feel connected to, and you can help draw these connections to call up our values.*
- Choose connections that are more emotional. We often reference doing things for our family, kids, or grandchildren, for this reason.
- Remember that anthropocentric connections are often the most convincing, but not the only reason to act. *As speaker, you can choose to draw connections that reinforce a love for, and subsequent empathy towards, the natural world, for **all** life.*
- The value of reciprocity toward the natural world should not always be in reference to us - there is inherent value in all life on earth, and you can choose to highlight this:
 - Share a meaningful story that inspires you to give back to the earth, and frame it in terms of non-quantifiable values (eg. love). Speak to how this story affected you emotionally, *not* in terms of material or social gain.
 - Think deeply about and recognize how your event is connected too.
Acknowledge:
 - instruments are made from wood
 - the water people are drinking
 - the resources that made our phones,
 - the air we breathe,
 - that humans are approximately [1/10,000](#)th the weight of all the biomass on earth.

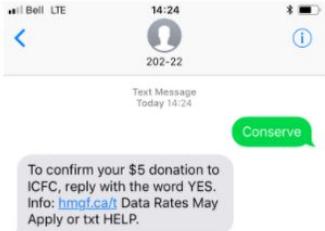
STEP 4 - MODEL IT

Our behaviours are most influenced by what is normalized around us, and so leading by example is *integral* to this action.

- This action is not normalized, so it must be modelled in your community
- *It's important to show how absolutely easy it is to do.*
 - New behaviours, just by being new, are often intimidating.
 - Showing publicly how simple it is is a strong encouragement for others to try it.
- Each person speaking at an event can take out their phone and talk through the steps while doing it.
- Set a target, i.e. "If everyone at this event texted, we would accomplish X"
- If possible, outline the text-to-donate steps (below) by projecting them on a wall or screen.
- By doing this publicly, you can help normalize more than just the action; you can help normalize the underlying values:
 - reciprocity towards the earth
 - environmental philanthropy
 - leading by example
 - action over words
 - empathy for the natural world
 - the inherent value of the earth

HOW IT WORKS

STEP ONE
TEXT 'CONSERVE' TO 20222



STEP TWO
RESPOND 'YES'



STEP THREE
THANK YOU!

