I. Overview
Your club has decided to put on an event, activity, or campaign. You’ve planned what you’re going to do but now you must figure out how to get the word out. Advertising is critical to a campaign’s success. Students, teachers, administration, parents, and the community need to know what you’re planning, why you’re doing it, and how they can participate. In your messages to the many groups of people you will be reaching out to, your language choice, tone, and clarity are paramount. Promotion is a multi-faceted endeavor, so, it is definitely a job for the entire group.

Outreach is broad and overarching. It can include in-person interactions such as face-to-face conversations, in-class presentations, and speeches. It can also include posters, social media, newsletters, video or bulletin announcements and more. Everything you do to get the word out is outreach. This chapter is divided into two sections: messaging and public speaking. Messaging focuses primarily on different strategies for reaching different people. Public speaking focuses on the many conversations we have, large and small, to help share our message and story. (Use the Outreach Toolkit in the Supplemental Materials as a jumping off point for developing your print and social media messages.)

II. Messaging
The success of your endeavor requires both skillfully-crafted and properly-distributed messaging. We will review the types of audiences and outlets you may be reaching out to and offer advice on how to make your campaign a smashing success.

Before publicizing your event or campaign, there are three important questions to consider:

1. Who are you trying to reach?
   This one is fairly straightforward but important to establish first. It depends on what your group is actually planning and what your intentions for the project are.

   Your target audience might include any of these groups:
   - students on campus
   - other high school students in the area
   - elementary/middle school students
   - teachers
   - parents
     - administrators
     - alumni

Outreach Toolkit in the Supplemental Materials as a jumping off point for developing your print and social media messages.
2. Where do they go for information?
   Once you’ve figured out who you are trying to reach, brainstorm the communication avenues available to each sector of the audience you want to target. This will be different for every school and based on how each community gets their news and information.

   Possible communication outlets include but are not limited to:
   
   • daily announcements
   • video bulletins
   • campus newspaper
   • parent newsletter (paper and digital)
   • email
   • social media
   • local radio

3. What is your message?
   You’ve determined who your audience is and the places where you will reach them; now it’s time to figure out what you are going to say! It is vital to spend some time crafting your message. The basics include the date, time, and location; but it is also very important to include why you are putting this function on and how this will benefit the people participating.

   (To flesh out and organize your message, use the Messaging Handout in the Supplemental Materials.)

III. Public Speaking
   While school announcements, emails, and social media allow you to cast a bigger net, there is no replacing the power of face-to-face communication. The more your club can personally talk to people about what the group is planning, the more people will both participate and care about the issues. Public speaking can feel daunting; however, it is a skill that can be improved with time, practice, and feedback. To look someone in the eyes, observe how their facial expressions and body language align with their words, hear the tone in their voice, and feel the overall energy of the interaction, helps us realize our own humanity. (See the Stage Presence Handout in Supplemental Materials.)

   Committing some time to working on your public speaking is a valuable way to grow your confidence in both one-on-one conversations and communicating in front of groups. Learning the basics will not only increase your confidence within your club and social circles but extend to other areas of your life. During a club meeting, work together to develop an elevator pitch. An elevator pitch is a quick version of the What, When, and Why of what you are doing. It should be no longer than 60 seconds. Working together is a wonderful way to get feedback and hone your message before talking to other students, teachers, and the greater school community. (For more details, see the Public Speaking Template in the Supplemental Materials.)
The most authentic way to connect with others is through your personal story. Storytelling is a universal form of communication and how humans have passed down information for generations. You don’t have to be a scientist or a policy expert to care or to have something to say. Your story helps give others a better sense of what you are doing and why, and it can inspire action. Your voice matters. Now spend some time thinking about your story, crafting it, and practicing it! (See the Telling Your Climate Story Handout in the Supplemental Materials that follow.)

IV. Supplemental Outreach Materials

- Outreach Toolkit
- Messaging Handout
- Public Speaking Template
- Stage Presence Handout
- Telling Your Climate Story Handout