

ZERO HOUR

SISTER MARCH PACKET

Last updated April 30



WELCOME

Thank you for your interest in putting together a Zero Hour Youth Led Sister March for Climate Action in your community. We are excited to work with you and support your efforts. This packet will let you know our platform, give you guidance for organizing a march like this, and give you access to our graphics to help you promote your event.

Please email sistermarches@thisiszerohour.org if you are planning on organizing a march so we can help you publicize with your contact information, city, and state. You can also send us pictures of you working on the Sister March that we can also posts on our national page. We will be in touch periodically to see how things are going!

WHY ARE WE MARCHING?

We believe that this is Zero Hour to act on climate change. This is the last hour, the last generation that can do something about climate change. We cannot afford to wait any longer for adults to protect our right to a clean and safe environment, or the natural resources we need to not just survive, but thrive. We are the leaders we have been waiting for!

We believe that every individual, from every community should have access to clean air, water, and public lands. We believe in putting the needs and health of our communities before corporate gain.

We believe that the leadership of youth in this space is essential since we have inherited a crisis that we had no hand in creating. We will strive to hold our adults and elected officials accountable for their legacy of destruction and inaction when it comes climate change. We believe in a solutions-based approach that addresses the real needs of our communities.

While climate change is a phenomenon that will impact all of us—if it has not already—we believe that the impact of the climate crisis is profoundly unequal. Frontline communities across the globe and within the United States have been directly impacted by climate change to a degree greater than others. We believe, however, that those closest to the problem are also often closest to the solution. These communities have been actively working to create just solutions and transitions. Our goal is to center the unique wisdom, experience, and leadership of these communities in our efforts to make impactful change.

We also recognize that a movement for climate and environmental justice cannot be successful without building meaningful coalitions and cross-sector alignment with other movements for social justice. We believe in harnessing the power of youth-led organizing and leadership by youth from different backgrounds and experiences in forging our path towards a more equitable and safe future for all of us.

READY TO MARCH!?

The national Zero Hour March will take place on July 21st. We ask Sister Marches to take place on the same day. We also encourage you to host a Climate Action Weekend to top off your march. You can start this weekend off with a Lobby Day by meeting with elected officials in your community on July 19th, which is when the national Zero Hour lobby day will take place in Washington DC. On July 20th you can host a community art building day for the march so that your community can collectively make art together, and on July 21st you can take to the streets!





PLAN YOUR MARCH

Are you a young person? Yes, we have a committee structure that you can use for your march that we have found works well. No, read below.

Are you an adult? Yes, connect with young people in your community by working with schools or groups that support young people and then give them this packet and ask them how you can be helpful. Remember, they lead you support.

STRUCTURE

We recommend you break up into committees, and each of those committees have a youth lead with an adult mentor. The committee leaders and mentors should work together through a weekly team meeting. Then those leaders can have meetings with the rest of the team members. You may not need many teams depending on the size of your march. You might just be able to do it all together.

Youth Coordinator- coordinates the teams, organizes the groups, bridges communication between teams
Adult Coordinator Mentor

Communications

- Social Media
- Traditional Media (newspapers, op eds, etc)
- Recruitment Strategy

Logistics

- Permitting
- Stage (if you want speakers)
- Sound Equipment
- Security
- Barriers for March Path
- Designing March Path

Partnerships

- Developing Relationships With Groups to Bring More People to March and to Bring Resources to March (Money, Political Power, Knowledge, Volunteers)
- Keep Youth at the Center

Fundraising

- Planning Budget with Logistics
- Working with Partnership Team Lead to Find Funds
- Help Coordinate Asks for Money

Lobby Day (optional)

- Recruit People to Participate
- Help Plan Meetings with Officials
- Train People to Talk to Elected Officials

Art Build (optional)

- Identify a Place to have a Large Group of People Creating Art and
- Reserve That Space
- Ask Art Stores, Schools, Theater Groups, and other Non-Profits to
- Donate Supplies
- Advertise the Event to People Who Might Attend the March
- Have Fun!



CHECKLIST

- ❑ Find your core team
- ❑ Decide where you want to hold the march
- ❑ Decide what you want the march to look like
- ❑ How many people do you want to have?
- ❑ Do you want a stage/speakers?
- ❑ Where do you want people to march (path) ideally?
- ❑ Meet with city staff to see what permits you have to file/talk to someone that has done that before
- ❑ Make a to do list for what you need to file the permit
- ❑ Create social media channels (or use your own and promote march)
- ❑ Let Zero Hour National know about them so we can promote (media@thisiszerohour.org)
- ❑ Create an event on Facebook
- ❑ Identify partners you want for this event
- ❑ After meeting with city official determine budget, they should tell you
- ❑ Barrier/security requirements (consider PortoPotties and other items you might need)
- ❑ Find a fiscal sponsor that you trust with the money you raise (they will take in the money for you so you can spend it on what you need)
- ❑ Create a donor list with adult mentors/partners to fulfill budget
- ❑ Make backwards timelines for when you logistically need to get things done in order to be successful for each team
- ❑ Create flyer to help publicize around town
- ❑ Connect with local papers to help you advertise
- ❑ Talk to students about showing up to the march before school ends

We will update this list and you so you can keep everyone up to date. This is just to help you get started.



CONNECT WITH THE MOVEMENT

We have graphics and images that you can use to help you promote the march on social media [HERE](#). We will be adding new graphics to this as we create more for you to share. You can also share posts from the national social media accounts:

- Facebook: <https://www.facebook.com/ThisIsZeroHour/>
- Twitter: <https://twitter.com/ThisIsZeroHour>
- Instagram: <https://instagram.com/explore/tags/thisiszerohour/>

Hashtags: #thisiszerohour #whyimarch

When organizing a march you can use these tools to recruit people:

- Facebook: Create an event for the sister march and lobby day to get people to RSVP for your event, you can also put details for the event there
- Flyer: Create a flyer to post in schools, coffee shops, gyms, and camps to recruit people to your march. Here are some [guidelines](#) to help you. You can also use [Canva](#) to help create materials.
- Create an instagram account for your march. Example @ZeroHourNameOfYourCity

- Create a Google Form for people to RSVP that people can sign up with name and email. You can create a Google Group and add those emails to it so that you can email people with updates about the lobby day and march.
- Send [email](#) to groups around your community to get people to come to your sister march.
- Get your friends to post on social media about your march. Examples here! You can use the [Climate Sign](#) to get more people to connect to your march.



**WE ARE THE LAST
GENERATION THAT
CAN TAKE ON
CLIMATE CHANGE
AND WE CAN NO
LONGER WAIT FOR
SOMEONE ELSE TO
PROTECT OUR
FUTURE**

**#THISISZEROHOUR
#WHYIMARCH**



THISISZEROHOUR.ORG



OUR GUIDING PRINCIPLES

As a movement, we believe:

- Those who are on the frontlines of any movement should lead that movement.
- On the frontlines of climate change is the Global South, POC, Indigenous Peoples, Youth, People with Disabilities, Poor People, Queer and Trans People, and People belonging to marginalized faiths such as Islam.
- In our youth movement to combat climate change, we uplift the youth voices of these communities.
- Youth leadership is transformational and visionary. Youth must lead because they have always shifted culture towards progress and collective liberation.
- Systems of oppression (capitalism, colonialism, racism, and patriarchy) have led to climate change, therefore we must shift our culture away from these systems.
- Intersectional movement-building is the only way we can achieve collective liberation because working together on intersecting issues will unify communities who want to join our struggle for a safe and healthy future for all.
- The people must take action rather than waiting for politicians to lead.

- The politicians must comply with the demands of the youth, therefore they must pass and enforce legislation and support policies that protect life and our future on this planet.
- This is a revolution.

In this movement:

- We will be peaceful and non-violent.
- We will be humble and learn from each other.
- We will extend the hand of friendship.
- We will demand that our allies take action in solidarity with us. We will work to protect each other.
- We will not allow the system to divide us.
- We will sow seeds to create a just future.

We affirm that:

- Climate change is real.
- Indigenous rights must be honored.
- Animals are on the frontlines.
- Nature is the most powerful force.
- Each generation must learn from each other.
- Black lives matter.
- Queer and trans people must be heard.
- Rape culture must be dismantled.
- People with disabilities must be included and respected.
- Marginalized cultures must be treated with dignity.
- Transformative justice is true justice.



#THISISZEROHOUR
THISISZEROHOUR.ORG