

[CLEAN Network \(formerly the Climate Literacy Network\) Teleconferences](#)

Link to this document:

https://docs.google.com/document/d/12VFL69Q7EI8Nf5jkVnM_0y41MP2qcR02u4OJwZIkO_Q/edit?usp=sharing

February 18, 2014:

National Outreach and Collaboration Strategies for [The Great March for Climate Action](#)



Presenter: [Jimmy Betts](#), Program Coordinator and Facilitator, Jimmy @ ClimateMarch.org, 262-235-3276 (262-23-LEARN)

Special Guest: [Dave Finnigan](#), Founder and Educator of [Climate Change is Elementary](#)

Outline

- 1) Our Story - Who We Are
 - 2) Marcher Training - How We Prepare
 - 3) Conversations of the March - Engaging Our Country
 - 4) How You Can Help - Support and Outreach
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1) Our Story - Who We Are

The [mission](#) of the Great March for Climate Action is to change the hearts and minds of the American people, our elected leaders, and people across the world to act now to address the climate crisis. On March 1, 2014, hundreds of climate patriots will set out from Los Angeles, CA, walking 3,000 miles across America to Washington, DC, inspiring action to resolve the climate crisis. This will be one of the largest coast-to-coast marches in American history.

The March seeks to build the broadest possible public consensus and is focused strictly on the climate crisis. Marchers will, of course, have their own personal stories and perspectives. However, it is important that we stick to the core message, in unison, with our words, signs and public presentations. This is a collaborative/pluralistic movement wherein we provide the necessary structure for organized change. Through marching, we orchestrate a highly-visible, eight-month public display of human dedication and self-sacrifice. From this [foundation](#), participating educators, affinity organizations and business partners are given a platform from which to discuss education, policy reform and sustainable development relevant to climate change.

Throughout the planning, Marching, and concluding phases of this movement, we will be seeking strategic alliances and collaboration with affinity organizations to advocate for lasting, sustainable actions to resolve the climate crisis. We do not exclusively seek monetary funding and do not align ourselves with political agendas, candidates or personas. Additionally, we are not funded on credit or loans. All sponsorship has been gathered through grassroots donations and individual fundraising efforts. Support through [equipment](#), food donations, water supplies, and other resources as well as the less-tangible story-sharing in classrooms, traditional word-of-mouth conversations, and social media networking are vitally important to the success of (y)our March.

2) Marcher Training - How We Prepare

Link to our [Official Pre-March Curriculum](#).

Sample of our Pre-March Trainings:

- Nonviolent Communication for Social Change (Lynda Smith)
- Staying positive on the march (Dave Finnigan, [ClimateChangelsElementary.com](#))
- Working with families through elementary schools (Dave Finnigan, [ClimateChangelsElementary.com](#))
- Collaborative Decision-Making Process (Miki Kashtan, [BayNVC.blogspot.com](#))
- Presentation on the frontier of climate science (Gavain; Dave Finnigan, [ClimateChangelsElementary.com](#))
- Sound & Rhythm Improvisational Exploration -- keywords related climate moments & expressions with non-verbal media (Gavain, Sean, Jimmy)
- Metaphor Project Training: Framing our Message for Americans (Susan C. Strong, [MetaphorProject.org](#))
- Media Training & Storytelling for Climate Action (Mel Baker)
- Peer Support for Climate Activists ([Jim Driscoll](#))
- Anti-Discrimination Training for Climate Activists (Jim Driscoll)
- Keynote Speaker & Discussion on the Current, Researched, and Experiential Climate Science - [David Thoreson](#)
- Environmental Justice/Global Majority Panel Discussion (facilitated by Jim Driscoll)

Sample of our on-going Sessions and in-March Trainings:

- Nonviolent Communication for Social Change - Jack Lehman, Santa Fe, NM
- The State of the Future Southwest - [William DeBuys](#), conservationist, writer
- Kingian Nonviolence Training per NM State Coordinator Ahni Rocheleau
- Group Facilitation & Consensus - Trainer Kelly Marie Martin
- Biomimicry: Diversity, Replication, Symbiosis, and Naturally-Aligned Organizing (IDEAS by Chris Castro)
- World Cafe Facilitation - Irina Contreras
- [Awakening the Dreamer](#) Symposium: Tuck Taylor & Terry Krueger - Discover both possibility and grounded optimism in a new future, so you can find your role and best contribution (inspirational DVD for supplemental purposes via Marcher Miriam Kashia)
- Technology of Participation - Facilitator Linda Hamilton
- Leave No Trace Training - Marcher Faith Meckley in NM, onward. [NOLS](#), [LNT.org](#)
- Group Works Deck - Marcher John Abbe <http://groupworksdeck.org>
- First-Aid/CPR Training
- Walking Tutorial - Pre-walk, Stretching, Walking, Hydration/Eating/Rest, Foot care/shoe/socks, post-walk ritual

3) Conversations of the March - Engaging Our Country

The March **IS** a Conversation. The March includes **You**.

The March is the fundamental platform for ongoing Marcher training and conversation that will shape how we **live & breathe** on the Climate Action trail. All full-time through-Marchers will be provided the above powerful tools for communication, organization, inspiration, and facilitation.

We will also have opportunities to explore the different actions we want to inspire, what works to inspire/motivate/drive/awaken people, and who our allies and potential allies are along the way and those communities that are not enroute.

By becoming more effective walking, talking, **listening** representatives of action we wish to be able to engage our country in discussion while showcasing and invigorating the communities we encounter. We consider ourselves to **BE** an ongoing conversation -- an indefatigable discussion that not only seeks to actively understand the message of others, but to represent our own shared message with the experience of our individual membership.

4) How You Can Help - Support and Outreach

- Join our [Kickoff in Los Angeles \(So Cal Climate Action 350\)](#)
- [March!](#)
- **Organize** locally to support the March along our [Route](#)
- **Help** us by offering [endorsements](#), food donation sources, [equipment](#), etc.
- **Help** us build our network of **inclusion** and **collaboration**.
- **Help** us begin **conversations** with our **allies** (includes keynote speakers, climate educators, local green businesses, renewable energy supporters, business leaders, school systems, municipal governments, Native American communities, international groups, artists, museums, eco-adventurers, etc)
- **Help** us by providing [March announcements](#) to your community networks.
- **Help** us by mentioning us and our updates in your **social media** outlets. [Facebook/Twitter](#)
- **Help** us in the ways **YOU** are **best & most specialized**.

~Greatest Appreciation to the CLEAN Network for all that you have done for Climate Literacy & Sustainability Education and all of the efforts that you will dedicate to

the climate change challenges we all face together~