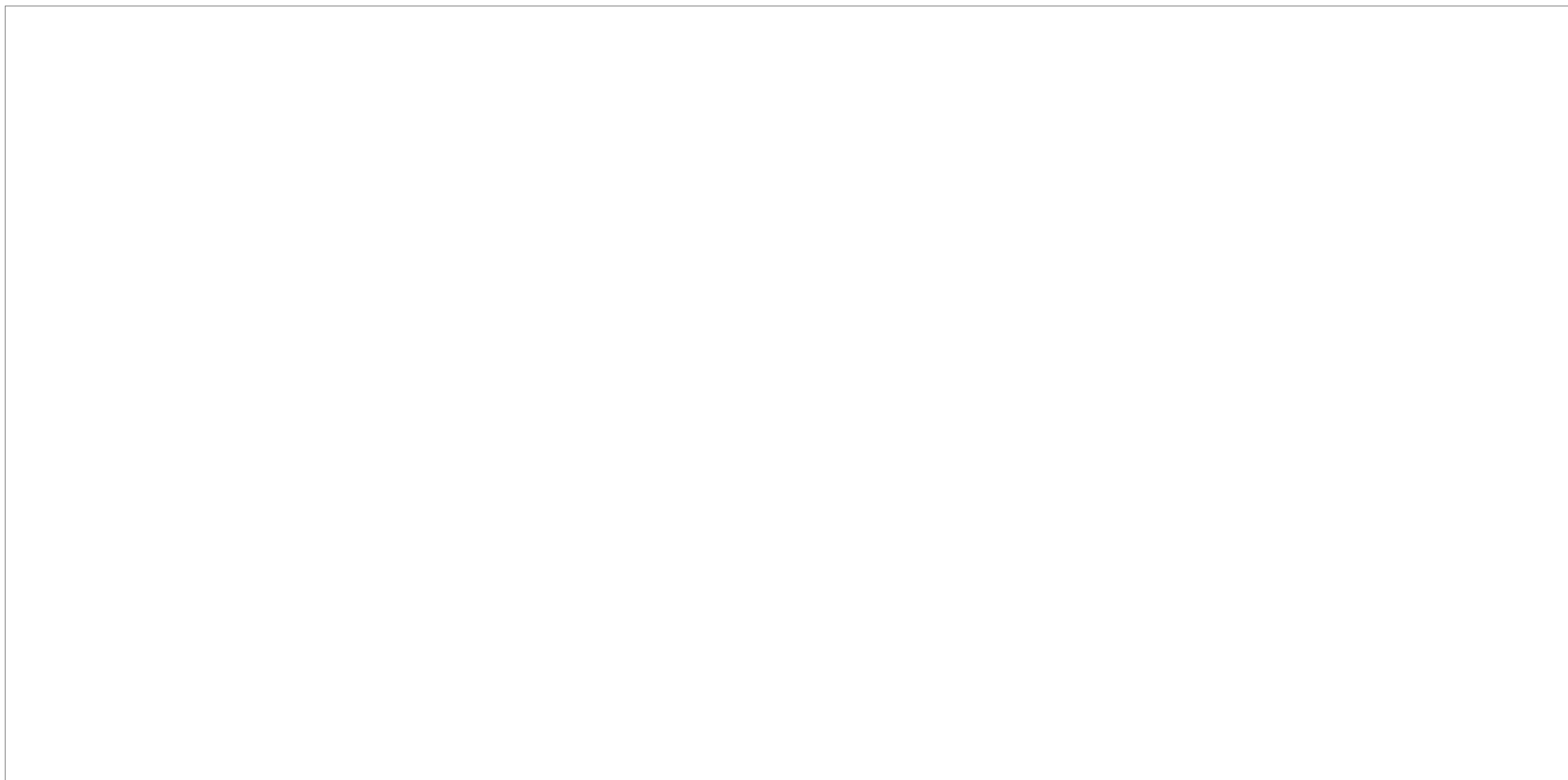


Why Invest Fossil Free?



350MoCo

#GDD350MoCo

Instructions for the 350MoCo Global Divestment Day 2015

“Why Invest Fossil Free?” Project

Before we start: Thanks for participating in our action! We appreciate your time, thought and creativity as we work to grow and expand divestment awareness in Montgomery County. Here’s how to do the project.

1. Get the poster. We are working to get copies of the poster distributed to climate groups and activists all over Maryland. If you can’t easily get one of those, we have created a Google document where you can download and print more copies (along with these instructions). You can find the link on our website, 350MoCo.org - just click on the Global Divestment Day tab and go to the bottom of the page. Of course, if you make your own poster then this isn’t an issue (see #2 below).

2. Customize if desired. You can use our poster, but you are welcome to make a larger one if you want, with whatever custom artwork you like. The only thing we ask is that it include (in a clear and visible way) all the text in the original: the question “Why Invest Fossil Free?”, the 350MoCo name, and the hashtag. (Plus of course your answer.) Have fun!

3. Write down your answer in the box. Here are some guidelines for creating your answer:

- Think of what YOU feel is the most important reason why MoCo should stop investing in fossil fuels, and should sell off (divest) the dirty energy investments it already has.
- Keep it relatively short since we want it to be clearly readable in your photo.
- Write as clearly as possible.
- Make it personal and local if it feels right. The more it helps us to understand why YOU in particular care about climate change and divestment, the more people can connect with your ideas.
- Feel free to use pictures or artwork if you want, as long as the message is clear.

4. Take your photo with your completed sign. Make sure that you and the text on your sign are clearly visible on the photo. You can take the photo anywhere, but if you choose to do it in a place with special meaning to you and your message that’s great.

5. Email your photo to GDD350moco@gmail.com. While it’s not required, we would appreciate your including the following info in your email: your name, where you live, your age, and what social media you use (Facebook, Twitter, Instagram, Pinterest, etc.). By sending us your email, you are allowing us to use your photo and information for our

divestment campaign activities only - we won't use it for anything else without your permission.

6. Tell someone about it! The more people participate, the more impact we will have, so tell a family member, a friend, a co-worker - anyone who might be interested. If they have never done anything related to divestment or climate change before, this is a great and easy (and fun) way to help out. We will be sending out a sample email that you can use to let others know, or you can make a copy of these instructions and the poster for them.

7. Sit back and relax. (Until Global Divestment Day.) Throughout GDD (Feb. 13-14) we will post the photos on 350MoCo's social media. We also encourage you to post your photo on that day on any of your own social media accounts. (We'll send you a reminder.)

8. Deadline: none. We will take photos right up until GDD.

Thanks again from all of us!



Montgomery County, MD

www.350MoCo.org