



**MY PLANET
MY RIGHTS**

MY PLANET MY RIGHTS Campaign

Advocacy Pack

MY PLANET MY RIGHTS Global Petition

On 28 October 2020 the MY PLANET MY RIGHTS Campaign launched a global petition demanding children's right to a healthy environment! We will deliver the petition to the UN Secretary General and the Chair of the UN Committee on the Rights of the Child during the General Assembly in September 2021.

Children, young people from around the world and everyone concerned about the environmental crisis are invited to sign and urge others to sign the petition!

This mini-advocacy pack is a resource for people to take action and mobilize others to take action to promote the petition and collect signatures. Especially during the global Days of Action: on World Children's Day (20 November), Earth Day (22 April), World Environment Day (5 June) and 3 days in the lead up to the petition delivery (September 2021). Whatever action you decide to take, record it on social media using the hashtag #MyPlanetMyRights. We will amplify it from our channels!

Visit MY PLANET MY RIGHTS campaign website to check out more information on:

- Global Petition
- Days of Action Activations and Social Media Packs
- Background on children's right to a healthy environment

Share the petition online

Social media is a simple and powerful tool that can reach millions of people in seconds. Spread the petition online using the MY PLANET MY RIGHTS social media pack as a guide. It includes graphics to promote the petition, a campaign frame for your social media profile picture, and details on how to participate in the latest online activation. You can use the pack for your own channels and if you know people who have a lot of followers, invite them to share the petition online too!

Call, text or email people you know

One of the most effective ways to mobilize people to sign the petition is by reaching out to people you know! Whether it is your friends, family or co-workers, they are more likely to take action because they trust and feel accountable to you. The best way to reach out to them is in person, but if that's not safe, the next best option is calling, then texting and finally emailing them. To make outreach easier you can use the call, text and email scripts as well as check out some useful tips.

Tips

- **Reach out individually:** When you reach out to someone individually they feel more pressure to respond to you than in a group setting. Although it might take more time to reach out to people individually you'll see the impact.
- **Personalize:** The scripts are just a template. Customize it to who you are. For example, share why you personally want to hold governments accountable to children and youth rights. Include what would motivate your friend to sign the petition. If they care more about issues like climate justice or COVID-19, make sure to highlight these issues and their connection to children's right to a healthy environment.
- **Follow up:** Follow up with your friends and family to make sure they signed. They might have forgotten the first time, but usually when you follow up they'll make sure to do it. For example, "Hey [friends name]. I hope you are well. I just wanted to check in to see if you signed the petition."
- **Make another ask:** If you have a friend who signed, invite them to do more to support the petition! Whether it's asking them to text 3 of their friends, share the petition on social media or join you in other actions within this pack. For example "Thank you so much for signing! Can you invite 3 other people to sign the petition?"
- **Team work:** Invite a group of friends to reach out to as many people you know for an hour, virtual or in person. Feel free to make it competitive to make it more fun- the person who can get the most people to sign wins!

Phone call script

Hi [friends name]! I am calling because we are currently facing a climate and environmental crisis that is disproportionately impacting children across the world- from being forced to leave their homes, missing out on school and losing their lives. This is important to me because [share why you personally find this issue important].

In September 2021 when governments gather at the General Assembly we have an opportunity to demand that they address this issue and make a difference.

Will you join me in signing the MY PLANET - MY RIGHTS petition demanding governments to recognize children's right to a healthy environment?

Text script

Hi [friends name]! Children are disproportionately impacted by the climate and environmental crisis- from being forced to leave their homes, missing out on school and losing their lives. We need to take action now! Will you join me by signing the MY PLANET - MY RIGHTS petition demanding children's right to a healthy environment? www.my-planet-my-rights.org

Email script

Hi [friends name],

We are currently facing a climate and environmental crisis that is disproportionately impacting children across the world- from being forced to leave their homes, missing out on school and losing their lives. This is important to me because [share why you personally find this issue important].

In September 2021 when governments gather at the General Assembly we have an opportunity to demand that they address this issue and make a difference.

Will you join me in signing the MY PLANET - MY RIGHTS petition demanding governments to recognize children's right to a healthy environment? www.my-planet-my-rights.org

Kind regards,
[Your name]

Write an opinion piece for a blog or local newspaper

A great way to raise awareness of the environmental and child rights crisis and motivate people to sign the petition is by publishing an article in local outlets. Check out some tips and steps you can take to make this happen.

Steps

Find a local outlet: Choose which outlets you want to submit your piece to. Usually the higher readership the better so start with sharing your piece with the best outlet and if they won't publish, move on to the next best one.

1. Find a co-signer: Although this is optional, having a co-signer, especially an individual or organization with influence and experience on the topic, can strengthen your chances of it being published. All you need to do is reach out to them and share the impact it can make!
2. Write it: For further information on how to write it please see tips below.

3. Proofread: Make sure other people read your piece before you submit it. It's good to get a second opinion and will help catch any spelling or grammar mistakes you might have missed.
4. Submit it: Submit your piece to the local outlet and include how they can best reach you (phone, email). Make sure you send it to the right person by reaching out and asking the outlet for their name and contact information in advance.
5. Follow up: Calling the editor is a great opportunity to emphasize why your piece is important, interesting and relevant to their readers.
6. Share your article! Once your piece is published share it with everyone you know, especially your co-signer and online using #MyPlanetMyRights!
7. Ask for feedback & submit again: If your piece does not get published that's okay! Ask the editor for their feedback to improve it. From there submit your piece to another outlet.

Tips

- Length: An opinion piece is usually 600-700 words, however check to see if the blog or newspaper may have specific length requirements.
- Topic: Pick a topic related to children's rights and the environment that's relevant to you and your community- from air pollution, mining, deforestation or climate change. Make sure to share background on the petition and how it will address this issue and the reason why people need to take action now.
- Stories: People better relate to your message when you share a personal story. If you have a personal experience share it and if you know someone who has a compelling story- with their permission and review of your piece- share it.
- Data: When writing an opinion piece it is good to back it up with data. When you do, make sure that it is from a credible source and you properly cite it- you want to avoid unintentional plagiarism.
- Headline: The headline can be the reason why someone chooses to read your article or not. Make it eye catching so people will want to read it!
- Persistence: Rejections are common, so continue to revise your piece, write new ones and submit it to different places!

Organize an action team

The more we can mobilize people to take action with us, the bigger the impact! Check out what steps you can take to start up your own group to take action.

Steps

1. Reach out: All it takes is reaching out to people you know to help you spread the word about the petition! Even if you can get 2-3 people to join you, that's a great start.
2. Set goals and a plan: Host a session with your team about the importance of the petition and purpose of the group. Then collectively come up with how many petition signatures you want to collect by September 2021 and activities you want to do throughout the year to get there. Make sure to set a regularly occurring meeting date to bring everyone together to plan and reflect.
3. Start small: Your first organized action does not have to be big. It's always good to start small so you can feel the motivation from achieving something. Small ways to start are hosting a virtual event where people come together to make calls to their friends to sign the petition.
4. Build community: Make sure you find ways for your team to bond by hosting fun activities and ice-breakers, creating a culture of respect, building a safe space for people to speak up and contribute, and celebrating your achievements!
5. Build leaders: As the group grows, invite members to step up as leaders. Ask what roles the team needs and what they would be interested in doing. Some roles can include- Recruitment Leader, Communications Leader, Events Leader, etc.

Get creative

There are so many other ways to get the word out on the petition! Think about what are the best ways to reach your community- radio, TV, podcasts, billboard, a public stunt, a virtual panel, a social media activation or meeting with local officials. We invite you to be creative, safe and enjoy the process. The possibilities are endless!