



CALIFORNIA THURSDAYS® COLLECTIVE ACTION DAY—OCTOBER 2018

Collective Action Days are a highlight of the California Thursdays program when the entire network serves California Thursdays meals, hosts school community events, and joins a statewide media campaign to celebrate the program's collective impact—all on the same day.

What You Can Expect From Us

The Center for Ecoliteracy provides turnkey resources to support the communications campaign for each district's Collective Action Day, including:

- Media Market Contact List (tailored for your region)
- Press Release Template
- Media Alert Template
- Sample Social Media Posts
- California Thursdays Talking Points
- California Thursdays Digital Press Room

What We'll Need from You

In support of your communications campaign, the Center for Ecoliteracy asks that you provide a few things in the coming weeks, including:

- Share your district's event plans
- Share your district's communications lead
- Review your district's information on the California Thursdays Digital Press Room

Building Your Communications Campaign

As your plans for Collective Action Day take shape, we will remain in touch to share ideas and resources to maximize your event and engage your entire community through your communications campaign. Here are a few ideas to get you started:

- Identify potential community partners who can participate in your event (e.g., farmers, food producers, the mayor, etc.)
- Build a digital invitation or flyer with the California Thursdays logo or marketing images
- Engage your district stakeholders and ask them to save the date for your event
- Provide your superintendent and any VIPs attending your event with talking points
- Reach out to any journalists you know with an advanced pitch
- Use social media and other digital outlets to announce your event and build excitement
- Send a media alert and a press release on the morning of your event
- Take pictures of VIPs, partners, students, and all the beautiful food at your event
- Post to social media throughout the day using #CaliforniaThursdays
- Encourage community partners and students