



Connect, Engage & Energize Mobilizing Climate Action in Your Community

BREAKOUT SESSION #1

Wednesday, April 3rd 2024 | Brandeis University | 8am - 4pm

11:00 - 11:50 - Breakout Session #1

Personal Professional Development: Empowering you!

Choose one breakout session to attend

<p>The Power of Conversations: A Key to Growing the Climate Movement</p>	<p>In this session, having effective climate conversations will be presented as a foundational skill that is needed to build a movement strong enough to <u>defeat the fossil fuel industry, and to stimulate the kind of society-wide mobilization needed to make a difference with the worst threat in the history of humanity.</u> Key points:</p> <ul style="list-style-type: none"> · Why have conversations · Goals of conversations · How to begin conversations · Elements of a good conversation · Helpful tools · Opportunities for training 	<p>Sue Vatnick</p>	<p>Levine Ross 1 & 2</p>
<p>Supporting Municipal Staff and Learning from Each Other: A Sustainability Manager Roundtable</p>	<p>Join other municipal sustainability professionals for a roundtable discussion. Come with two best practice suggestions and two questions for your peers. And how can we support communities who don't yet have dedicated sustainability staff?</p>	<p>Martha Grover</p>	<p>Luria 2</p>

<p>Fundraising for your Community Based Work: Tips & tools</p>	<p>Fundraising can accelerate your organization's impact! Knowing where to start can feel intimidating - but it doesn't have to. Hear success stories from two communities and a development professional about how the right ask, to the right person, at the right time can make all the difference.</p>	<p><u>Meryl Glassman</u></p>	<p>Luria 3</p>
<p>Leveraging Digital Tools: Social Media and Free Online Tools & Resources</p>	<p>This session will provide an overview of the dynamic and ever-changing landscape of channels of outreach and how best to harness the vast array of free online tools. Join us as we delve into practical strategies and explore new and innovative tools (including the assistance of artificial intelligence) to maximize your online presence, engage your audience, and streamline your workflow. From leveraging the latest social media trends to discovering indispensable free resources, this workshop equips you with the tools and knowledge needed to thrive in the digital age.</p>	<p><u>Helga Luest</u> <u>Gordon Brott</u></p>	<p>Luria 1</p>
<p>Best Practices for Climate Messaging</p>	<p>This breakout will follow-up on the talk by Science Mom Dr. Sarah Das. Dive into more detail about the best language to use and the messages that are most effective in engaging others to take action. Hear from Potential Energy Coalition about their research recommendations on "How to Talk Like a Human" to dramatically increase support for action on climate change.</p>	<p><u>Sergio Velasquez-Rose</u></p>	<p>Sherman</p>
<p>Engaging Youth Voices: How to support and engage the youth in your community</p>	<p>Hear from a panel of youth leaders and adult mentors on ways that they enact change and educate their communities on the issues surrounding climate change. This workshop is an opportunity to listen to and amplify the voices of our youth, learn what motivates their action, and learn how we can support their work.</p>	<p><u>Lisa Paul</u></p>	<p>Geller</p>