



# THE CLIMATE REALITY LEADERSHIP CORPS TRAINING IN NEW YORK CITY

*April 12-14, 2024*

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# Introduction

The Climate Reality Project is excited to host its signature training in New York City in 2024! This April, join **former Vice President Al Gore** and The Climate Reality Project for an inspiring leadership training focused on building a better future powered by clean energy.

**Today, the climate crisis is transforming life for all of us – and the science is clear: We must act now.**

The New York City training is your chance to learn more about what climate change means for you and how we can solve it together with a just transition to clean energy.

Whether you're new to climate advocacy or come with years of experience, this training is for you. You'll deepen your understanding of climate science, strengthen your communications and leaderships skills, and build the connections and network to make a difference.

## The Climate Reality Leadership Corps Training Experience

You'll hear from leading voices in climate science, government, environmental justice, green business, grassroots organizing, and more. You'll also gain skills in digital communications, campaign and coalition building, and accessing climate funding.

You'll emerge inspired and equipped to lead in a world shaped by climate change. You'll also join a global network of nearly 50,000 Climate Reality Leaders, with chapters driving change across the US. The training is free to attend.

# Details

## Date(s)

- € The training will be held in New York City on **April 12-14, 2024**.

## Hashtags

- € #ActOnClimate
- € #LeadOnClimate

## Links

- € [BIT.LY/CLIMATENYDC](https://bit.ly/climatenydc)

**(Attention: When manually typing in the shortened URL (BIT.LY/CLIMATENYDC), please ensure you use all capital letters to direct you to the correct website. You can also visit [www.climaterealityproject.org/new-york](https://www.climaterealityproject.org/new-york).)**

# Why attend the training?

## Compelling Content

- € Enjoy a packed agenda of keynote speakers, panel discussions, and skill-building breakouts to learn the latest on how our climate is changing and how you can make a difference.
- € Meet climate advocates across sectors during networking sessions and receptions and join other advocates working for solutions in Climate Reality chapters all across the country.

## Hear from Al Gore

- € Learn directly from former US Vice President Al Gore on local climate impacts and solutions and how to educate others and work for change.

## Who should attend the training?

- **Young people and students** interested in joining the movement, taking their current efforts to the next level, or developing new climate advocacy skills.
- **Grassroots activists and community leaders** looking to broaden their networks, collaborate with fellow advocates, and strengthen campaign skills.
- **Local and state government officials or civil servants** eager to explore ways to drive a just transition for their communities.
- Anyone compelled to fight for climate justice and work towards climate solutions.

## What will you gain from the training?

- € **A deeper understanding of the climate crisis and the solutions in our hands today.**
- € **Critical communications and advocacy skills** to drive change.
- € **The opportunity to drive policy change** at local, state, and national levels.
- € **A wide network** of like-minded advocates from across sectors.
- € **Opportunities to make a difference** through Climate Reality campaigns and community chapters across the US.
- € **An introduction to critical climate legislation in 2024** and how you can support key measures.

## How to Outreach

The most effective way to get folks in your community excited about the upcoming training is to share the communications and outreach resources that

the Climate Reality team has created. Please find promotional resources (social media, email, digital flyers) below.

**ATTENTION: When manually typing in the shortened URL (BIT.LY/CLIMATENYC), please ensure you use all capital letters to direct you to the correct website. You can also visit [www.climaterealityproject.org/new-york](http://www.climaterealityproject.org/new-york).**

## **Social Media Toolkit**

Climate Reality assembled this kit for you to help us spread the word about the application for our April 12-14 training in New York City on social media.

Anyone compelled to fight for climate justice and work for climate solutions is invited to apply to this training. We especially encourage **young people and students, grassroots activists and community leaders, and local and state government officials or civil servants** to apply.

Please find all content below to appeal to each audience group in addition to our general promotional content. **Note:** Check the social toolkit periodically for updates to content and post text for audiences. We appreciate your support!

### **Don't forget to tag us!**

Twitter/X: [@ClimateReality](https://twitter.com/ClimateReality)

Al Gore's Twitter/X: [@AlGore](https://twitter.com/AlGore)

Facebook: [@ClimateReality](https://www.facebook.com/ClimateReality)

Al Gore's Facebook: [@AlGore](https://www.facebook.com/AlGore)

Instagram: [@ClimateReality](https://www.instagram.com/ClimateReality)

Al Gore's Instagram: [@AlGore](https://www.instagram.com/AlGore)

## **General**

Find all graphics: [Here](#)

Sample post text for Facebook/LinkedIn/X:

- € @Climate Reality is hitting NYC! Join the movement and become a Climate Reality Leader. Strengthen your climate advocacy skills, connect with like-minded leaders, and be part of the global solution. Don't miss out – apply today at [BIT.LY/CLIMATENYC](http://BIT.LY/CLIMATENYC)!

- € Start spreading the news! Join former Vice President @AlGore on April 12-14 @ClimateReality's BIGGEST climate leadership training in the BIG Apple! Whether you're new to advocacy or a seasoned champion, this is your chance to #ActOnClimate. Apply now at **BIT.LY/CLIMATENYC!**
- € Join the climate movement in NYC. Grab a friend and apply to the @ClimateReality Leadership Corps training happening on April 12-14. Gain skills, connect with people, and become a true climate leader. Time to make a difference – apply at **BIT.LY/CLIMATENYC!**

Sample post text for Instagram:

- € @Climate Reality is hitting NYC! Join the movement and become a Climate Reality Leader on April 12-14. Strengthen your climate advocacy skills, connect with like-minded leaders, and be part of the global solution. Don't miss out – apply today at the link in @climatereality's bio!
- € Start spreading the news! Join former Vice President @AlGore on April 12-14 @ClimateReality's BIGGEST climate leadership training in the BIG Apple! Whether you're new to advocacy or a seasoned champion, this is your chance to #ActOnClimate. Apply now at the link in @climatereality's bio!
- € Join the climate movement in NYC! Grab a friend and apply to the @ClimateReality Leadership Corps training happening on April 12-14. Gain skills, connect with people, and become a true climate leader. Time to make a difference – apply at the link in @climatereality's bio!

## En Español

Los gráficos estan [aquí](#).

Ejemplo de publicación para Facebook/LinkedIn/X:

- ¡Comienza a contarles a todos! Acompaña al ex vicepresidente @AlGore del 12 al 14 de abril en la capacitación de liderazgo climático MÁS GRANDE de @ClimateReality en La GRAN Manzana. No importa si eres nuevo en el movimiento o un campeón climático experimentado, esta es

tu oportunidad para actuar (#ActOnClimate). ¡Aplica ahora en [BIT.LY/CLIMATENYC!](https://bit.ly/climatenyyc)

- ¡Únete al movimiento climático en NYC! Invita a un amigo y únanse a la capacitación de @ClimateReality Leadership Corps que tendrá lugar del 12 al 14 de abril. Adquiere habilidades, conoce personas y conviértete en un verdadero líder climático. Es hora de marcar la diferencia: ¡aplica en [BIT.LY/CLIMATENYC!](https://bit.ly/climatenyyc)

Ejemplo de publicación para Instagram:

- ¡Comienza a contarles a todos! Acompaña al ex vicepresidente @AlGore del 12 al 14 de abril en la capacitación de liderazgo climático MÁS GRANDE de @ClimateReality en La GRAN Manzana. No importa si eres nuevo en el movimiento o un campeón climático experimentado, esta es tu oportunidad para actuar (#ActOnClimate). ¡Aplica ahora en el enlace de la biografía de @climatereality!
- ¡Únete al movimiento climático en NYC! Invita a un amigo y únanse a la capacitación de @ClimateReality Leadership Corps que tendrá lugar del 12 al 14 de abril. Adquiere habilidades, conoce personas y conviértete en un verdadero líder climático. Es hora de marcar la diferencia: ¡aplica en el enlace de la biografía de @climatereality!

## Email

Sample email language to promote the training to general audiences: [Here](#)

## Digital Postcard

View [here](#).

## Young People and Students

Find all graphics: [Here](#)

Sample post text for Facebook/LinkedIn/Twitter:

- € If you're looking for a sign to #ActOnClimate, this is it. @ClimateReality's going to NYC on April 12-14 because Earth needs a glow up. No, seriously, #climatechange is destroying the planet and we're running out of time. If you care, you need to be there. Apply at [BIT.LY/CLIMATENYC!](https://bit.ly/climateny)
- € Looking for a way to #ActOnClimate? Say less. Grab your bestie and join @climatereality at its next training in #NYC on April 12-14! The #climatecrisis won't wait, so neither should you. Don't miss this amazing chance to be part of the fight for our future! Apply today at [BIT.LY/CLIMATENYC!](https://bit.ly/climateny)
- € @ClimateReality will be in NYC on April 12-14, and you need to be there too! This opportunity isn't just about making a difference – it's a career-building experience that'll focus on skill-building, networking, and advocacy opportunities. Apply at [BIT.LY/CLIMATENYC!](https://bit.ly/climateny)

Sample post text for Instagram:

- € If you're looking for a sign to #ActOnClimate, this is it. @ClimateReality's going to NYC on April 12-14 because Earth needs a glow up. No, seriously, #climatechange is destroying the planet and we're running out of time. If you care, you need to be there. [BIT.LY/CLIMATENYC](https://bit.ly/climateny) or tap the link in @climatereality's bio!
- € Looking for a way to #ActOnClimate? Say less. Grab your bestie and join @climatereality at its next training in #NYC on April 12-14! The #climatecrisis won't wait, so neither should you. Don't miss this amazing chance to be part of the fight for our future! Apply today at [BIT.LY/CLIMATENYC](https://bit.ly/climateny) or tap the link in @climatereality's bio!
- € Turn your passion for the planet into action! @ClimateReality is going to be in NYC on April 12-14, and you need to be there too! This opportunity isn't just about making a difference – it's a career-building experience.



It'll focus on skill-building, networking, advocacy opportunities, and campaigns, and provide a chance to continue your impact with Climate Reality after the training! Apply now at [BIT.LY/CLIMATENYC](https://bit.ly/climateny) or tap the link in @climatereality's bio!

## En Español

Los gráficos estan [aquí](#).

Ejemplo de publicación para Facebook/LinkedIn/Twitter:

- ¿Buscas una forma para proteger el planeta? #ActOnClimate ¡Invita a un amigo y únanse a @climatereality en su próxima capacitación en #NYC del 12 al 14 de abril! La crisis climática no esperará, así que tú tampoco deberías perder más tiempo. ¡No te pierdas esta increíble oportunidad de formar parte de la lucha por nuestro futuro! #climatecrisis ¡Aplica hoy mismo en [BIT.LY/CLIMATENYC](https://bit.ly/climateny)!
- @ClimateReality tendrá lugar en NYC del 12 al 14 de abril, ¡y tú también tienes que estar allí! Esta oportunidad no se trata solo de marcar la diferencia, es una experiencia de desarrollo profesional que se centrará en el desarrollo de habilidades, la creación de contactos y las oportunidades de promoción. ¡Aplica en [BIT.LY/CLIMATENYC](https://bit.ly/climateny)!

Ejemplo de publicación para Instagram:

- ¿Buscas una forma para proteger el planeta? #ActOnClimate ¡Invita a un amigo y únanse a @climatereality en su próxima capacitación en #NYC del 12 al 14 de abril! La crisis climática no esperará, así que tú tampoco deberías perder más tiempo. ¡No te pierdas esta increíble oportunidad de formar parte de la lucha por nuestro futuro! #climatecrisis ¡Aplica hoy mismo en [BIT.LY/CLIMATENYC](https://bit.ly/climateny) o toca el enlace en la biografía de @climatereality!
- ¡Haz que tu pasión por el planeta se convierta en acción! @ClimateReality tendrá una capacitación en NYC del 12 al 14 de abril, ¡y tú también tienes que estar allí! Esta oportunidad no se trata solo de marcar la diferencia, es una experiencia de desarrollo profesional. Se centrará en el desarrollo de habilidades, la creación de contactos, las oportunidades de promoción y las campañas, y te dará la posibilidad de

continuar tu impacto con Climate Reality después de la capacitación.  
¡Aplica ahora en [BIT.LY/CLIMATENYC](https://bit.ly/climatencyc) o toca el enlace en la biografía de  
[@climatereality](https://twitter.com/climatereality)!

## Email

Sample email language to promote the training to youth and students: [Here](#)

## Youth Flyer

View [here](#).

## Grassroots Activists and Community Leaders

- ⌘ New content and resources are in the works. Check our toolkit periodically for updates.

## Local and State Government Officials/ Civil Servants

- ⌘ New content and resources are in the works. Check our toolkit periodically for updates.

## General Talking Points

The best tip we can offer on what to communicate is to **mirror the language we use in this toolkit!** Here are talking points if you need them:

- If you're like me, you've seen what's happening with climate change and heard the message loud and clear: We have to act now.
- But if you're like me, chances are you've wondered, well what can I do?
- That's why this April, former US Vice President Al Gore and The Climate Reality are holding a free training on what's happening with the climate and what we can personally do.
- It all happens in New York City, April 12-14 and it's going to be big. Really big.
- If you want to know what climate change means for your future, your career, your part of the country, this training is for you.
- You'll get to hear straight from former US Vice President Al Gore and a lineup of incredible thought leaders, scientists, experts and more at the top of their fields.
- You'll come away with a real understanding of what's happening to the planet and the skills to make a difference.
- Like I said, the training is free to attend and attending enables you to join the Climate Reality Leadership Corps, a community of nearly 50,000 changemakers all over the world.
- To learn more and apply, just visit <https://www.climaterealityproject.org/new-york>
- Always tag @ClimateReality in every post, on all platforms and drive people to apply at BIT.LY/CLIMATENYC or to the link in our bio. Again, make it easy to say, yes!