



Promotion Toolkit



In This Booklet

About 100In1Day	2
100In1Day Principles	3
How to promote your Action	4



About 100in1Day

100in1Day Canada is part of a growing global movement that is changing how people interact with their cities.

Imagine hundreds of people united together, each taking one small action to improve their city, all on the same day. That is what 100in1Day is all about.

Calgary will be part of the movement for the first time on June 2nd, 2018 powered by Green Calgary and Future Cities Canada in partnership with Evergreen.

Green Calgary's 100in1Day project aims to lead a network of urban Actions that are focused on environmental sustainability. Our goal is to educate, inspire, and empower Calgarians like you to improve our city through positive environmental action.

We are inviting you to take on an urban Action project to make Calgary a more sustainable city. We'll help you develop the idea, provide information, and support you taking action on June 2nd, 2018.

This will be the first year that 100in1Day comes to Calgary and the first year that Green Calgary is organizing this network of sustainability focused action so we welcome your feedback and support!

100In1Day Calgary Principles

100In1Day is all about your ideas; however we ask that you follow these guiding principles when designing your Action.

100In1Day is a **platform** for action – where citizens, residents, neighbours, communities and organizations (aka: *you!*) are the catalyst for change. 100In1Day invites individuals and organizations to showcase active citizenship, and encourages distributed leadership.

As Action leaders and participants, you should assume responsibility for the Action. This includes the personal and public welfare in creating and launching the Action, and in the care and clean-up of the Action.

100In1Day Calgary Actions should:

- Focus on improving our city through positive environmental action
- Inspire inclusive actions that respond to community needs and make our city better a better place to live, work and play
- Build and foster community networks
- Be non-partisan and non-commercial
- Have free Participation. A 100In1Day Action is a people-powered act in which no fees or charges are to be collected, nor should an Action be tied to commercially-driven activities.

Communications and Promotion

By registering your Action you will receive an event listing on the 100In1Day Calgary website. This link can be used by Evergreen and/or Green Calgary to promote the event.

HOWEVER. Actions are also individually-led and community-based; our overall promotion for 100In1Day should not replace your own promotional effort.

Social Media

Once you have registered your Action, make sure to share it with your friends and community before and on June 2nd!

Things to do:

- Join our Facebook page
- Follow us on twitter
- Follow us on Instagram
- Use the #100in1dayYYC and #100in1dayCanada hashtags

Use your unique Action link to promote your Action. Create an event page on Facebook.



[@greencalgary.org](https://www.facebook.com/greencalgary.org)



[@greencalgary](https://twitter.com/greencalgary)



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

Take photos - or have a friend take them for you! Ensure you have permission to take and share your participants photo. After your Action, please send them to us by email: gabriela@greencalgary.org. If you post them online, please add the hashtag #100in1dayYYC. We want to archive this collective memory, and to show off all of our 100in1day activities!

Tips:

- Connect with your community leaders and local businesses to spread the word
- Recruit friends, family and neighbours to participate in your Action
- Contact your local city councillor; let him/her know you're participating in 100In1Day and ask to share your Action. Post something in their office. Don't know who your councillor is? Visit the City of Calgary website for contact info.
- Planning an Action in the park? Contact Calgary Park People, invite your local 'Friends of ...' Park group to attend and spread the word. This may also ease any on-the-day surprises.

POSTERS and SHAREABLES

Use our 100In1Day Calgary templates: see if local shops and recreation centres will let you put a poster up.

And, of course, spread the word on social media!

Posters, templates, and other materials will be emailed to you upon request.

We're excited to see your idea come to life!

100In1Day Calgary

Powered by



**But ultimately – 100In1Day is created by and for
people like you!**