Get your community involved this Earth Hour

2020 is the most important Earth Hour in the movement’s history, and we want you to be a part of it.

Bushfires, floods, drought. Our fellow Australians have lost homes and loved ones. Our country has lost thriving landscapes and over 1.25 billion native animals. The impacts of the climate emergency continue to be felt across our country. This is why we have Earth Hour, and why 2020 is the most important Earth Hour ever.

Earth Hour is your movement. It’s always a great opportunity to get together with your neighbours, locals, club members or constituents to think about how your community can become more environmentally friendly. But this year, Earth Hour is also an opportunity for your community to show support for stronger action to protect our planet’s future.

Join thousands of communities, organisations and businesses, and millions of people across the world raising their voice for nature. Sign up to #SwitchOff this Earth Hour.

There are many ways your community can get involved this Earth Hour:

- Show support for strong climate action along with hundreds of other communities by sending us your logo to display on the Earth Hour pledge wall.
- Think of ways you can tailor your regular activities to Earth Hour. For example, does your local council have regular meetings? Consider featuring a talk from your environment team. Are you part of a scout troop? Think about holding a wildlife search or astronomy evening during Earth Hour. Register your event here.
- Get hyped with posters, social media kits and customisable assets available here!
- Host a special event for your community in the week of Earth Hour. Get inspired here.
- Take part in the Earth Hour Solar Light Challenge to help children in need.
- Get in touch to tell us why Earth Hour is important to you.

Thank you so much for your support!
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The easy-peasy option

Earth Hour is a great opportunity to engage your community. Many councils and organisations hold regular workshops and events - these are great, easy ways to get involved in Earth Hour. For example, if your council already does something like:

- Bush regeneration with volunteers;
- Tree planting;
- Sustainability workshops;
- Morning teas, picnics, bake sales;
- Bushwalks, hikes, coastal clean-ups;
- Or activities similar to the above - the sky’s the limit!

If these events are happening in the lead up to Earth Hour (or just after), this is an opportunity to turn business as usual into an event recognising the movement! You can register your event here or contact community@earthhour.org.au

Starting from scratch?

If you’re planning an event just for Earth Hour, thank you! If you’re looking for inspiration, you can check out our events page, the ideas below or get in touch with community@earthhour.org.au to bounce ideas off the Earth Hour team.

In the past, communities have:

- Planted trees;
- Hosted sustainability-themed community days (one example from last year included a screening of Bee Movie with plant-based catering);
- Hosted sustainability-based workshops for community members.
Otherwise, contact community@earthhour.org.au if you would like to discuss your ideas with the Earth Hour team.

**Want to do a little more?**

If you want to do more, or have been especially moved to act to protect the future of our planet, we want to hear from you.

We’d love to know:

- Why your community is taking part in Earth Hour 2020
- How climate change has impacted your community

If you’re passionate about protecting our planet, have a special story to tell, or your organisation has the power to make a difference (big or small) to the Earth Hour movement, we’d love to hear from you. Reach out to community@earthhour.org.au to tell us why you’re going to #SwitchOff for Earth Hour this year.
Take The Earth Hour Solar Light Challenge

Engage your community members in climate change action and harness the power of renewable energy to change the lives of those in need. WWF-Australia is partnering with SolarBuddy to provide solar lights to schools, children and families living in remote areas of Papua New Guinea.

As a team, you’ll assemble the lights in a hands-on and engaging activity that you can complete in your own spaces. We’ll provide you with how-to instructions, as well as video resources and information kits. The lights you build will help children to study, remove the need for harmful kerosene lamps and reduce CO2 emissions.

Sign up for the Earth Hour Solar Light Challenge or for more information contact community@earthhour.org.au
Social Media Pack and Posters

Here are some posts that you can use to generate excitement about Earth Hour! Have a sneak peek below and download all assets [here](#).

You’ll find images to use across all social media channels, print-ready posters and even resources you can [customise with your logo](#).

**Posters**

You can find the latest [Earth Hour posters here](#) for you to display around your community or office - we’ve even included some posters with room for you to add your logo!

**Social Media**

We know people are passionate about the environment for many different reasons but we’ve added some sample posts below in case you’d like to use them. Please use social media as a way to let the world know why your community will #SwitchOff this Earth Hour.

Don’t forget to use these hashtags: #SwitchOff #EarthHour
#SwitchOffChallenge

Take part in the **#SwitchOffChallenge** by nominating another communities to #SwitchOff this Earth Hour.

These posts are best used on LinkedIn along with images you can [download here](https://earthhour.org.au), but please take them over to a platform that suits your community best:

- We’ve just signed up to #SwitchOff this Earth Hour. Will you raise your voice for nature <nominated community>? Sign up here: [https://www.earthhour.org.au/Get-Involved/community](https://www.earthhour.org.au/Get-Involved/community)

- The voices and actions of organisations can play a pivotal role in tackling climate change. This year, we’re going to #SwitchOff for Earth Hour and pledge our support for stronger action to protect the future of our planet. Will you rise to the #SwitchOffChallenge <nominated org>? [https://www.earthhour.org.au/Get-Involved/community](https://www.earthhour.org.au/Get-Involved/community)

- We’re switching off this #EarthHour because *insert reason, e.g. the impacts of climate change have been felt across Australia, and we want to protect the future of our home*>. Will you #SwitchOff this Earth Hour <nominated community>? [https://www.earthhour.org.au/Get-Involved/community](https://www.earthhour.org.au/Get-Involved/community)

- We’ve promised to #SwitchOff this Earth Hour in support of stronger climate action, and now our logo is proudly displayed on the Earth Hour website! We can see our logo, but we can’t see yours <nominated community> 😞. Are you going to sign up to #SwitchOff this Earth Hour? #SwitchOffChallenge [https://www.earthhour.org.au/Get-Involved/community](https://www.earthhour.org.au/Get-Involved/community)
Facebook
● We’re going to #SwitchOff this Earth Hour because <insert reason, e.g. the impacts of climate change have been felt across Australia, and we want to protect the future of our home.> Sign up to #SwitchOff today. https://www.earthhour.org.au/

● 1 in 5 Australians took part in Earth Hour last year. Let’s make this year bigger and better. #SwitchOff for the planet and for Australia’s future. https://www.earthhour.org.au/

Twitter
● Fires, floods, drought - what does climate change look like to you? Join millions of people all over the world and #SwitchOff this Earth Hour. https://www.earthhour.org.au/

● We’re committed to supporting climate action. Will you join us <nominated community>? Pledge your support this #EarthHour https://www.earthhour.org.au/

Instagram
● Lights off for the planet this #EarthHour! Support millions of people in over 7,000 cities around the world and take some action for a better future for all. #SwitchOff on Saturday 28 March 2020 at 8.30pm local time.

On the day of Earth Hour
Static banners, videos and gifs are available for Earth Hour day on Saturday 28 March 2020. The posts below are for you to use across all social media channels.

Sample posts:
● It’s Earth Hour tonight! #SwitchOff the lights at 8.30pm local time tonight to help preserve Australia’s natural wonders. It isn’t too late to register http://earthhour.org.au

● Fires, floods, drought - what does climate change look like to you? The impacts of the climate emergency are being felt across Australia more than ever before. This is why we have Earth Hour, and why 2020 is the most important year ever. Sign up to #SwitchOff tonight and raise your voice for nature alongside the team at <your community name.>

Countdown Posts
<table>
<thead>
<tr>
<th>Date</th>
<th>Post copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday 21 March</td>
<td>One week to go until #EarthHour! On Saturday, we’re going to #SwitchOff with thousands of organisations, schools and individuals to take action on climate change. Together we can make a difference and help our planet. Raise your voice for nature and register today - <a href="http://earthhour.org.au">http://earthhour.org.au</a></td>
</tr>
</tbody>
</table>
Wednesday 25 March  
Only three days until the world will #SwitchOff! Are you in? We are. Join us and pledge your support [http://earthhour.org.au](http://earthhour.org.au) #EarthHour

Thursday 26 March  
Join us and millions of passionate people in over 180 countries for #EarthHour. #SwitchOff and make a difference this Saturday at 8.30pm. Check out [http://earthhour.org.au](http://earthhour.org.au) to register

Friday 27 March  
We’re switching off tomorrow. Are you? There’s only one more sleep until #EarthHour Don’t forget to #SwitchOff the lights for the planet at 8.30pm tomorrow! It’s not too late to register and show your support - [http://earthhour.org.au](http://earthhour.org.au)

That’s it! Remember to tag Earth Hour on social media:

**Facebook:** [https://www.facebook.com/earthhouraustralia/](https://www.facebook.com/earthhouraustralia/)

[https://www.facebook.com/wwf_australia](https://www.facebook.com/wwf_australia)

**Twitter:** @EarthHour_AU @wwf_australia

**Instagram:** @earthhour_australia @wwf_australia

**LinkedIn:** @WWF-Australia

**Hashtags:** #SwitchOff #EarthHour #EH20

**Continue your support after Earth Hour**
Earth Hour might be over but it’s the start of a commitment that continues into the future and initiates real change. It’s an opportunity for your community to start thinking about its environmental impact and improving sustainability. Check out our [Green Office Toolkit](http://earthhour.org.au) for some simple ways to make a difference in your office.