



PLANNING A COMING CLEAN BOOK EVENT

Thanks so much for volunteering to organize an event to promote *Coming Clean!* We have lots of educating to do... and lots of action to take as well.

Here is an easy step-by-step guide to help you plan your event. If you have any questions, please contact Somer at shuntley@ran.org or 415-659-0518.

TWO-THREE WEEKS PRIOR TO YOUR EVENT

- Confirm with the venue for the event. Also confirm details, such as what time you can come and set up, whether you can serve food and drinks, whether books can be sold, whether there can be a RAN table at the event, etc.
- Reach out to organizations in your community that may be interested in supporting, co-sponsoring or attending the event.
- Draw up a list of potential guests that you'll invite personally. Remember to over-invite as not everyone will be able to attend.
- We'll supply a sample invite email (see the end of this guide) that you can use for friends, family, general members of the community or other organizations you'd like to get involved.
- If you are planning a public event, please let us know, and we can send an email out to folks on our list in that area to help you promote!

TWO WEEKS BEFORE THE EVENT

- Make sure your audio-visual equipment is ready to go.-
- Send out an email invitation to family, friends, group list serves and/or other concerned activists. Try to get an RSVP so you know how many people to expect for the evening.
- If you are doing a community-wide event, look into posting the announcement on community event websites, Indy Media websites, Craigslist, local papers or ask local groups to advertise on their website/list serve. You can refer people to the website comingcleanbook.com or www.ran.org for more information.
- If your event is public, make a simple flyer and/or poster (included in the downloadable resource packet) and put them up around town on community bulletin boards, coffee shops, storefronts (make sure to ask permission) and outdoor spaces.

ONE WEEK BEFORE THE EVENT

- Send out a reminder email to your guests.
- One or two days before the event call people who RSVP-ed to confirm that they'll attend and send out a reminder email. Include a map link or directions to the location if necessary.

THE NIGHT OF THE EVENT!

- Make sure to have brochures, petitions and donation slips visible and readily available (We'll send you all of this!).
- If there are ways for people to get involved locally, be sure to let them know!
- Take some pictures!
- Don't forget to ask all attendants to sign the petition before they leave!
- Relax! You just threw a really important event.

FOLLOW-UP

- Email us and let us know how it went! What worked well, what didn't? This way, we'll be able to learn what we should improve for next time.
- If a RAN staff member doesn't take them, please mail us your signed petitions and any donations you may have received so we that we can pass them on and update new activists.
- Email us your pictures of the event so we can post them on the website.
- If you have time, please write up a brief blurb about your event that we could include on the website or in emails to others who might be thinking of hosting an event.
- Send out a thank you email to those who attended or co-sponsored.

SAMPLE EMAIL INVITE:

Subject: Coming Clean at (location) (date)!

Dear Friend,

“Strung out by high gas prices? Melting ice caps give you the sweats? Lost in fantasies about clean coal, tar sands, and undiscovered oil fields in Alaska? Coming Clean is a roadmap to recovery, a smart, heartfelt guide to building a better world.”

That's from *Rolling Stone* writer Jeff Goodell, praising RAN executive director Michael Brune's new book called *Coming Clean: Breaking America's Addiction to Oil and Coal*. Mike will be in town at (location) on (date) to read from the book and start a conversation about the tangible and innovative actions we can take collectively for a clean energy future. Will you join us?

You haven't read a book like this before. It doesn't just talk about climate change and our addiction to fossil fuels. And it certainly doesn't say we only need to change light bulbs and vote every couple years to kick this problem. This is a book about systemic solutions, and more importantly, exactly *how* we can get those solutions implemented. And it's a great read. Pulitzer Prize winner Ross Gelbspan calls it, “A gem of a book.” Bill McKibben describes *Coming Clean* as,

“the resource we have long needed,” and Van Jones writes, “At last! A road map to a clean energy future.”

You can get a sneak preview of the book on Amazon [here](#). This event is part of a nationwide organizing tour to bring diverse organizations and activists together, to promote real solutions to our energy crisis, and to put some heat on local politicians and corporate targets. Meet new people in your community. Get involved with local campaigns. Take action!

See you there:

Location where event will be held

Date

Time

For more information, to arrange for an interview, or to set up a separate event, contact comingclean@ran.org.