

How Faith Communities Fuel Social Movements Social Toolkit

Newsletter Blurb

Today we are announcing ecoAmerica and Blessed Tomorrow's [latest research](#), **How Faith Communities Fuel Social Movements: Lessons for Climate Advocacy from the Immigration, Black Lives Matter, and President Trump Election Campaigns**. The report objectively brings forth the tactics, messaging, and strengths of the faith communities' crucial role in a few of the most notable social movements of today. [These 8 take home lessons](#) will strengthen the efficacy of your climate advocacy.

<EMBED [VIDEO](#)>

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NEW: 8 Learnings for Climate Advocacy from the Immigration, Black Lives Matter, and President Trump Election Campaigns. [Check out the highlights](#) or [register for the webinar, today!](#)

Social cards: [HERE](#)

Videos for Social: [HERE](#)

Bitly Links:

1. <http://bit.ly/FaithFuelsMovements> to highlights page

Hashtags: #FaithFuelsMovements, #ClimateAdvocacy

Sample Tweets:

1. [@ecoAmerica](#) and [@BlessedTomorrow](#)'s new research uncovers learnings for [#ClimateAdvocacy](#) from the faith community's contributions to some of the most notable social movements of our time. [#FaithFuelsMovements](#) Find the report here: <http://bit.ly/FaithFuelsMovements>



Key Learnings

1. Think Nationally, Act Locally
2. Go Public in Partnerships and Make Public Commitments
3. Collaborate for Inclusion and Reach
4. Get Personal: Move Past Fear Toward an Emotional Tipping Point
5. Make Messages Moral: Ground Communication in Traditional Values, and Repeat Often
6. Empower Success: Create and Share a Breadth and Depth of Best Practices and Tools
7. Become Modern-Media Savvy: Right-Size Content, Employ Innovation, Then Let Go
8. Have Faith: Involve the Faith Community More Meaningfully

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2. **NEW RESEARCH:** The faith community has been integral in social movements happening across America from Immigration, [#BlackLivesMatter](#), and Pres. Trump's election. [@ecoAmerica](#) and [@BlessedTomorrow](#) took a look at lessons for effective [#ClimateAdvocacy](#): <http://bit.ly/FaithFuelsMovements>



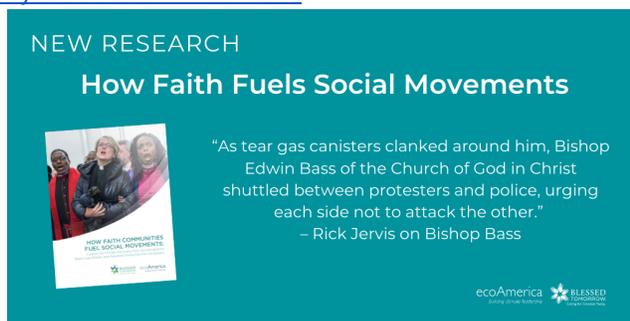
And Lessons for Climate Advocacy



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3. "From comprehensive studies to firsthand accounts, it is clear that Americans have reached an emotional tipping point on these issues, and are moving beyond frustration and fear into action." READ MORE on how [#FaithFuelsMovements](#) in [@ecoAmerica](#)'s report: <http://bit.ly/FaithFuelsMovements>



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4. [@ecoAmerica](#)'s new research finds [#FaithFuelsMovements](#) and was key in Immigration, [#BlackLivesMatter](#), and Trump's 2016 campaign. The report brings forth learnings for harnessing public concern (73%) for [#ClimateChange](#) which is also nearing a boiling point: <http://bit.ly/FaithFuelsMovements>



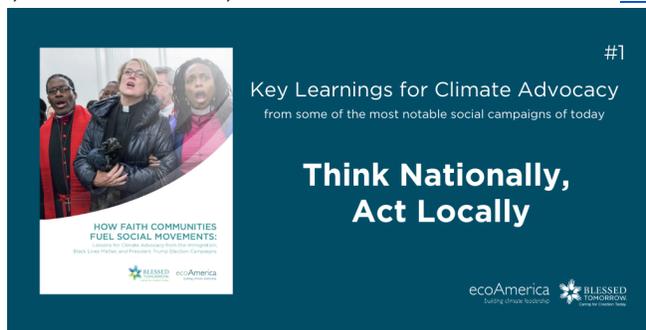
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5. [#FaithFuelsMovements](#) in the streets: During [#BlackLivesMatter](#) protests, Clergy United members "coached protesters and spoke to police...encouraging law enforcement to see protesters as people, rather than as a mob." Read more at: <http://bit.ly/FaithFuelsMovements>



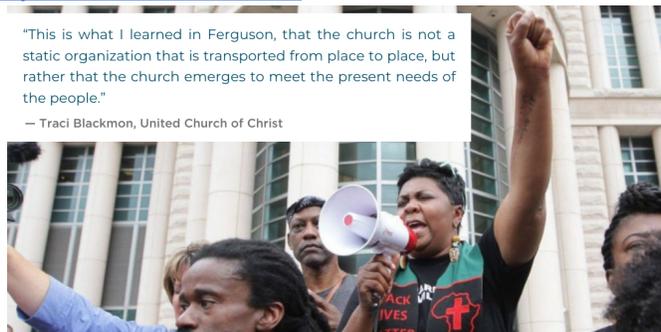
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6. KEY finding on how to humanize climate change: "make the issue local - featuring impacts that Americans can see with their own eyes - to make the connection between local seasonal changes, extreme weather, and our climate." Read more at: <http://bit.ly/FaithFuelsMovements>



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7. Hear from [@pastortraci](#) from [@UnitedChurchofChrist](#) on how [#FaithFuelsMovements](#) during the Ferguson protests and beyond as part of the [#BlackLivesMatter](#) movement: <http://bit.ly/FaithFuelsMovements>

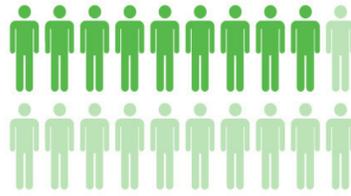


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8. NEW RESEARCH: Faith communities are central to American social movements from Immigration, [#BlackLivesMatter](#), + Trump's election. [@ecoAmerica](#) and [@BlessedTomorrow](#) took a look at lessons for effective [#ClimateAdvocacy](#), including the role of Christian Media: <http://bit.ly/FaithFuelsMovements>



American adults who watch Christian TV on a monthly basis

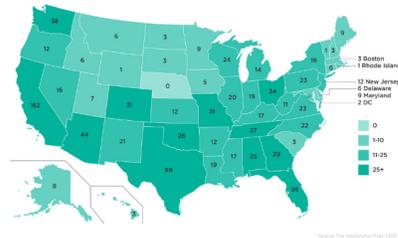


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9. "From comprehensive studies to firsthand accounts, it is clear that Americans have reached an emotional tipping point on these issues, and are moving beyond frustration and fear into action." READ MORE on how #FaithFuelsMovements in @ecoAmerica's report: <http://bit.ly/FaithFuelsMovements>



Number of Deaths in Police Encounters in the U.S. in 2017



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Facebook/LinkedIn:

1. NEW RESEARCH: @ecoAmerica and @BlessedTomorrow's new report is out now! How Faith Communities Fuel Social Movements offers 8 Lessons for Climate Advocacy from the Immigration, Black Lives Matter, and President Trump's Election Campaigns. READ it here: <http://bit.ly/FaithFuelsMovements>
2. "From comprehensive studies to firsthand accounts, it is clear that Americans have reached an emotional tipping point on these issues, and are moving beyond frustration and fear into action." READ MORE on how #FaithFuelsMovements in @ecoAmerica's latest report: <http://bit.ly/FaithFuelsMovements>
3. @ecoAmerica and @BlessedTomorrow's new study provides an objective analysis of current and visible social movements — specifically New Sanctuary (immigration rights), Black Lives Matter, and the 2016 election of President Trump — and how the involvement of communities and leaders of faith have helped forward progress on each. It offers learnings and lessons from these campaigns in an effort to help advocates for climate solutions to become more effective. #FaithFuelsMovements <http://bit.ly/FaithFuelsMovements>
4. NEW RESEARCH on How #FaithFuelsMovements objectively brings forth lessons for #ClimateAdvocacy from the New Sanctuary, #BlackLivesMatter, and 2016 President Trump election campaigns. Traci Blackmon of @UnitedChurchofChrist says: "This is what I learned in Ferguson, that the church is not a static organization that is transported from place to place, but rather that the church emerges to meet the present needs of the people." <http://bit.ly/FaithFuelsMovements>