



How to Use our Mothers Day Poster 2021

We asked the children of Mothers Out Front to draw the future that they imagine. We've gathered those pictures to create a poster to share with the decision makers that you work with in your community to create bold, innovative climate policy.

How can you use the poster:

- **As a Thank You:** If you'd like to thank a decision maker for their support of Mothers Out Front, you can send them this poster with a thank you note signed from your team. Or any other way you would like to express your gratitude.
- **As a tool of Persuasion:** Is there a decision maker that you are trying to influence to support your plans, send this to them as a reminder that Mothers Out Front is watching and encourage them to support your proposal. Bring it to a meeting, mail it with a letter signed by your team, email it with demands to support your proposal. This is your opportunity to get creative!

Who Should use this Poster:

- Everyone! Whether its a community team lobbying their local utility or town council, or a statewide campaign to enact progressive climate legislation. These can be sent to any decision makers that you are trying to influence, to show them the future you are trying to protect.

How to pick your Poster Targets:

- What campaign is your top priority, at the state or community level, choose targets who directly influence that decision making process.
- **Example:** If you are advocating for state-wide legislation, choose a target(s) who can influence the progress of that legislation. If you want to get in in front of a committee for a vote, target the committee chair or ranking members.

How to get the Poster to your decisionmaker:

Print it off and....:

- Mail or Deliver in Person to their office

OR

- Write an email and attach the file to the email to share it electronically.