



# PROMOTION TOOLKIT

“On climate change, there is a clear, definitive and ineluctable ethical imperative to act.” — Pope Francis

## Welcome Letter

Thank you for joining this global effort to raise the Catholic voice on climate change!

We have an opportunity to speak as one Catholic people, 1.2 billion strong, and send a resounding message that climate action must be taken. Our children's futures depend on it.

The Laudato Si' Pledge is a way to show political leaders that Catholics around the world stand behind Pope Francis and his encyclical on ecology in urging all people to care for creation.

This toolkit will provide you with the tools you need to promote the Laudato Si Pledge in your parish, school, or community.

Please send us pictures and stories of your successful campaigning! This will help to inspire others around the world to take action for climate justice. You can send your pictures and stories to [pledge@livelaudatosi.org](mailto:pledge@livelaudatosi.org).

May the Holy Spirit guide you in your efforts to educate and inspire others to live their vocations of stewards of creation!

In gratitude,

Marisa Vertrees  
The Global Catholic Climate Movement

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## Prayer Blessing:

Use this blessing when gathered in a small group or with your family, to help you open your hearts to God's call to care for all creation.

Heavenly Father, we pray you open our hearts to deepen our faith so we will know your love more intimately. In gratitude for the blessings you bestow on us daily, we gather together to uplift and support each other in working to live Laudato Si'. Through the power of your Holy Spirit working in and through us, we strive to care for all of creation as faithful stewards. We pray for the strength and courage to share this Laudato Si Pledge with everyone we know. Be with us as we pray with and for creation, remind us to live more simply and use us as advocates to protect our common home. We ask all this through your Son, our Lord Jesus Christ.  
Amen

## 5 Different Ways to Promote the Laudato Si Pledge

**Idea #1:** Identify a weekend in your parish to gather signatures after all Sunday Masses (with paper sheets or with laptops and tablets)

**Idea #2:** Have a mobile volunteer crew collect signatures at large gatherings of Catholics

**Idea #3:** Set up a table in a location with a lot of traffic. This could be at a conference, festival, or more locally, like a student union or cafeteria hall.

**Idea #4:** Host an educational event and pledge announcement with a bishop or other notable figure.

**Idea #5:** Make a presentation to different organizations and groups and anyone else you meet along the way.

## Sample Bulletin Announcements

### **Bulletin Announcement 1:**

*Next week we will begin our drive for signatures to the Laudato Si' Pledge. The Pope's Encyclical on Caring for Our Common Home urges us to understand the ethical responsibility we share and to act to mitigate the devastating effects of climate change on all of us, and especially our poorest and most vulnerable sisters and brothers. If you have any questions, please contact .....*

### **Bulletin Announcement 2:**

*We are kicking off our drive for signatures to the Laudato Si' Pledge. We are asking each of you to get informed, pray, and take action by signing this pledge and committing to living a more eco--conscious spirituality and lifestyle. The pledge, along with additional information, can be found at: .....*

You might also like to supplement these bulletin inserts with reflections on Laudato Si' which you can find [here](#).

## Sample Pulpit Announcements:

### **Long Form (2 minutes):**

*The Pope's encyclical on ecology, Laudato Si, is a call to all of us to champion our responsibility to care for the environment, or as Pope Francis calls it: Our Common Home. In the encyclical, the Pope reminds us that climate change affects us all, but especially the poorest and most vulnerable of us. Already there are upwards of 30 million people that have been termed "climate refugees" because their homes have been displaced by rising sea levels and violent storms. To stand up for them, and for the future of our own children, action must be taken to curb the negative effects of climate change that we are responsible for. We cannot do this alone. Global collaboration is necessary in order to succeed in guaranteeing a future that is free of the catastrophes of flood, drought, famine, and disease that climate change will bring upon us. That is why [next week/r this week], in collaboration with the Global Catholic Climate Movement, we are kicking off a pledge drive that will help our Catholic voices be heard. If we were just asking that you sign you this pledge, we wouldn't be up here right now. We are asking that you do so with an intention to pray and consider what further steps each of you might be able to take to address what some are calling the most important issue that humanity has ever faced. We have recommendations available outside, but only under prayer can we really discern what each of us is able to do.*

*I look forward to chatting with you outside and adding your voices to this call for action.  
Thank you.*

### **Short Form (30 seconds):**

*Hello, My name is....*

*Next week or (Today) we are kicking off our Laudato Si' Pledge drive in response to Pope Francis' call to care for creation. The pledge is being signed by Catholics around the world to say we will work to be more carbon neutral in our own lives, in our parishes, and to encourage our international leaders to take climate action now. We invite you to visit us outside to sign the pledge and learn about other actions you can take to save our planet, our poorest and most vulnerable brothers and sisters, and our children from climate change. Together, with God's help, we can succeed!*

*Thank you.*

## Sample Letters:

### ***A: Inviting Friends to Sign Pledge***

Dear Friend,

Two years ago, Pope Francis bestowed on us his encyclical on ecology, *Laudato Si'*. In it, he urgently calls "every person living on this planet" to start a dialogue and begin to transform our hearts and communities to stop the warming of the planet and curb greenhouse gas emissions in order to combat the climate crisis. Now is the time to act.

The *Laudato Si'* Pledge is a global campaign by the Global Catholic Climate Movement (GCCM) and its member organizations to raise awareness of the encyclical's message and to encourage the Catholic community to take action with the urgency required by the climate crisis. I have just signed on to the *Laudato Si'* Pledge and I invite you to do the same. Here is the Pledge text:

*Answering Pope Francis' urgent call in *Laudato Si'*, I pledge to:*

- 1) *Pray for and with creation*
- 2) *Live more simply*
- 3) *Advocate to protect our common home.*

Together, as Catholics, we have a moral responsibility to act for the poor, the marginalized and for our Earth. I hope you will join me in making this commitment to live *Laudato Si'*.

God Bless,  
[Signature]

### ***B: Inviting Pastor to Join Campaign***

Dear [Pastor, Fr., etc]

As a member of [insert name of parish], I write today out of a moral concern for our planet. As you know, two years ago, Pope Francis bestowed on us his encyclical on ecology, *Laudato Si'*. In it, he urgently calls "every person living on this planet" to start a dialogue and begin to transform our hearts and communities to stop the warming of the planet and curb greenhouse gas emissions in order to combat the climate crisis. Now is the time to act.

The *Laudato Si'* Pledge is a global campaign by the Global Catholic Climate Movement (GCCM) and its member organizations to raise awareness of the encyclical's message and to encourage the Catholic community to take action with the urgency required by the climate crisis. I have just signed on to the *Laudato Si'* Pledge and I invite you to do the same. Here is the Pledge text:

*Answering Pope Francis' urgent call in Laudato Si', I pledge to:*

- 1) *Pray for and with creation*
- 2) *Live more simply*
- 3) *Advocate to protect our common home.*

Additionally, I would like to speak to you about the possibility of hosting a pledge signing drive at [parish name] sometime in the near future. By asking people to sign a commitment, I believe we can deepen the desire to work for the benefit of the planet and its people. Perhaps there is interest enough to form a "care for creation team" that can further promote this important cause. Thank you for your leadership among our congregation. I look forward to hearing from you.

God Bless,  
[signature]

## **Sample Script for Pledge Drive**

Hello, I am a volunteer with the Global Catholic Climate Movement. Would you like to join us in promising to care for creation?

We're asking people to promise to live in the spirit of Pope Francis' encyclical on care for creation, *Laudato Si'*, by promising to pray for and with creation, live simply, and advocate to protect our common home. Our parish has signed the pledge, and we're now asking individuals and families to sign as well, and join us in doing what we can as people of faith to take strong action on climate change.

### **▷ Things to keep in mind**

- Smile, say hello, introduce yourself as a volunteer with the Global Catholic Climate Movement
- Some people may not be interested in signing or even listening. Don't be discouraged!
- Pray before you begin that the Holy Spirit might work through you in your efforts.

## Social Media Assets

### Facebook memes for Laudato Si' Pledge

<p><b>SIGN THE PLEDGE</b></p> <p>“The climate is a common good, belonging to all and meant for all.”</p> <p><i>-Pope Francis, Laudato Si’</i></p> <p> <a href="http://livelaudatosi.org">LiveLaudatoSi.org</a></p> <p><a href="#">DOWNLOAD IMAGE</a></p>	<p><b>SIGN THE PLEDGE</b></p>  <p> <a href="http://livelaudatosi.org">LiveLaudatoSi.org</a></p> <p><a href="#">DOWNLOAD IMAGE</a></p>	<p><b>SIGN THE PLEDGE</b></p>  <p><b>Will you care for our common home?</b></p> <p> <a href="http://livelaudatosi.org">LiveLaudatoSi.org</a></p> <p><a href="#">DOWNLOAD IMAGE</a></p>
<p>Sign the pledge to care for our common home: <a href="http://livelaudatosi.org">http://livelaudatosi.org</a></p>	<p>Join us in pledging to live by Pope Francis’ Laudato Si’: <a href="http://livelaudatosi.org">http://livelaudatosi.org</a></p>	<p>Will you? Sign the pledge now: <a href="http://livelaudatosi.org">http://livelaudatosi.org</a></p>
 <p><b>I pledge to pray for and with creation.</b></p> <p> <a href="http://livelaudatosi.org">LiveLaudatoSi.org</a></p> <p><a href="#">DOWNLOAD IMAGE</a></p>	 <p><b>I pledge to live more simply.</b></p> <p> <a href="http://livelaudatosi.org">LiveLaudatoSi.org</a></p> <p><a href="#">DOWNLOAD IMAGE</a></p>	 <p><b>I pledge to advocate to protect our common home.</b></p> <p> <a href="http://livelaudatosi.org">LiveLaudatoSi.org</a></p> <p><a href="#">DOWNLOAD IMAGE</a></p>
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Twitter memes for Laudato Si' Pledge

<p><b>“The climate is a common good, belonging to all and meant for all.”</b> <i>-Pope Francis, Laudato Si’</i></p> <p> <a href="http://livelaudatosi.org">LiveLaudatoSi.org</a> <a href="#">DOWNLOAD IMAGE</a></p>	<p><b>SIGN THE PLEDGE NOW</b></p>  <p> <a href="http://livelaudatosi.org">LiveLaudatoSi.org</a> <a href="#">DOWNLOAD IMAGE</a></p>	<p><b>Will you care for our common home?</b></p>  <p> <a href="http://livelaudatosi.org">LiveLaudatoSi.org</a> <a href="#">DOWNLOAD IMAGE</a></p>
<p>Sign the pledge to care for our common home: <a href="http://livelaudatosi.org/">http://livelaudatosi.org/</a></p>	<p>Join us in pledging to live by @pontifex’s Laudato Si’: <a href="http://livelaudatosi.org/">http://livelaudatosi.org/</a></p>	<p>Will you? Sign the pledge now: <a href="http://livelaudatosi.org/">http://livelaudatosi.org/</a></p>
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[Link to all Laudato Si' Pledge social media memes](#)

## **FREQUENTLY ASKED QUESTIONS ABOUT THE LAUDATO SI' PLEDGE**

### **What is the Pledge all about?**

We need an urgent and holistic response to the climate change crisis, that includes each of us embracing care for creation in our spiritual lives, taking steps to change our own lifestyle, and pushing for change in our society. Anyone taking this pledge commits to doing those three things in the spirit of Laudato Si'.

### **What do I have to do if I sign the Pledge?**

The Laudato Si' pledge states that the signer will “pray for and with creation, live more simply, and advocate to protect our common home.” We have resources to help suggest different ways to accomplish those three things, but we only ask that the signers commit to doing those in whatever way works best for them as an individual, family or parish. While there is no “requirement” as part of this pledge, we hope that anyone who signs it will also encourage others to sign the pledge and look for ways to become more engaged around care for creation in your parish and community as well.

### **Who else has signed the Pledge?**

The Pledge is being signed by Catholics around the world. We hope to engage 1 million Catholics by 2020. For now, we know that individuals, families, parishes, and Catholic organizations around the world are signing the Pledge. It's also been signed and endorsed by all of the Bishops in the Philippines, Cardinal Cupich of Chicago, Fr. Richard Rohr, Christiana Figueres, one of the climate negotiators, and many others.

### **Why should I sign/care about climate change?**

We are already seeing the effects of climate change-2016 was the hottest year on record, 2015 was the hottest year before that, and 2014 the hottest year before that. Severe droughts, severe storms and sea level rise are causing people around the world to have to flee their homes. Additionally, Laudato Si' has called for “ecological conversion”, and highlighted that care for creation is an essential part of our Catholic teaching, adding to previous statements from Pope John Paul II and Pope Benedict. We need to care about climate change and act on it as “responsible citizens and followers of Christ” as Pope Francis has said.

### **What does signing this Pledge really do?**

Signing the pledge shows that you are standing with millions of other Catholics to take action on climate change. Taking the actions to pray with and for creation, live more simply, and advocate to protect our common home will make a huge difference. Praying places us in solidarity with others around the world, and makes us more aware of God's presence in creation. Millions of individuals changing their lifestyle can add up to make a huge dent in carbon emissions, and lead to societal change as well. Advocacy will lead to the needed policy change—not only at the national level, but in cities and states as well. These local areas are where decisions like including bike lanes or funding public transport, or supporting tax incentives solar and other forms of renewable energy, are made,

and why we need people engaged in our community. You can do this on your own, but by signing the pledge you'll be sent additional suggestions and resources and, even more important, join a community of others trying to make these changes as well.

### **Who is the Global Catholic Climate Movement?**

The Global Catholic Climate Movement is made up Catholics around the world committed to living Laudato Si' and standing up for our common home. We are made up of over 400 Catholic organizational partners and the thousands of individuals who feel called by their faith to respond to and raise awareness about climate change.

### **Asset Links for your campaign:**

- [LiveLaudatoSi.org Logo](#)
- [Single Form Sheet](#)
- [Multi Form Sheet](#) -- also on last page of this toolkit

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*Thank you for living your vocation to be  
protectors of God's handiwork!*

**Any questions? Please feel free to contact us at  
[pledge@livelaudatosi.org](mailto:pledge@livelaudatosi.org)**



## The Laudato Si' Pledge

Answering Pope Francis' urgent call in Laudato Si', I pledge to:  
**pray for and with creation, live more simply, and advocate to protect our common home.**

FIRST NAME <small>(please print clearly)</small>	LAST NAME <small>(please print clearly)</small>	EMAIL <small>(print clearly; put phone number if no email)</small>	POSTAL CODE <small>(or city &amp; state/province)</small>

WHEN COMPLETED, EMAIL TO  
PLEDGE@LIVELAUDATOSI.ORG

COUNTRY:

