



DIRT DAY Community Proclamation Toolkit

Make a difference in your community - Proclaim DIRT DAY! This page describes how community members in Los Angeles and San Francisco created DIRT DAYS - you can do it too!

If you are working on a resolution in your community, please share your stories and photos we can share on our website.

RAISE AWARENESS

Watch DIRT! The Movie to educate and inspire your community about Dirt - our Earth's skin.

ENGAGE YOUR COMMUNITY

Build a coalition: reach out to everyone you know to build a local campaign and plan further outreach. Invite like-minded people in your community who are interested in raising awareness about the importance of dirt - include friends, family, gardening organizations, local community garden groups, farmers markets, faith-based groups etc.

INSPIRE CHANGE

Proclaim Dirt Day in your city: use the template proclamation here [\[link\]](#) as a tool while making your request. Provide this to your leaders to make your case most compelling, and to make their job easier.

- a) Create a strategy to educate and inspire your community to support DIRT DAY. Host screenings of Dirt! The Movie followed by panel discussions to promote your campaign and increase support for your organization and the earth.
- b) Talk to your leaders: request a DIRT DAY Proclamation - call or send a letter or email with your request to your local legislators. (city council, mayor, state senators/assembly members) Explain why Dirt is important to everyone in your community and request they proclaim your designated day DIRT DAY. Remember! Showing the support of your community will help you make your appeal! Remember to follow-up with your leaders if you don't hear back from them. Often they are busy and just need a friendly nudge.

Celebrate DIRT DAY

Once you get word that your community leaders will grant a DIRT DAY PROCLAMATION, spread the word and plan a community event on DIRT DAY. Work with your legislator's staff to invite local media to cover DIRT DAY. Invite a broad section or your community to raise awareness, build support for your work and celebrate dirt. You can screen DIRT! The Movie and use our community screening kit to guide a powerful and fun event.

So go on, GET DIRTy and make it official!

USE OUR Proclaim DIRT DAY! TOOLS

- DIRT DAY PROCLAMATION TEMPLATE available at <http://dirtthemovie.org/pages/screening-tools>
- LEADER OUTREACH LETTER TEMPLATE BELOW

LEADER OUTREACH LETTER TEMPLATE

Dear XXXX

I hope this finds you well. I am contacting you on behalf of **your organization name** to request you proclaim DIRT DAY in the city of **your city** on **April 22, 2010 (your date here)**. We have been inspired by the award-winning [Dirt! The Movie](#), a film that tells the story of the Earth's most valuable and underappreciated source of fertility from its miraculous beginning to its current crippling degradation. We hope you will follow in the footsteps of San Francisco Mayor Gavin Newsom and Councilwoman Jan Perry on behalf of the city of Los Angeles who have shown leadership on this issue, proclaiming April 20th as DIRT DAY in their respective cities.

On behalf of **your organization name**, we hope **your local legislator** will help us proclaim **your date** Dirt! Day in **your city**. We are part of a national campaign joining cities across the nation proclaiming DIRT DAYS in their local communities to raise awareness about our efforts to repair the earth beneath our feet. A copy of our proposed proclamation is attached to this letter. We would love a few minutes of your time to hear your thoughts and recommendations and hopefully, to approve this request.

Please let us know when you have time to chat briefly about this and I will call at your convenience. I look forward to hearing from you.

Thank you and take good care,

XXXXXXXXXX