

Guidelines on your Ready for 100 swag and how to order more

Compliance

Any Ready for 100 and Mayors for 100% Clean Energy swag given to you by the national office has been purchased with C3 funds. This means it cannot be used for any C4 activities.

C3 swag may be directed, worn, presented, distributed or used:

- For raising public awareness about the need to convert to 100% clean energy, and the feasibility of doing so.
- In the presence of legislators, including city council members, provided they are not currently working on any clean energy legislation, and we either make no asks of them, or the ask is for them to take a specific non-legislative action (e.g. sign this letter, publish an op-ed, talk with the mayor about X, etc)
- To influence a recommendation made by an administrative body, so long as you don't reference any subsequent legislative process. For example: asking a mayor to endorse 100% renewable energy.
- At public events to demonstrate support for 100% clean energy in their locality. These events are encouraged, provided they do not:
 - Convey a specific message towards the city council, or any other legislative body
 - Include anything that shows support or opposition towards any candidates for office
 - Include any acts of civil disobedience

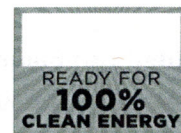
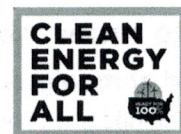
C3 swag may **NOT** be directed, worn, presented, distributed or used:

- During, or in relation to city council votes, or similar events resulting in legislation
- For actions or events related to direct asks of officials resulting in legislation
- In the presence of legislators when making a direct ask, or if they are currently working on clean energy legislation
- In the presence of City Council members if the purpose of the conversation is a direct ask to take a specific legislative action.

Currently produced items (and suggestions for use)

Placards - double sided signs, 24 x 18, side one: Clean Energy For All (with logo), side two: blank space for writing on top of "Ready for 100% Clean Energy"

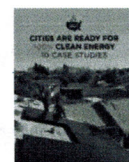
- Collect photo petitions! Have people take a photo with the placard and share it on social media.
- Bring a group to a rally, town hall, or march. Show that people support 100% clean energy.
- Decorate a table outside of a busy public space to collect petitions and educate people about your campaign.
- Take a group photo. Hold an event with speakers or a film screening and then ask everyone in the audience to stand for a group photo - hand out the signs to make your message clear.



Case study reports - This report showcases 10 U.S. cities that have made ambitious commitments

to be powered by 100% renewable energy

- Bring these reports with you to educational meetings with your elected officials.
- Have one on hand at your table when collecting petitions for folks to reference
- Since these are expensive to produce, they are not ideal to hand out to the public.



T-shirt stickers - round stickers, 5" in diameter with RF100 logo.

- May be stuck on a blank t-shirt (used in lieu of ordering shirts).



- Bring a group of people to events where your mayor will be speaking. Ask your mayor to support *Mayors for 100% Clean Energy* and share with them why your community should lead on renewables.
- Aren't allowed to bring signs? Wear a large t-shirt sticker instead!

Stickers/Buttons - round, 2.5" in diameter with "#Readyfor100" and "Clean Energy For All"

- Pass out stickers and buttons to people who sign your petition and sign up to volunteer.



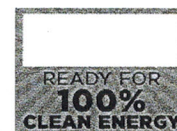
T-shirts - light blue with RF100 Logo and "Clean Energy" on the front, and "Clean Energy For All readyfor100.org" on the back. Available in unisex sizes S - 3XL.

- Provide shirts to volunteers helping to run events or collect petitions so your team is easy to identify for participants.
- Wear shirts when hosting forums, film screenings or speaking at public events.
- If you think there is going to be a photo opportunity, wear a shirt!



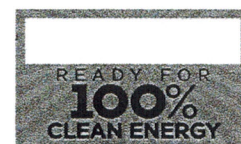
Window clings - 4.5 x 6 with a blank space for writing above "Ready for 100% Clean Energy", static cling is on the front to be placed on the inside of a window

- Provide window clings to businesses or organizations that sign on to your campaign so they can show their support.



Yard signs - 23 x 14, single sided with a blank space for writing above "Ready for 100% Clean Energy", comes with metal ground stakes

- In the lead up to making the final ask of your mayor, show that there is overwhelming public support around town.
- The best places for yard signs are on major streets, near busy intersections or where you know your mayor spends time (their neighborhood, near city hall, or by schools).
- You can ask if any of your supporters live near those places or knock on doors and ask if they'd be willing to have a yard sign up.



How to order more swag

Funded campaigns

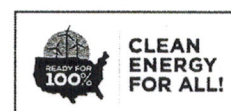
Funded campaigns should use their own budget to order swag. The national office will not send swag to funded campaigns but is happy to provide any of our existing artwork and provide recommendations on vendors. We encourage the use of local vendors and ask that any company used be union.

Distributed campaigns

A limited supply of swag is on hand in the national office and is available upon request for distributed campaigns.

Banners

The national office has three 24" x 36" banners available to loan for special events or activities. These can be used by funded or distributed campaigns. We request these be returned directly after use.



Creating new swag (or modifying existing designs)

If you have ideas for new swag items you would like to order, or customization to existing designs, once artwork is finalized, it is required that all creations/changes be sent to Compliance for approval.

Questions? For more information on ordering, or requesting a banner, please contact Megan:
megan.mullay@sierraclub.org