

AN OUTREACH GUIDE FOR GREAT BIG GREEN WEEK

By coming **Together For Good** this Great Big Green Week, we're sending a clear message to our politicians. When people come together in their communities, they create real, practical benefits - for local places, for nature, for climate and for our shared future. From small, everyday actions to bigger community events, Great Big Green Week makes that collective action visible.

Together, we are showing that when people come together for good around shared values - like our health, our community, and our shared future - they can make change that ripples far beyond one week.

Creating, building and strengthening connections is a core part of Great Big Green Week. It's also an opportunity to reach out to people in your community that you might not usually connect with, or groups that may not get as involved with climate and nature activities but that care about creating a healthier, fairer, greener world for us and future generations.

What's in this guide?

If you're organising an event, or coordinating a local Green Week this June, this guide will help you reach out to people in your community to get involved. In this guide, you'll find guidance on:

- [The power of connection - why reach out to people in your community?](#)
- [Getting people involved - tips for outreach](#)
 - Mapping your community
 - Using the 4 C's
- [Additional tools to help you](#)
- [Editable templates for you to tailor when doing your outreach](#)

Why might you want to reach out to people in your community?

You can boost your event or local Green Week, and have a lasting impact by getting others involved right from the start.

For example, you might want to partner with a local group that is campaigning for better quality, affordable housing to host an event to show the benefits of houses that are well insulated and run by renewable, community energy. Or get in touch with a community centre that hosts activities to bring people together who may be feeling isolated or lonely. You could team up to run activities that foster connection and support people to share skills, such as gardening to support wildlife, or sewing and repair workshops.

Here are just some of the reasons why you might want to reach out to others in your community during Great Big Green Week.

Planning an event

If you're planning an event, there are a number of roles you might need people to play to help bring it to life! You might want to think about things like partnering with a local business to provide a venue or sponsor your event, working with other community groups to source resources and materials, or working with a local photographer to capture the event.

Black Girls Hike Guided Walk

Black Girls Hike organised a medicinal plant identification walk through Epping Forest. They worked with a plant specialist to share knowledge during the guided walk, and worked with the Grown Urban Festival, a local festival taking place across London during Great Big Green Week, to support promotion of their event and collaborate on showcasing the many ways communities in London are leading on urban agriculture, food security and sustainability. To hear one of the team members from Black Girls Hike sharing their experience of working with others during Great Big Green Week, [watch this video here.](#)

Planning a Green Week

If you're planning a local Green Week, your job will be to encourage others to host events and coordinate the action that takes place in your community. When thinking about outreach, you might want to:

- Invite people to be on the coordinating team
- Reach out to groups/businesses/others in your community to host their own events

South West Herts Great Big Green Week

This local green week is coordinated by Watford and Three Rivers Friends of the Earth. They have a central team of coordinators, and they host one or two events themselves. However, the majority of events are organised by others in the community. In 2024, they had 30 events taking place across the week, and they invited anyone from their local area to host events, partnering with businesses like Lush and community hubs like local theatres. To hear some learnings from the organising team, [watch our video here.](#)

Get involved in the activity

Not everyone will be able to be involved in organising activity, but why not try and get as many people coming along to your local events as possible! Your events are a great way to bring people together, get people coming along who might be new to your group or a local

issue, and even meet new people and spark new conversations. These people might feel inspired to continue working with you throughout the year, and host their own activities next year!

Making community connections

We believe people are powerful, especially when we work together. Great Big Green Week is not only an opportunity to showcase the brilliant community action that is happening in our local areas on a daily basis, it's a great chance to make and build lasting connections.



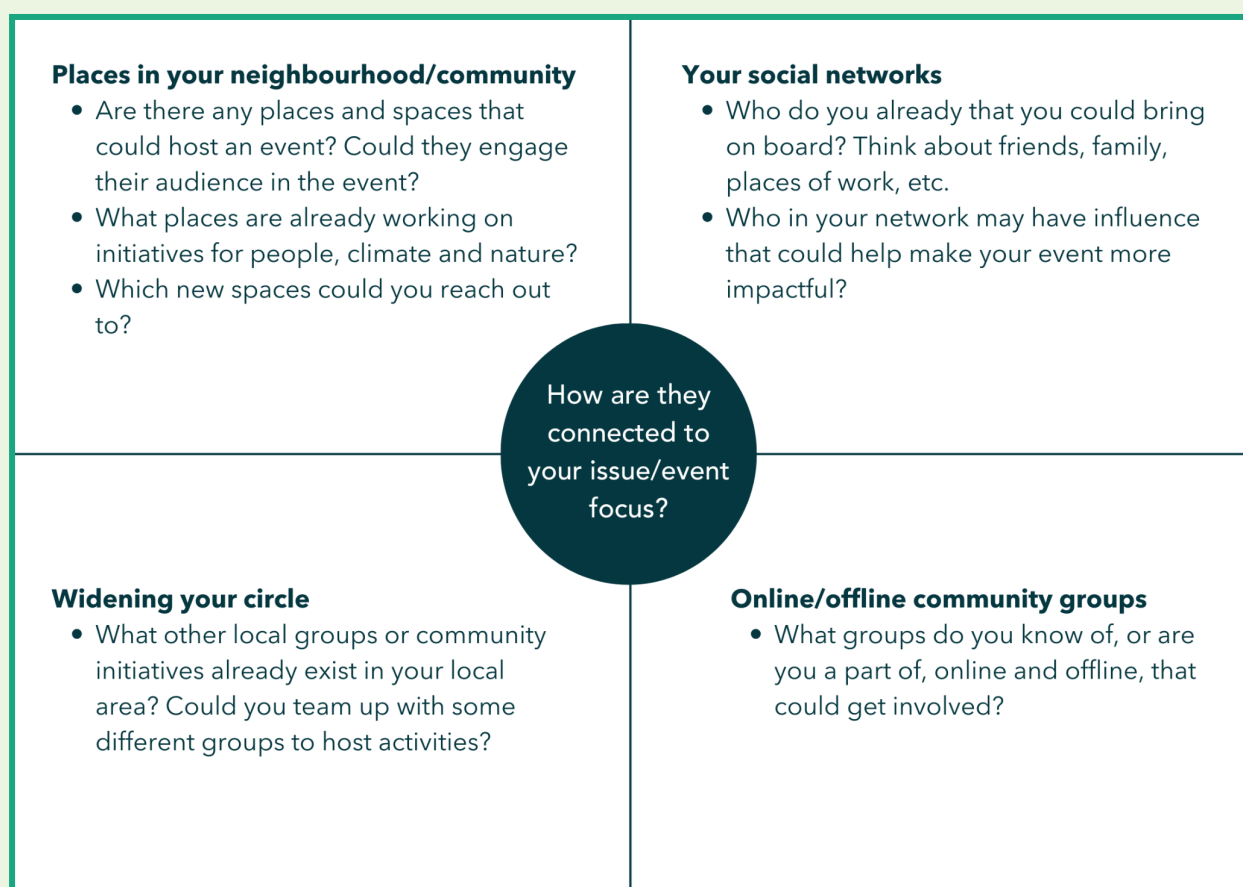
Credit: @trinitycentrecdf @climatecymru

How do I get people involved? Top tips for outreach

Start doing your outreach as early as possible - invite other local groups, schools, businesses, clubs and venues to be a part of your event, or organise their own events for your local Green Week. Here, you can find some support on how you can get started with outreach.

MAPPING YOUR COMMUNITY

Start to think about the potential areas for connection - you can use this diagram and questions to help you get started!



Top tip: *Once you've mapped out your connections, start to think about how you could work together. Are they someone you want to attend your event? Do you see them as someone who could help with planning? Or are they someone who will be able to help promote your event? This is a good place to start thinking about who you know and how they could be involved.*

Start with people you know

Talk to friends, family neighbours, community groups you're already a part of, your local library or school - people you have a relationship with and who might want to get involved early on.

If you're asking them to host an event as part of your Green Week, reach out to people you know are taking action already and see if they can tie it in with the dates of the Green Week. Your neighbourhood's community garden might want to host a workshop during the week as an opportunity for people to learn new skills and support local growers, or your local school might want to host a 'Green Week' of their own, with lessons featuring different environmental focuses each day.

Of course some groups might be inspired by the opportunity and want to initiate something new, so reach out to those who might not have done anything like this before too.

Widen your circle

Once you've reached out to those you know, ask them who else you should be inviting. Think about who else you don't yet know, but would love to be involved. Could a local sports ground get involved? We've seen a local football ground hold a tour of festival events that were connected to the football club. This engaged people that wouldn't usually get involved in climate activity.

Are there local networks that could get even more local initiatives on board? Your local Rotary or Lions Club could encourage local businesses to join in for example. Will your local radio station host a talk show about climate change? Could your local cinema show a film about the environment during the week?

Another good place to start is thinking about who are the trusted messengers in your community:

- Are there local sports clubs, whose values you align with and are also a popular, trusted team?
- What local faith spaces have a strong community presence?
- What about local community centres that host a variety of groups and clubs?

Get the local council on board

It's worth getting in touch with the local council (or councils) about your local Green Week early on. Your contact could be an environment officer or councillor that you already have a relationship with, or that you know is interested in environmental issues. The council may be willing to add their name to your event, which will add credibility, help you secure other partners and funders and get involved in other ways. Some councils may even run their own Green Weeks.

Why not reach out to your local council to see if they could provide a funding pot for local environmental activities during Great Big Green Week? You can see some examples of how local councils get involved below.

Westmorland and Furness Council and Futureproof Cumbria

Some councils may even offer their own funding pot for the local community. Westmorland and Furness Council work with Futureproof Cumbria, a local organisation, to offer microgrants of up to £300 for activities during Great Big Green Week. The application process is administered by Futureproof with decisions on funding ratified by a grants steering group made up of grassroots groups in the Cumbria Sustainability Network. Cumbria's Big Green Week aims to host a programme of events that provide an opportunity to kick start new projects / initiatives as well as building more engagement with the wider community. [Watch this short video to find out more about this partnership here.](#)

Cambourne Town Council

[Cambourne Town Council host their own local Green Week, with the main event being their Green Fest](#), working with local groups and organisations. This one day event features stalls from local organisations, each supporting people to make a difference in the local area, and provides the chance for people to learn about sustainable steps to become more climate friendly. The event also features live music, food and free activities to engage the whole community.

OUTREACH FRAMEWORK - THE 4 C's

The Four Cs are a simple but powerful framework used in community organising to move people from awareness to action. They help you meet people where they are, build trust, and inspire them to take meaningful steps with you.

Each "C" represents a different stage of building engagement:

- **Connection** – build or deepen your relationship with someone.
- **Context** – make the issue relevant to their life and values.
- **Commitment** – make a clear, personal invitation to take action.
- **Catapult** – support them to take the next step and invite others too.

Here's an example of how you might use this for Great Big Green Week:

Hi, I'm [name] – I'm helping organise our local Green Week. I really care about climate and nature because I grew up near the woods and I want to celebrate all the local nature we have on our doorstep. Have you been to one of these events before?

This builds initial **connection** - it's simple, personal, and introduces why you care about what you're doing.

We're coming together this week to show how much people in our area care about protecting nature and tackling climate change. We've seen amazing community action already — from planting wildflowers to insulating homes. We want to make sure we're bringing our community together to celebrate and encourage even more action! We have an opportunity to come together for the places and space we love most in our area.

This gives **context** - it gives more information about your Green Week activity and why you're running this type of event.

Would you be up for joining us this Saturday at the town hall at 12pm? We'll be running an arts and crafts session to put together messages of support for action on nature and climate. It's a fun, friendly way that you can show your support for all the amazing things already happening in your area, and get our voices heard.

This sets out a clear **connection** you want them to make - it's really clear what you're asking them to do, and sets out why they might want to get involved.

Thanks so much for joining in – by taking part you're helping show just how many of us care about climate and nature. We're also looking for people to help spread the word — could you share the event in your WhatsApp group or put up a poster in your local shop? Even that makes a big difference.

Lastly, think about how you can celebrate their commitment, and help them take the next step - this is the **catapult**. This helps to build momentum and a sense of community ownership!

HOW WILL YOU REACH OUT?

If the people you want to reach show up online, where could you get their attention? Could you send them a message on social media, or post an invite to get involved on an online forum for your local community?

Or, if you're trying to reach people who are often out and about in your local area, you could put up flyers and posters in community hubs, putting a call out in local newsletters, or other local communication channels, like facebook groups and whatsapp channels, is a good place to start for getting the word out about your events and activities.

Lastly, you might just want to strike up a conversation with someone! A friend, colleague, neighbour, or whoever - a face to face conversion is always powerful! No matter how you reach out, the most important things to keep in mind are:

1. Why do you care, and what do they care about (how do you find common ground)?
2. What's happening and why is it happening now?

3. What specific ask do you have of the person/group - and why is their involvement going to be impactful?
4. What else can they do to support your activity?

However you want to reach out, you can find template posters and other useful communication tools in our [communications pack here](#).

Additional tools to help you

[Use the Local Intelligence Hub](#)

The [Local Intelligence Hub](#) is a free, online database that brings together live data about local MPs, political candidates, your constituency, and people and groups who are already taking action on the climate and nature crises. This is alongside recent public opinion data on climate action, the cost of living crisis, and the climate and nature movement, so you can explore how your local area compares to the national average. **You can use the Hub to find other community groups in your area - this could be a good starting place to find new groups.**

[Join our Great Big Green Facebook Group](#)

You can find lots of support and connect with others taking part by joining our [Great Big Green Community Facebook Group](#). Here, you can share your ideas for Great Big Green Week, find others in your local area taking part, and connect with people across the country who are a part of Great Big Green Week.

[Attend a networking session](#)

Come along to a [networking session](#) for Great Big Green Week to meet other event organisers and ask any questions you might have! These are open spaces to get to know others taking part in Great Big Green Week, and learn from each other.



Credit: Share Community

Outreach templates

See below for some example text to include in your or other local newsletters and an invite letter to local groups, businesses, and others in your community. These are just templates, so do edit them as you need to, tailoring them to any groups you're reaching out to directly.

Text for promoting in local newsletters/flyers/etc

If you're organising a Green Week

This June, residents in **[place name]** are coming together for good as part of the Great Big Green Week, the UK's biggest celebration of community-led action for climate and nature.

Taking place from 6 to 14 June 2026, Great Big Green Week will see communities, schools, businesses, faith groups and local organisations hosting events up and down the country will show that people are working together to help create a better tomorrow - and now we urgently need politicians to step up and play their part.

In 2025, 1.2 million people took part in Great Big Green Week across more than 5,800 events - and we want to be part of making 2026 the greatest, biggest, greenest one yet!

We are organising **[insert local Green Week]** and we'd love for you to be a part of it! Let us know if you'd like to be involved - either by planning an event, joining the **[local Green Week name]** coordinating team, or supporting other event organisers. Get in touch with us at **[Provide contact details and information about upcoming planning sessions if relevant]** for more information!

If you're organising an event

This June, residents in **[place name]** are coming together for good as part of the Great Big Green Week, the UK's biggest celebration of community-led action for climate and nature.

Taking place from 6 to 14 June 2026, Great Big Green Week will see communities, schools, businesses, faith groups and local organisations hosting events up and down the country will show that people are working together to help create a better tomorrow - and now we urgently need politicians to step up and play their part.

In 2025, 1.2 million people took part in Great Big Green Week across more than 5,800 events - and we want to be part of making 2026 the greatest, biggest, greenest one yet!

We are organising **[insert information about your event(s)]** and we'd love for you to be a part of it! Let us know if you'd like to be involved - whether that's helping to plan the event, sponsoring the event, or want to hear more about how you can support. Get in touch with

us at **[Provide contact details and information about upcoming planning sessions if relevant]** for more information!

Invite letter/email to local groups and organisations

If you're doing outreach to specific groups or organisations, you can use this template to get you started. You can edit and tailor it to suit your needs.

If you're organising a Green Week

Dear **[insert name]**

I hope you are doing well.

I'm getting in touch about an exciting community event happening in June. **[Insert local Green Week]**, part of the UK's **Great Big Green Week**, the country's biggest celebration of community-led action for climate and nature.

From **[insert dates]**, our community will come together to celebrate everything people in **[town]** are doing to tackle climate change and protect nature. As a valued **[business/club/group]**, I'd love to invite you to get involved.

You could get involved in three different ways (*note: you might want to tailor this part depending on who you're contacting*):

- Promote the Great Big Green Week in your **[business/community group/etc]** and encourage your **[customers/members/etc]** and colleagues to attend **[the events as part of [town] Green Week]**.
- Organise your own community event - this can be something you're doing (*note: include a tailored example here, e.g. for a local library, suggest they host a second-hand book swap*), or it could be something new for you.
- Help to organise **[insert local Green Week name]** itself by joining the coordination team, or by helping get others involved.

During Great Big Green Week, hundreds of thousands of people host events and local Green Weeks up and down the country that show how people are taking action in their communities - and now we urgently need politicians to step up and play their part.

Do let me know if you'd like to get involved, or if you have any questions about the Great Big Green Week. My contact details are **[insert contact details]** and in the next few weeks, I would be available to chat on **[insert date]** at **[insert time]**.

With best wishes,
[Sign off]