



# UNDER ONE SKY MOBILIZATION TOOLKIT

## What is Under One Sky?

What is Under One Sky?

This September, world leaders will gather in New York to sign a once-in-a-generation agreement to tackle the most pressing issues of our time: poverty, inequality, and climate change.

These ambitious “Global Goals” will mean a brighter future for both people and planet. But these goals will only work if we can get people from all over the world to show their support and ensure that world leaders make these goals a reality.

On September 24th, the night before the goals are launched, people from around the world will stand together UNDER ONE SKY and LIGHT THE WAY towards a safer, healthier, and more just global future.

This pack is for all organizations who want to join the #LightTheWay movement—and in particular, help us mobilize to make the New York ‘Under One Sky’ event a real success.

## Join Us

To join a Under One Sky event near you, RSVP HERE:  
<http://action2015.org/light-the-way/>

Join our flagship event at the United Nations,  
RSVP HERE: <https://www.facebook.com/events/1721702361398249/>

## Tell Everyone

There are four key ways to promote this event and message online:

1. Before September 24th - create social buzz, using #LightTheWay
2. Send an email to your supporters, encouraging them to attend an event near them
3. Post a blog on your platform, spreading the #LightTheWay message
4. On the 24th, join millions of others in our global call to action and #LightTheWay to a better future for people and planet



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## Social Messaging

### Before the event



[DOWNLOAD FACEBOOK GRAPHICS HERE](#)

[DOWNLOAD INSTAGRAM GRAPHICS HERE](#)

- Help **#LightTheWay** to a better future for people and planet. Join us in New York on 9/24 as part of a once-in-generation global moment: <https://www.facebook.com/events/1721702361398249/>
- As world leaders meet to set world-changing Global Goals, join us in NYC on Sept 24 to ensure words turn to action. Sign up now: <https://www.facebook.com/events/1721702361398249/>
- Stand together with people around the world under one sky on 9/24 to **#LightTheWay** for a better future. Find an event near you: <http://www.action2015.org/LightTheWay>
- We need YOU! On 9/24, the night before the **#GlobalGoals** are announced, people are coming together around the world to stand under one sky. Will you join them to **#LightTheWay** for a better future? <http://www.action2015.org/LightTheWay>



[DOWNLOAD TWITTER GRAPHICS HERE](#)

- Help **#LightTheWay** to a better future for people & planet. Join us in New York on 9/24: <https://www.facebook.com/events/1721702361398249/>
- Join us to **#LightTheWay** to world-changing **#GlobalGoals** – New York, 9/24. Sign up now <https://www.facebook.com/events/1721702361398249/>
- Come celebrate **#GlobalGoals** against poverty, inequality & climate change on 9/24: <http://www.action2015.org/LightTheWay> **#LightTheWay**
- Will you join us, together, under one sky, to **#LightTheWay** for the **#GlobalGoals**? <http://www.action2015.org/LightTheWay>



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## Social Messaging

### Day-of events



- I'm standing with millions under one sky asking the United Nations to **#LightTheWay** to a brighter tomorrow [attach photo of light]
- I'm standing with millions under one sky asking the United Nations to **#LightTheWay** to (INSERT ISSUE) [attach photo of light]
- Tomorrow, world leaders will announce a new set of **#GlobalGoals**. I'm standing under one sky with people around the world to **#LightTheWay** to a better future [attach photo of light]



- I'm standing with millions under one sky asking @UN to **#LightTheWay** to a brighter tomorrow <http://www.action2015.org/LightTheWay> [attach photo of light]
- I'm standing with millions under one sky asking @UN to **#LightTheWay** to (INSERT ISSUE) <http://www.action2015.org/LightTheWay> [attach photo of light]
- Tomorrow the @UN will announce a new set of **#GlobalGoals**. I'm standing under one sky to **#LightTheWay** to a better future <http://www.action2015.org/LightTheWay> [attach photo of light]



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**Be sure to follow @action2015 to see the events happening around the world!**

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## Available assets:

**Social share graphics  
(click to download):**

- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [Sample Blog](#)
- [Email template and banner](#)
- [Flyers](#)

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## Relevant links:

- Under One Sky - New York event: [www.action2015.org/newyork](http://www.action2015.org/newyork)
- New York Facebook event: <https://www.facebook.com/events/1721702361398249/>
- Find an event near you: [www.action2015.org/light-the-way](http://www.action2015.org/light-the-way)