



**Thank you for signing up to take part  
in Green Jumper Day**

# Welcome aboard!

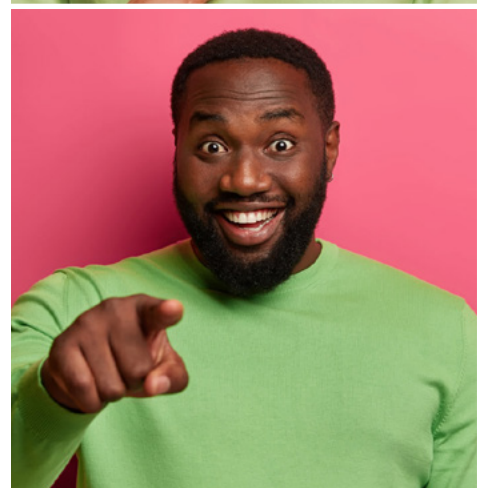
**So what next ? Well its all quite simple really Green Jumper Day will take place on the Friday 14th October 2022.**

Our aim, to make a dent in energy usage, and save tonnes of carbon being emitted into the atmosphere on the day itself, but more importantly Green Jumper Day is about raising awareness about what steps we can all take, big and small, to help mitigate climate change.

So on the 14th October, turn down your heating a little, wear a jumper to keep warm (green if you have one), save energy, save money and collect a £ or two from all who wish to pledge and make a donation to the Green Jumper Charity.

Our strapline is “*...for the next generation*” so the money we raise is split between giving away free books and educational materials (all about climate change and sustainability) to schools and on reforestation and rewilding projects.

To help in the build up to Green Jumper Day here's a count down to what can be done to make sure everyone is aware of what's happening, and to spread the word far and wide.



## Action Stations

### NOW

Use the “We've signed up” poster to let everyone in your organisation know you are taking part, please print sparingly and email to all your colleagues

We also have a “What's it all about” poster than can be sent out, as well as other posters that can be used leading up to the day, namely “Planting Trees”, “There is no Planet-B” and “Educating the next generation”, that are all designed to engage people to be involved.

[www.greenjumperday.com](http://www.greenjumperday.com)



## THE COUNTDOWN

- ▼ When we are 4 weeks out we then have a series of countdown posters that can be used to make sure the date is fresh in peoples minds. Again, please print sparingly, but send electronically to all.
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- ▼ Whilst we would like as many people to wear Green Jumpers as possible, we certainly do not advocate fast fashion, so we encourage people to “wear a jumper to be green” if they don’t have a green jumper and to accessorise if they want to – again we have a poster.
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## THE DAY BEFORE

- ▼ Please send out the “Tomorrow” poster to remind people that the 14th will be a bit cooler at your establishment than they might expect and to wear an extra layer – a Green Jumper
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## ON THE DAY

- ▼ Please use the “Today” poster and turn down the heating. We don’t want anyone to suffer, we are talking about the difference between 21 degrees and 18 or 19 degrees, just enough to make a jumper necessary.
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- ▼ Collect a pound (£) or two or three from everyone willing to donate. You will be able to pay this directly to the Green Jumper Bank account, via Stripe (see our website) or via Just Giving.
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- ▼ Look out for our videos that you can share, and that will hopefully inspire you and your colleagues to be a part of Green Jumper this and every year
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- ▼ Also, you and your friends may like to go Vegan for the day – so why not all get together in your jumpers, have a vegan lunch, share your sustainability stories and save carbon.
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- ▼ Please take a picture, or even a short video of your team “modelling” their jumpers, post it on your social media and send a copy to [info@greenjumperday.com](mailto:info@greenjumperday.com)
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## THE DAY AFTER

- ▼ Please tell the world that you took part and please send the “Thank you” poster to all your colleagues.
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## NEXT YEAR

- ▼ Give your jumper a wash and let’s go again !!

## OTHER ACTIONS

If you would like to help us spread the word, please feel free to use the “Email your contacts” to let them know you are taking part

You can also add the attached “Email footer” to your own email to help get the message out there.

Also you can use our logo in your own social media to promote your involvement and the day itself. (All we ask is that our Logo isn’t edited – thank you)

# Thank You, Thank You, Thank You

**We are really looking forward to the 14th October – we hope you are too**

With thanks to our partners



[www.greenjumperday.com](http://www.greenjumperday.com)

