



## **Fossil Fools Day on Campus The Sierra Student Coalition Guide**

**Fossil Fools Day** is an international day of action targeting the dirty energy industries that are polluting the earth and poisoning people, but it's also a chance to show off how we can begin to fix the climate crisis. The idea is to host **BIG, creative** events that get tons of attention from media and the public highlighting our energy problems and solutions!

**FFD** is a collaboration of the Energy Action Coalition (40+ groups across the U.S. and Canada, including the SSC), the Australian Youth Climate Coalition and Rising Tide International.

**Objective On Campus:** To **connect students with their energy sources** by exposing where their energy comes from and the dangers involved, as well as all the great solutions available - including the ones you're campaigning for on campus or across your state!

**Objective Off Campus:** To **challenge the people responsible for our dirty energy dependence** and furthering global warming, including coal companies, elected officials, banks and government agencies. (NOTE: This guide is primarily for on-campus actions; please see the tool-kit at <http://fossilfools08.org> for more off-campus help.)

### **How To:**

- 1.** Identify the problems and solutions you want to highlight. For example, fighting coal vs. getting your school to invest in renewable energy and efficiency or our addiction to oil vs. greening your campus fleet with hybrids and biodiesel.
- 2.** Decide how you want to communicate those problems and solutions visually and remember to think BIG! See our event ideas below for help.
- 3.** Make a week-by-week plan for your action and register it at <http://fossilfools08.org>. If you need help with the planning, please let us know by contacting one of the people below.
- 4.** Design your promotion for the event including press materials and media contacts, flyers, poster, banners, chalking, etc. Then, be sure you tell people about it through recruitment tactics such as tabling, class raps and dorm storms.
- 5.** Hold your event and bask in the glory of participating in Fossil Fools Day! (And be sure to follow up with all your press contacts afterwards with press releases and photos!)

## **Ideas to Get You Started:**

\***Dump a coal demonstration in the middle of campus.** Research how much coal your school uses and dump a pile of coal that represents what your campus burns in just a few hours each day. You can place signs around the display and campus highlighting the atrocities involved in the life-cycle of coal from mining to burning. The key here is make sure EVERYONE on campus sees it or hears about it... meaning you need signs and info everywhere.

\***Do a guerrilla solar energy installation.** Get some solar panels donated (even if just for a day or a week or a month...) and install them (announced or unannounced) on a prominent building on campus. Again, having tons of signs and information about it is crucial... you can point out how easy, clean and safe renewable energy is compared to fossil fuels. Even better if the admin demands you take them down and creates a HUGE media opportunity!

\***Build a wind farm.** Make huge cardboard wind turbines and put them up on all the major walkways on campus with info about why wind is better than coal and calling on the admin to step up and make the shift.

\***Talk to your neighbors about where their energy comes from.** Hold a day or week-long dorm storm where you go door-to-door talking to as many people as possible about where their current energy comes from, while handing out CFL bulbs and getting petition signatures for your campaign.

\***Announce a bad air day.** Put alerts up around campus about the bad air caused by pollution from your school's energy use and have students wearing face masks around campus all day. Make an "emergency center" in the middle of campus to give away masks and other items people in fossil fuel impacted communities need. Tell their stories on big posters or over a P.A. system. At the "emergency center" you can collect petition signatures and give out info about your group and can even send your administrators "survival kits" with your supplies and stories about people directly impacted by dirty energy.

\***Take a toxic tour of your area.** Show off polluting facilities as well as any green buildings or renewable energy sources. Invite top administrators and the media to ride along and ask them to take actions by implementing sustainability initiatives.

\***Host a town hall meeting with your target.** Invite your president, mayor or representatives to a forum where students get to ask the questions and ultimately grade their responses.

## **More Resources:**

-For more ideas and information, see the EAC Fossil Fools Day tool-kit at: <http://fossilfools08.org>.

-For media help and tools, visit [www.ssc.org/resources/media.php](http://www.ssc.org/resources/media.php)

-For personal help, contact someone at the SSC! If you're not sure who to talk to, just call:

Maura Cowley, National Campaign Director, [maura@ssc.org](mailto:maura@ssc.org), 202.548.4594

## **Next Steps:**

Keep an eye out for our Earth Day support kit coming soon! And register today for our week-long summer training programs (SPROGs) - <http://www.ssc.org/sprog/index.php>.