

Climate Action Toolkit User Guide

Let's spread the word that land conservation is climate action! The toolkit consists of infographics and conservation project showcase templates as well as social media posts and social media templates to showcase individual projects.

If you use a template to showcase one of your projects, please share that with Gathering Waters so that we can also promote your work. Send your flier to us at amanda@gatheringwaters.org.

The graphics in the toolkit focus on these six key areas:

- Let the Trees Grow
- Connect Nature's Neighborhoods
- Farm for Tomorrow
- Care for Wetlands
- Keep it Wild
- Restore Grasslands

The toolkit elements are designed to be evergreen, meaning they can be used at any time.

Gathering Waters will be doing an initial rollout of the toolkit on social media during the spring and early summer 2023. Feel free to share our posts to your social media accounts, or start your own campaign. Send us completed project templates and we'll showcase your great work.

Gathering Waters will also promote the campaign after Land Trust Days 2023, at which point we anticipate having our new website live, which will feature the infographics.

Toolkit Graphics

- **11x17 flier**
 - o Horizontal and vertical versions available in [Dropbox](#) that are ready to print
 - o [Customizable vertical version](#) available in Canva for you to add your logo and website in the footer
- **8.5x11 flier**
 - o [Two customizable versions](#) available in Canva for each key area (12 total templates):
 - Flier 1: Graphic illustrations with key facts, customizable with land trust logo and website in the footer
 - Flier 2: Project showcase, customizable with project title, photo, description, and quick facts, as well as land trust name, logo, website, and email address

- **Social media graphics**

- Square graphics (1080x1080 px) available in [Dropbox](#) that are ready to use for each of the six key areas (33 total that can be mixed and matched)
- [Customizable square graphics](#) (1080x1080 px) available in Canva in a variety of templates for each of the six key areas – you can feature a project or just add your land trust name, logo, etc. (6 customizable templates available)

Notes on Social Media

- All graphics are sized to 1080x1080 pixels, which is a square shape that works for both Instagram and Facebook.
- When scheduling in Meta Business Suite, we suggest checking the box to post/schedule on both Facebook and Instagram at the same time (you can customize the text for each platform by changing the toggle under Post details).
- Please tag @GatheringWatersWI on Facebook and @gatheringwaters on Instagram when you share your project showcases. We will re-share on our pages to increase reach.
- Questions about social media? Contact Amanda Sweno, amanda@gatheringwaters.org.