

CALL TO ACTION



WHO WE ARE

AUTHORS OUTSIDE

Authors Outside is the environmental lit division of Authors Unbound. We are a relationship focused agency seeking to elevate speakers on topics of global climate change, sustainability and food sovereignty, the concerns of indigenous peoples, and bringing diversity to environmental conversations. Our goal is to empower event coordinators with tools that build alliances between policy-makers, educators, students and all citizens of our world, to effect change and open minds.

CALL TO ACTION

As a host who brings authors of environmental literature to your community, you understand how critical it is to spread knowledge and ignite conversations around climate change and beyond. Environmental issues often invite readers and audience members to look at how our planet is changing on a daily basis and on a large scale. While necessary, this can feel overwhelming! We invite you to create a **Call to Action** program with your Author Visit — mobilize your guests with a concrete action item specific to your organization, community, city, or topic.

ABOUT

**AUTHOR
VISIT**



**CALL TO
ACTION**



**PEOPLE FEEL
EMPOWERED**

INSPIRATION

An Authors Outside speaker ends her talks by encouraging the audience to buy and plant milkweed. This small act supports the global monarch butterfly population and this request is a great example of a Call to Action to empower your audience.

WHAT WILL YOUR CALL TO ACTION BE FOR YOUR AUTHOR VISIT?

WHAT SCOPE AND TYPE WORK BEST FOR YOUR TIME, TOPIC, AND LOCATION?

SCOPE OF PARTICIPATION	INDIVIDUAL	COMMUNITY	TOWN/CITY
TYPES OF PARTICIPATION	ACTIONS	DONATIONS	PARTNERSHIPS



EXAMPLES

CREATE A BEE BATH IN YOUR YARD!

PLANT SPROUTS OR LETTUCE IN YOUR KITCHEN WINDOWSILL.

DONATE TO PLANT-FOR-THE-PLANET (and they'll plant a tree)

PARTNER WITH A LOCAL ARTS ORGANIZATION TO HAVE GUESTS PAINT A TILE FOR A MURAL.

PRINT POSTCARDS AND HAVE PEOPLE WRITE TO STATE REPRESENTATIVES.