In solidarity with the Global Youth Climate Strike happening worldwide, over 424 student strikes took place in at least 45 states across the United States.

The demands? That lawmakers take urgent and immediate legislative action to combat climate change. This generation – Gen Z – feels the urgency of the climate emergency in a way that previous generations have not; they know that we have just 11 years to avoid climate catastrophe.

This is why when the student leaders organizing the strike nationally reached out to Future Coalition for assistance with less than 10 days to go before the strike we didn’t hesitate. We immediately set about lining up resources and support to ensure that the voices of American kids were going to be heard loud and clear throughout this global day of action.

In particular, they had specific - and significant - needs in terms of communications, public relations, partnership management, as well as data and technology. We worked very closely with the student strike leaders to ensure we utilized this day as an opportunity to galvanize youth activism in the US, especially as we look toward building up capacity and reach in the next 18 months in anticipation of the 2020 elections.

You are receiving this report because you were absolutely critical in enabling all of this work, and we think you will be interested in hearing how your support was deployed. We are very grateful for your help and hope that you find the information provided here to be of interest. We are happy to further discuss any part of this report in greater detail with you at your convenience.

Future Coalition and parent organization MARCH ON pride ourselves in our ability to offer critical and meaningful help, when it is needed, where it is needed, to strengthen activism and engagement at the grassroots. In this report, we are pleased to share data and results regarding our involvement in support of the US Youth Climate Strike. We also outline next steps for your consideration.
1. PUBLIC RELATIONS

Future Coalition and MARCH ON worked with Fenton, our PR firm of record, on a national media strategy for the US Youth Climate Strike coverage, with a particular focus on ensuring that the narrative was consistent and correctly represented according to the organizers - a strong, decentralized movement led by young people from all parts of America, driven and motivated by a genuine desire for change.

PR SUPPORT FOR NATIONAL LEADS OF YOUTH CLIMATE STRIKE

Provide strategic counsel to youth leaders, including national leads on media relations, communications strategy, press presence, messaging, and public relations.
Support national leads in creating an overall press and outreach strategy.
Consult on website and best digital practices.
Draft, edit, and share talking points for national distribution.
Build and provide national co-leads with a press list of 1100+ media contacts.
Edit and send advisory and press release.
Manage crisis communications issues as they arose.
Provide media training and guidance on a case-by-case basis.
Create press request management strategy.
Create press inbox with guided responses, national and local spokesperson bureau, press tracking system, and distribution strategy to ensure broad, diverse, and meaningful coverage of the strikes.
Staff a response to a constant stream of press requests for 4-5 days in accordance with strategy, and correspond with reporters.
Guide best practices and monitor news stories.
2. COMMUNICATIONS

In the days leading up, Future Coalition not only dedicated 100% of its social media channels to the Youth Strike, making hundreds of thousands of unique impressions across the main platforms, but we also produced a comprehensive social media toolkit with dozens of shareable graphics, template quotes, and other communications essentials for the entire network of organizers to share.

Internally, we set up multiple pre-strike checkpoint meetings, and Katie Eder in particular focused on ensuring coordination between the various groups, entities, and individuals involved in supporting the strike. As a result of intense networking and organizing work during the two weeks leading up to the strike, Future Coalition pulled together a listserv of active and engaged youth activists to communicate with as we develop next steps.

We also helped to solidify a partnership with DoSomething.org to provide a free text-to-number (CLIMATE to 383-83) for strikers and allies to connect them to their Congressperson to let them know climate change policy matters to them. Through this effort, we helped to generate an additional 2,500+ contact list for the US Youth Climate Strike and strategic partners, which DoSomething.org will help to continue to grow and push messages to engaged young people for free.
When Future Coalition and MARCH ON were pulled in, we streamlined key areas of data collection and operational management. We built a new strike registration system (hosting registration, map, and accompanying processes for data quality and integrity), as well as a new data collection system (general sign-ups), which helped improve and significantly increase the number of registrations completed through the US Youth Climate Strike website.

Launched three days before the strike, the map we built has been viewed nearly 200,000 times, and we tripled the number of strike registrations in mere days by simplifying the process. Not only did we develop this process for the project, but we also created it so that organizers are able to replicate it easily for future actions.

OVERALL, 424 STRIKES WERE REGISTERED ACROSS THE COUNTRY.
In a country as massive as ours, it is difficult to reach and organize young people, who can often feel isolated or discouraged - **WHICH IS PRECISELY THE GAP THAT FUTURE COALITION IS TRYING TO BRIDGE.** Supporting student and youth leaders in accomplishing their activism and civic engagement goals is the key to building up and sustaining the youth movement as a political force to reckon with.

That is why when asked to provide assistance to the movement, we also decided that Future Coalition would invest additional resources to boost larger-scale rallies happening in various places across the US. Leveraging the existing Future Coalition network, we identified and connected with organizers for each respective strike to determine where their greatest needs were and how we could best support their efforts. This support included:

We got great feedback from the strike organizers that the support Future Coalition provided was extremely helpful in putting together strong events. By working with on the ground organizers we were able to ensure a high number of strikes and strikers in the US, and that the strikes were meaningful and had a lasting impact on the local level. The strikes described below were directly supported by Future Coalition.
YOUTH CLIMATE STRIKE ACROSS THE COUNTRY
The strike organizers in Nash County, North Carolina who planned a direct action to oppose the Atlantic Coast Pipeline, a 600 mile long natural gas pipeline running between West Virginia and eastern North Carolina. The construction began in May 2018 and the mission of students in Nash County is to slow down and eventually stop its implementation.

**NASH COUNTY, NC**

Organizers for Sunrise, one of Future Coalition’s member organizations and the group behind the Green New Deal which Rep. Ocasio-Cortez later formulated into a bill, organized the strike in Boston, Massachusetts. They focused their rally and educational panel around the Green New Deal and how students around Massachusetts and the US can engage with the bill.

**BOSTON, MA**

Students in Raleigh, North Carolina planned a climate rally at the Halifax Mall which ended up being the largest event in North Carolina. Young people and adults joined together to speak about the urgency of the climate crisis, the impact it would have in North Carolina, and the action that must be taken to address the emergency.

**RALEIGH, NC**
In Los Angeles, California, students gathered in the morning at City Hall to create signs, learn about organizations in California doing work to combat the climate change crisis, and hear from student organizers on the front lines. After, the students walked 1.3 miles through LA to the Los Angeles Department of Water and Power headquarters, to hold a rally and demand their voices be heard.

In Vancouver, Canada, 2,000 students flooded the streets for a march to the office of the Federal Department of Environment and Climate Change. There, the crowd delivered a message, by way of repeating lines from organizers, that outlined their demands for a climate-safe future. The preceding rally featured announcements about the next actions of the climate strike movement. A MARCH ON affiliate provided support to the Vancouver strike, as well as to the national organizers of the Canadian Youth Climate Strike.

The organizers in San Francisco, California started off with a rally at Speaker Pelosi’s office where they called on her to raise the level of urgency the House is putting toward climate change. The students then marched to Senator Dianne Feinstein’s office where they held a larger rally to call her out for her treatment of youth climate activists and demand that she take time to truly listen to what her youth constituents are saying about the future of the country and world.
The students striking in Sacramento, California chose to use the day as an opportunity to lobby a local climate bill at the capitol. After talking with various elected officials, they reconvened outside the Capitol for a rally to further promote the bill and call upon students to continue to take action.

In New York City, Future Coalition organized a sit-in at the Koch Brothers offices to call them out for giving nearly $150 million to people and organizations promoting a climate change-denying narrative. Aside from this action, the majority of the messaging around the climate strike in the US was focused on elected officials and government leaders’ failure to address the climate crisis.

The strikers in Gainesville, Florida chose to hold a rally at their city hall. Students of all ages gathered together to hear speakers and join their voices together to call for change.
Madison, Wisconsin had one of the largest strikes in the country. Students all over the state were bussed in for a march from Madison East High School to the state capitol. Upon arriving to the capitol, students occupied the main building in order to send a message to elected officials that action must be taken by state and federal governments to protect against the worst effects of climate change.

MADISON, WI

Young people in Atlanta, Georgia participated in a direct action on the day of the strike to plant trees in a local park. Rather than rallying or marching, students thought it would be more impactful to take purposeful steps to repair the environment.

ATLANTA, GA

Organizers in Washington DC held a press conference and rally on Capitol Hill in the morning. Joined by members of congress, the students made a call to the federal government to find the courage to address the climate crisis. The organizers also put a call out to young people all across the US and the world to continue taking action after the strike was over.

WASHINGTON DC
Looking Ahead

In addition to gun violence prevention, climate change is the key issue around which young American people are coalescing. The Global Climate Strike presents a clear opportunity for Future Coalition to leverage as we move toward 2020. The time is now to not only make these causes that impassion young people key election issues, but also to use this important moment to energize, organize, and enable youth to participate broadly and fully, in the democratic process.

Keeping Up Momentum

There are numerous and varying calls to action, particularly around the Green New Deal being put out by partner organizations of the movement, and while we amplify and promote these, we are also actively working to pull together a coordinated approach for this powerful network of organizations to support the nascent US Youth Climate Strike movement. With thousands of additional supporters and organizers added to our lists, we are looking to keep this audience engaged and active with a clear vision, specific goals, and concrete actions to take.

Many of the projects and initiatives arising from this new influx of energy are coming out of organizations already part of Future Coalition including leading youth environmental organizations such as Sunrise, iMatter, and Zero Hour.

Sunrise and iMatter have been working together to create a program to allow high school students to engage in work around the Green New Deal at local levels. We at Future Coalition are planning to work with them to help facilitate state-wide activist networks that will allow the Green New Deal to be pushed on the state level. Our goal is to further build the capacity and influence of young people on the local and state level, as the 2020 elections grow closer.

In addition, using our network of young people and our Future Coalition partners, we are going to support Zero Hour’s Get to the Roots campaign, which is training young people on how to teach others in their communities about climate change and what must be done to reduce its effects.
BUILDING UP YOUTH CAPACITY

Traditionally, and for a variety of reasons, young people have not been as engaged in the democratic and political process as they could be. Our goal is to remove some of the structural and specific barriers that prevent youth from organizing more effectively and making their voice heard.

We know that young people overwhelmingly and genuinely care about protecting the planet from the effects of climate change. With the right tools, support and infrastructure, Future Coalition plans to ensure that the voice of young people is heard loud and clear by policy makers and politicians.

SCALING FUTURE COALITION’S ABILITY TO SUPPORT YOUTH ACTIVISM

Future Coalition, because of how we were built and because we have the support of MARCH ON, has many of the resources typically only available to adult-led organizations. By bringing these resources and expertise to the youth space, we are able to increase the impact young people are having at the local, statewide, and national level.

The role Future Coalition played in the Youth Climate Strike is exactly what we are building the organization to do in a more scaled and streamlined way moving forward. Because we are a youth-led organization, we are able to establish trust of other youth-led initiatives in a way adult-led organizations haven’t been able to. We understand what is to be youth organizers and bring that experience into every relationship we build.
THE YOUTH VOTE
2020

Our goal is to increase the capacity and effectiveness of youth activists and groups that are organizing to build up the youth voting bloc for 2020 and beyond. For this to happen, we must ensure that young people continue taking action on the local and national level.

Future Coalition has been doing this in the Gun Violence Prevention space since the start of the youth gun violence movement by helping to facilitate collaboration amongst various organizations and leaders and supporting all types of work in the space.

During our initial launch phase during the 2018 election cycle, alongside Future Coalition founding members 50 Miles More and National School Walkout, coalition members and youth activists united for the national Walkout To Vote campaign. Youth participation in the midterms rose from 21% to 31%, and we believe we can boost this even further in 2020 and beyond.

As a result of this recent deepened involvement in the climate space, Future Coalition is better placed than ever to strategically support youth organizers across the country to turn out young people to vote.
FUTURE COALITION is focusing on building the community and network of the youth space, providing in-kind and monetary support to youth-led initiatives’ ideas, and working to develop the leadership and organizing skills of young people. By doing this, we are developing our infrastructure to provide the support that we gave to Youth Climate Strike to all young people across the US who are working to make positive change in their community.

Young people have the passion, ideas, and dedication to make immense impact in the US and around the world. The Future Coalition’s goal is to support these young people to ensure every good idea has the opportunity to become a reality. As we move closer to 2020, the work that we put in now to build this infrastructure and capacity in the youth space is going to be of the utmost importance to ensure young people show up to vote in record numbers and continue to take action far after the elections are over.

THIS IS ONLY THE BEGINNING