

#RiseUpPayUp Campaign Comms Pack



Comms Pack Content

This pack includes:

- Key points
- Suggested social media posts
- Useful resources

This pack aims to help you promote on social media and other channels your action(s) on loss and damage.

Key points

- Include #RiseUpPayUp in all your social media posts
- Include any pictures you have of your prayer people on social media or send them to campaigns@christian-aid.org to join the online congregation
- Images are great to catch people's attention. With this pack we've included a few extra ones of some prayer people we made earlier.

Social Media Posts

Ahead of making your prayer people

- SAVE THE DATE: [ENTER DATE] we're acting for #ClimateJustice at [ENTER LOCATION] come and join us. It's time to #RiseUpPayUp
- It's time for #ClimateJustice. Join us as we reflect, pray, and act on #LossAndDamage through creating #RiseUpPayUp prayer people. [ENTER DATE, TIME LOCATION]
- Floods, droughts, rising seas are all causing #LossAndDamage. It's time polluters pay for the damage they cause! Join us [ENTER DATE, TIME, LOCATION] as we act by creating #RiseUpPayUp prayer people.

Social Media Posts

After making your prayer people

- At [ENTER CHURCH NAME] we've been busy acting for #ClimateJustice by creating our #RiseUpPayUp prayer people. Join us by making and sharing your own.
- Check out what we did as part of the #RiseUpPayUp campaign on #LossAndDamage [LINK- your website or local press release]
- We [or ENTER CHURCH NAME] have made #RiseUpPayUp prayer people to call for polluters to pay up for #LossAndDamage. Why not make one yourself? caid.org.uk/riseuppayuppack

- Join me with my #RiseUpPayUp prayer person to call on world leaders to deliver finance for the #LossAndDamage caid.org.uk/riseuppayuppack
- Dear @RishiSunak at #COP27 you agreed to a #LossAndDamage fund. At [ENTER CHURCH NAME] we created [No. of Prayer People] #RiseUpPayUp prayer people to stand with climate vulnerable communities, polluters now need to pay for the #ClimateCrisis
- Those most affected have done the least to cause the #ClimateCrisis. Its time to make polluters pay! [insert local politician handle i.e. MP/MSP] back #LossAndDamageFinance now! #RiseUpPayUp

