



Red Black and Green New Deal #**RBGND**

A National Black Climate Agenda

+ + + Partnership Action Toolkit + + +

The Movement for Black Lives (M4BL) is launching the [Red, Black & Green New Deal](#)—a Black climate campaign to set a national Black Climate Agenda for a sustainable future in defense of Black lives, and we want you to join us.

Climate change multiplies the social, economic and environmental threats to our very livelihood and that of our future descendants, here in the U.S. and around the globe. Extreme weather events are more frequent and volatile: **2020 was the hottest year and had the most hurricanes on record.** And our communities across the South are still recovering from February's unusual and brutal winter storm compounded by the total failure of infrastructure and emergency response.

The Red, Black & Green New Deal puts Black liberation at the center of the climate fight and addresses the impact of climate change and environmental racism on Black communities through six key pillars: land, labor, water, energy, economics, and democracy.

Globally, scientists have illustrated that climate change is the leading threat of our time. At the same time, climate and environmental justice analysts illustrated that Black and Indigenous communities not only suffer the worst consequences of climate change: but are often driven into environmentally unsafe neighborhoods through discriminatory, anti-Black policies.



We are working to engage even more Black communities in the fight against climate change, align climate justice allies, and connect our people to the Black climate agenda movement working to correct the failures of the climate movement to include Black people.

Our mission is to inform & defend climate justice. Stand in solidarity by using this toolkit.

This **ACTION TOOLKIT** has been developed to support your participation in the RBGND campaign launch and beyond.

In this toolkit you will find shareable graphics and template social media posts to amplify actions and the RBGND messaging.

HASHTAGS

#RBGNewDeal
#RBGND
#RedBlackGreenNewDeal

CALL TO ACTION LINKS

www.redblackgreennewdeal.org
www.rbgnd.org

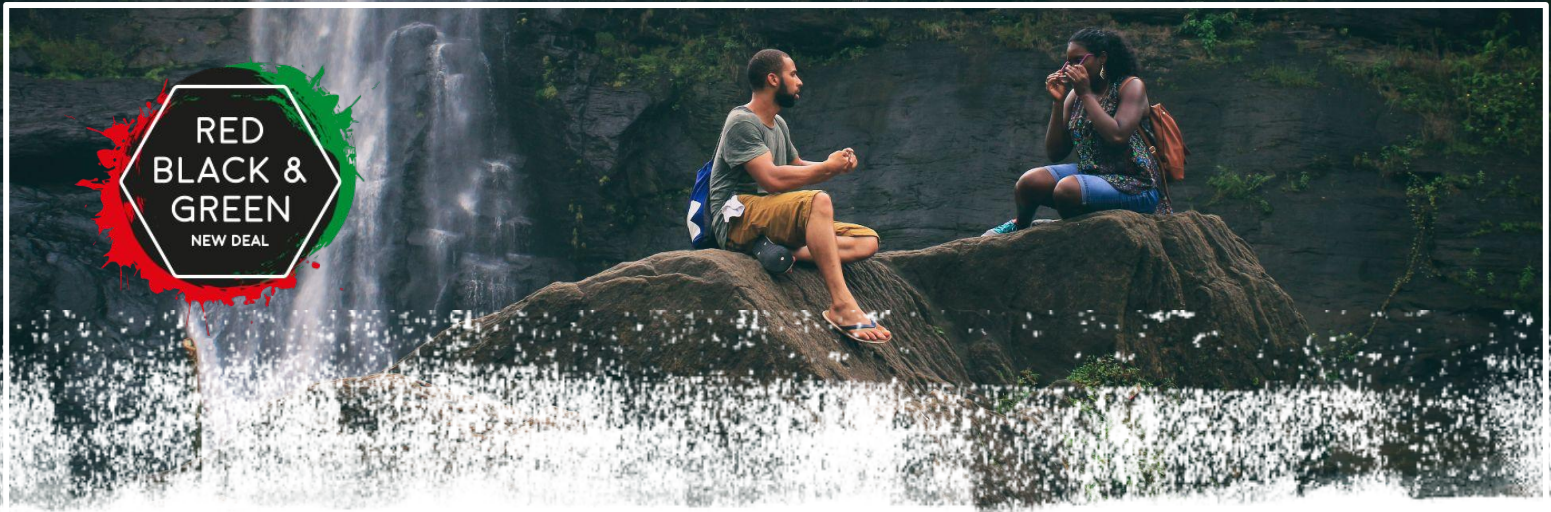
ACTION CALENDAR

Tuesday, May 11th - National Black Climate Summit

RSVP FOR THE NATIONAL BLACK CLIMATE SUMMIT!

On Tuesday, May 11th, the Red, Black & Green New Deal Initiative will launch the first National Black Climate Summit to discuss our plans to combat Climate and Environmental Injustice! You'll hear from leaders in the Black climate justice movement and from our team on what's coming up for our Black Climate Agenda!

[RSVP Here!](#)



ATTEND THE BLACK NATIONAL CLIMATE SUMMIT! Broadcasting live from the Red, Black & Green New Deal website, as well as all M4BL social media accounts, you'll be able to hear from all our speakers on what exactly the RGB New Deal is, how we're combating climate injustice, and what you can do to support. You do NOT want to miss this.

TAKE THE CLIMATE PLEDGE! Once you hear for yourself just how necessary it is for our movement to embrace climate injustice as a key threat to our community, you'll be able to take our climate pledge and join us as a supporter of the RGB New Deal!

SHARE AND UPLIFT THE #RBGND! Use our social toolkit to share your support for the RBGND in its effort to educate and enact protective legislation for Black and Indigenous communities against Climate Injustice! Our collective voice is needed to bring attention to and to combat the disparities that exist against our communities.

- Change your Avatar!
- Change your Twitter and Facebook Banner!
- Download our graphics and share to your social media!
- Join The Rising Seas on our website: <https://>
- Join the RBGND Black Leaders network by using [THIS FORM](#)
- Join as a Non-Black Allied network by using [THIS FORM](#)
- RSVP for our next event(s)

PROMOTIONAL GRAPHIC ASSETS

DOWNLOAD:

+ [Social Media Banners & Graphics](#)



SOCIAL POST SAMPLES

The RedBlackGreenNewDeal is a bold, uncompromising stance on the current Climate Crisis. Use these to help us spread the word that Black folks have always been a part of this fight and the Movement for Black Lives launching an initiative to put forward a Black Climate Agenda that prioritizes Black Lives and guarantees a green future for Black families.



ON TWITTER

The RedBlackGreenNewDeal is a bold, uncompromising stance on the current Climate Crisis. Use these to help us spread the word that Black folks have always been a part of this fight and the Movement for Black Lives is launching an initiative to put forward a Black Climate Agenda that prioritizes Black Lives and guarantees a green future for Black families.

+RBGND

1. Climate change is real and it disproportionately impacts Black lives. There's NO compromise when we're dying from pollution & systemic racism. [#RedBlackGreenNewDeal](#) is an initiative that protects our community from the impact of climate and predatory practices. www.rbgnd.org
2. The Red Black & Green New Deal **#RBGND** believes that Black lives should center any policy discussion on climate. Black communities suffer the most & benefit the least from climate abusers & policy makers. Our mission is to inform & defend climate justice! rbgnd.org
3. Climate change is causing more frequent & intense extreme weather events that will continue to damage the systems that provide essential benefits to Black communities. Meanwhile, we bear the overwhelming brunt of extreme weather events. Demand justice: rbgnd.org
4. The **#RBGND** initiative highlights the impact of Climate on Black Lives. Black and Indigenous communities are already managing health and socio-economic issues like systemic racism which amplifies the impact of climate on our communities. Demand justice: rbgnd.org



+Racism and Climate change:

1. Some benefit from the activities that produce planet-warming gases while others suffer the consequences. Those suffering are usually Black. The #RedBlackGreenNewDeal believes that Black lives should center any policy discussions on climate. Learn more: rbgnd.org
2. What's Climate justice? It's a term used to frame global warming as an ethical & political issue, rather than one that is purely environmental or physical in nature. A climate justice lens is key to reducing the growing inequities of climate solutions. rbgnd.org

+Climate Injustice is Racial Injustice!

1. Do you live in a sacrifice zone? These are communities that have been permanently impaired due to proximity to heavily polluted industries. The “fenceline communities” almost always house low-income Black families, and other people of color. <https://grist.org/fix/americans-live-sacrifice-zones-lets-fix-that/>
2. +Why is it so hard to find fruit and vegetables in my neighborhood? Climate injustice is one possible answer - Learn the Facts: rbgnd.org
3. M4BL believes Black communities deserve to own and access land, breathe clean air, use clean water, live away from environmental health hazards imposed on us by big corporations—and to have a say in important decisions that impact our daily lives and futures. What do you believe? rbgnd.org
4. Do you think you got asthma from your Momma? Think again! Whether you'll need an inhaler or not could actually depend on your zipcode. 😞 Get the Facts, Demand Climate Justice Now! rbgnd.org



ON FACEBOOK

1. Climate change is real and it disproportionately impacts Black lives. There's NO compromise when we're dying from pollution & systemic racism. The #RedBlackGreenNewDeal believes that Black lives should center any policy discussion on climate. Black communities suffer the most & benefit the least from climate abusers & policy makers. Our mission is to inform & defend climate justice! Learn more: rbgnd.org
2. The #RedBlackGreenNewDeal puts Black liberation at the center of climate conversations, policies and solutions, and is an initiative that centers those most impacted by climate change and ensures they are a part of leading, identifying solutions, setting priorities, creating policy agendas, and shifting narratives.

The RBG New Deal joins the Black climate agenda movement in correcting the failures of the climate movement to include Black people. Learn how you can join this fight as well: rbgnd.org

3. What do we mean by Climate justice? It's a term used to frame global warming as an ethical & political issue, rather than one that is purely environmental or physical in nature. A climate justice lens is key to reducing the growing inequities of climate solutions.

Some benefit from the activities that produce planet warming gases while others suffer the consequences. Those suffering are usually Black. The #RedBlackGreenNewDeal believes that Black lives should center any policy discussions on climate. Learn more: rbgnd.org



Email Template to send your supporters

Please consider sending these emails (or one similar to it) to your support base.
Copy:

Friends and family,

M4BL is launching the [Red, Black & Green New Deal](#) Initiative—a multi-year Black climate campaign to set a national Black Climate Agenda for a sustainable future in defense of Black lives, and we want you to join us.

Climate change multiplying the social, economic and environmental threats to our very livelihood and that of our future ancestors, here in the U.S. and around the globe. Extreme weather events are more frequent and volatile—**2020 was the hottest year and had the most hurricanes on record**. And our communities across the South are still recovering from February's unusual and brutal winter storm compounded by the total failure of infrastructure and emergency response.

Climate disaster is the leading threat of our time. This crisis affects every aspect of our lives: the water on which our lives depend, the land we live on,, the energy we use. We know that Black, Indigenous, people of color and working class poor communities are hit the hardest, though we contribute the least to what accelerates climate disasters. So in times of crisis, we need our communities aware and strong enough to be our own first responders.

The Red, Black & Green New Deal Initiative puts Black liberation at the center of the global climate struggle , and addresses the impact of climate change and environmental racism on Black communities. If you agree that climate change is real, we need you in this conversation. [Join the first National Black Climate Summit from M4BL's newest initiative, the Red, Black & Green New Deal on May 11.](#)



Centering Black people and experiences in climate conversations, policies and solutions, means honoring the wisdoms, insights, and stories of those most impacted by climate change and ensures they are a part of leading, identifying solutions, setting priorities, creating policy agendas, and shifting narratives.

That's why M4BL has developed the Red, Black & Green New Deal Initiative. It's time for a national conversation on climate change that centers Black lives. We are gathering community on May 11 and soon will be rolling out tools for Black people to take action, educate ourselves, and get empowered. We need to lead the conversation on solutions to the climate crisis that most impact our families and communities.

[RSVP for the Black Climate Summit to co-create climate solution action steps for our communities.](#) The session is open to all allies. Forward this notice to encourage friends and family to sign up so we can organize together.

Black communities believe in the human right to clean water, community controlled sustainable energy and safe and climate ready communities. We can't afford inaction. We hope you will join us.

With Black Radical Love,

The M4BL & Red, Black & Green New Deal Team

Subject Lines:

Pledge to support climate solutions that center Black lives