



## SWFL Climate Ambassador Agreement

As a SWFL Climate Ambassador, I will help people to understand the links between climate and impacts in their community, the spectrum and benefits of climate solutions, and the opportunities to act and engage others. I am empowered to inspire my friends and family, colleagues, associations, the public, and policymakers on climate solutions that help protect the health and prosperity of our families and communities now, and ensure a prosperous, just, and secure future.

To facilitate Ambassador opportunities, ecoAmerica's Path to Positive Communities, in collaboration with their local affiliate, Growing Climate Solutions Path to Positive Southwest Florida, will:

- Provide a customizable presentation, inclusive of talking points and citations, for me to use in talks with other, along with other supplemental resources and handouts via an online repository of resources. The presentation can be condensed to fit different speaking opportunities. Materials will be updated annually (at minimum).
- Provide sample social media posts and royalty-free images for me to use in digital and social media communications, along with other supplemental resources and handouts, and access to an online repository of resources. Materials will be updated annually (at minimum).
- Provide periodic program updates via email and the opportunity to connect, learn and share feedback in quarterly calls with other SWFL Ambassadors. Send me prospective opportunities to present to my local community, from interest expressed via the Growing Climate Solutions' and partners' websites.

As a SWFL Climate Ambassador, (based on the training I received, I agree to:

- Do either of the following;
  - Post on Facebook, LinkedIn, Twitter or a similar large social media platform at least three items each month, with posts that support climate action, local climate initiatives, sustainability-oriented solutions and/or encouraging others to engage.
  - Lead at least 2 community climate conversations per year (*after COVID-19 stay at home restrictions are fully lifted*) with groups of 5 people or more using the presentation materials, talking points, and other resources provided to me with minor edits for personalization, per the Creative Commons 4.0 license of the materials. **I have primary responsibility for securing these engagements**, and will consider requests received from Growing Climate Solutions.

- Allow Growing Climate Solutions and my affiliated civic institution, non-profit, or association to publicly list my name, title, city, and state as a SWFL Climate Ambassador on their websites. I will also add the SWFL Climate Ambassador designation to my public profiles. If I also take the public speaking training, I will allow Growing Climate Solutions to connect them with speaking opportunities. I understand that my contact information will remain private.
- Take at least 2 additional actions per year to engage on and inspire others to climate action and climate solutions, from the following suggested list:
  - Submit an Opposite the Editorial page (Op Ed) or Letter to the Editor (LTE) to a newspaper or periodical of record
  - Speak at a local city/town council meeting during public comments about the need to address climate challenges
  - Publish a blog post or thought piece encouraging action on climate solutions on the website or Facebook of my organization, or an organization to which I am affiliated
  - Sign on to a letter supporting climate solutions from my professional membership organization or other organizing body
  - Call or visit my local, state, or national representative(s) to let them know I support equitable climate solutions that protect human health and wellbeing
  - Attend local, state, or national candidate forums to raise climate action as a priority
  - Participate in an action that arises in my state, city, or profession related to climate
- Provide timely input and feedback through the mechanisms provided by Growing Climate Solutions and ecoAmerica's Path to Positive program about the presentations I give and climate engagement actions I take, including tracking social media engagement, likes and shares, for my posts each month.
- Pursuant to the Path to Positive Vision and Principles, support only those policies that meet the requirements therein. Specific political candidate or party endorsement is not permitted under the SWFL Climate Ambassador designation.
- Ensure all actions taken as an SWFL Climate Ambassador are conducted voluntarily. Not accept any financial compensation from any organization, partner, individual, or other host of events where I lead climate conversations, or monetize my climate speaking engagements in any other way.

Signed,

Date

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Print Name

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Email Address

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City, State

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Speaking Availability (e.g. days, times)