

Supporters  
Communication Pack

This document is a guide to help you talk about 10:10 and get people on board.

“If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart.” **Nelson Mandela**

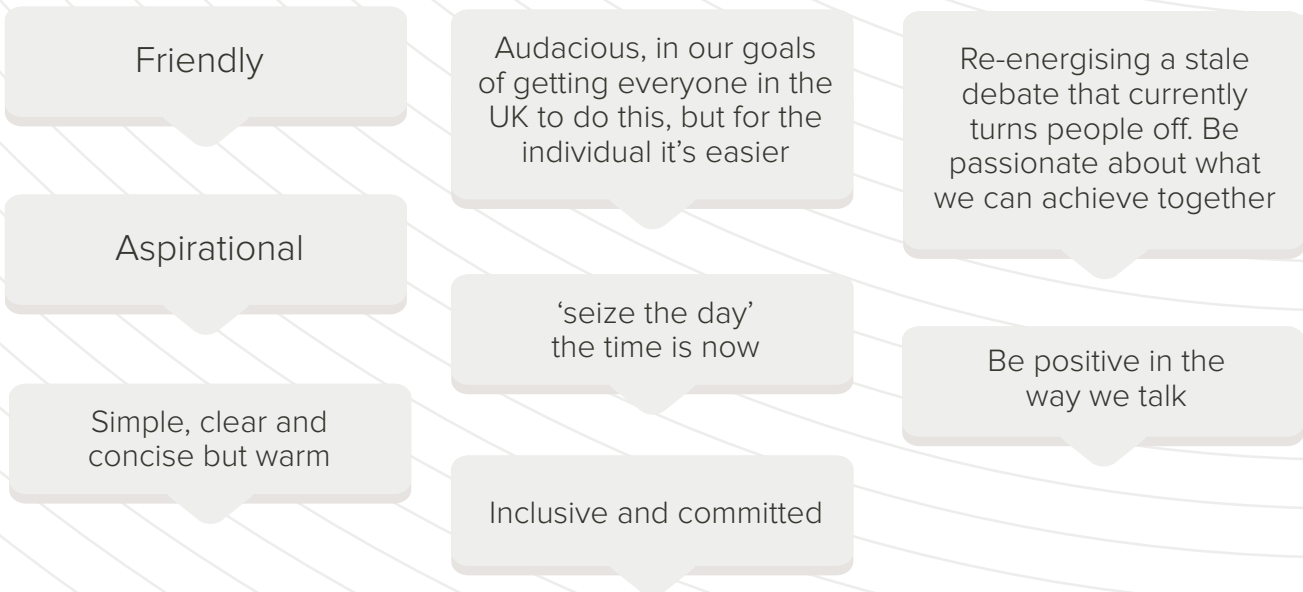
As a Supporter, you’ve got a difficult job. You need to be consistent with 10:10’s key messages in your communications, while using your own words - the language of your peers - to convince them. This guide is meant to steer your communications, not dictate them.

**Tone**

10:10 is a positive, friendly, inclusive brand that’s clear in its ambition and audacious in its goal. The bullets below detail our tone of voice. All communications should fit this tone:

**Example Text**

‘This year, let’s take the first step towards a better, happier, healthier future. If we decide not to, we know what a future with climate change will bring and none of us want that. Carbon is the problem, starting to cut our carbon is the first step of the solution. That’s why we’re inviting everyone to make a simple 10% cut in their carbon over the next year. We’re on board, are you?’





## Do's and Don'ts

This is a list of do's and don'ts to guide your communications:

### Do

Make it relevant to your audience

Celebrate the every single step

Be consistent with your language

Make it sound normal and socially acceptable, make not doing it sound odd and illogical

Be passionate!

Focus on the positive, be 'can do'

Give examples of who is already involved, especially people/ organisations like them, that they look up to, or that they think are influential

### Don't

Focus on the problem and the doom and gloom

Preach

Talk about sacrifice and 'giving things up'

Get too bogged down in the detail

Overdo the stats

Overpromise

Make it sound difficult