

Lessons: Process



DO

Engage interested funders

Be guided by the research

Tap local experts

Meet your audience

Consider release timing

Mix of sources and content

DON'T

Underestimate scope of work

Start with a product first

Focus on global/national

Unclear engagement goals

Misalign with news/seasonal cycle

Rely too heavily on data content

Message tips!

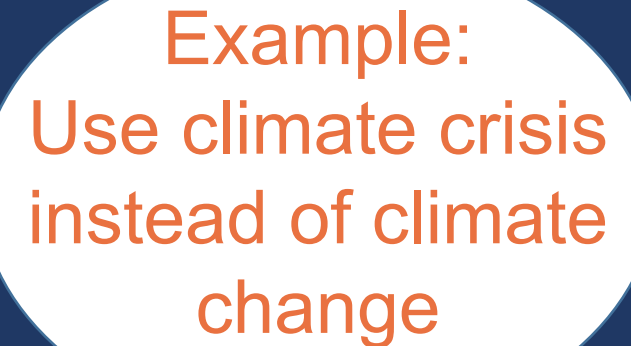
Hyper localized content and message

Avoid doom and gloom narrative

Make it digestible, memorable, and actionable!

Center people, especially frontline communities

Follow best message practices



Example:
Use climate crisis
instead of climate
change

...and there's
more!

Solutions-oriented

Strengthen nature's defenses

Collective action

Plan for backlash, but it may not be strong

Build media relationships

Resources



GEORGE MASON UNIVERSITY
CENTER *for* CLIMATE CHANGE
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SOLUTIONS
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