

Outreach for ALL IN for Climate Action Week 2021

Below is a list of places where the City of Bellingham has shared information about ALL IN for Climate Action Week.

- **City website:** All registered events have been added to the [Climate Action Week webpage](#) and the [City's event calendar](#).
- **Online calendars:** We added information about Climate Action Week to online calendars, including the [Bellingham Whatcom County Tourism](#), [Bellingham Herald](#), [WhatcomTalk](#), [Cascadia Weekly](#), [Lynden Tribune](#), [Blaine Chamber of Commerce](#), [Lynden Chamber of Commerce](#), and [Ferndale Chamber of Commerce](#).
 - We encourage event hosts to add their own individual events to these calendars.
- **Press release:** We distributed a [press release](#) on September 9. It was sent to local news sites, City News subscribers, added to the City's [news page](#), and shared on the City's social media. A [Bellingham Public Library press release](#) also featured Climate Action Week.
- **E-newsletters:** Climate Action Week was highlighted in our quarterly [Climate News email update](#) (365 subscribers) and our [Habitat News email update](#) (590 subscribers). It was also included in the Bellingham Public Library's email update (30,000+ subscribers), will be included in a Whatcom Museum email update, and was included in the Bellingham Parks e-newsletter.
- **Advertisements:** Paid Climate Action Week ads were included in two print Cascadia Weekly publications, the Bellingham Parks Playbook, the Adventure NW magazine, the Lynden Tribune, and the Ferndale Record. There is also a Climate Action Week ad on the Dewey Griffin Subaru reader board on Iowa Street and being aired on BTV Bellingham through their online livestream and TV channel.
- **Social media:** There is a Climate Action Week [Facebook event](#) on the City's page. We have also shared posts about Climate Action Week on the City's Facebook, Instagram, and Twitter pages, including paid boosted posts. We shared a post on NextDoor as well. Other City Departments, such as Bellingham Parks and Whatcom Museum, have shared posts on their social media as well.
- **Radio:** We have Public Service Announcements (PSAs) running on local radio stations during September.
- **Video:** We created a [promo video](#) with Mayor Fleetwood that is featured on YouTube, BTV, and the City's social media channels.
- **Internal promotion:** An internal announcement about Climate Action Week was shared with all City of Bellingham employees. An email was sent to staff groups as well.
- **Other:** We have sent emails to the Bellingham School District, Western Washington University, Whatcom Community College, Bellingham Technical College, Northwest Indian College, and representatives of all Bellingham Neighborhood Associations to distribute to their members, staff, and/or students. Many organizations have also promoted Climate Action Week in their own newsletters and communication channels.