DearTomorrow Photo Project

Step-by-Step Planning and Hosting

“Drawdown: Marin partnered with DearTomorrow to engage County residents, businesses, and visitors on climate change. DearTomorrow allows individuals to connect with climate change on an emotional level and consider what they can do now to leave the world healthier.”

-Alex Porteshawver, Marin County, California
Thank you for deciding to host your own DearTomorrow Photo Promises Event! This document contains everything you need to know to plan an in-person event, an online event, or a booth/table at an existing event. Carrying out this project is an important step in creating the cultural shift necessary to transition to a zero carbon world.

About the Project

Climate change is the most difficult and pressing challenge that we face. The problem and its solutions can feel so overwhelming or distant that it is sometimes hard to know what to do or where to start. We believe that people, individually and collectively, can and want to make a difference.

In this project, you will engage people in your own community to make and share a new climate commitment through a Photo Promise. Collecting these Photo Promises is part of the larger DearTomorrow mission, which is to inspire people to think more deeply and take bold action on climate change. DearTomorrow is also preserving a record of letters, photos, and actions on climate change for future generations.

How it Works:

Make a commitment to do something new to reduce your climate impact and protect the Earth. Dedicate it to a child, family member, your community, or your future self, starting: “Dear ________ , I promise to...” Take a photo of you with your commitment written down, and submit it for the website and the archive. Inspire others by sharing on your own social media channels using the hashtag #DearTomorrow and tagging our account.
Event Type 1: In-Person Photo Promises Event

1. Recruit 1-2 friends to co-host
We recommend recruiting a couple of friends to help you run the project. One person can host alone, but it’s much easier (and more fun) to have a co-host.

2. Decide on the location and date
The project can be hosted at a local library, classroom, community center, school parent-teacher night, faith-based event, or another neighborhood setting. Think about whether weekends or weekdays are better for your participants.

3. Create an invitation list and send out your invites
Think of a group you might like to engage. Some examples include: a class, a religious group, a book club, your neighbors, or a group of friends. When you’ve finished your list, send out the invitations!

4. Collect materials
Gather writing materials (markers, pens, chalk, paint, paper, postcards, whiteboards, poster board, etc.), a camera or smartphone, and a computer.

5. Try the project out by yourself
Make sure you understand how the project works so you can effectively instruct others on how to do it. Write your own letter starting with “Dear/To __________________” that describes one new climate commitment you are pledging to take. Take a picture of it, submit it to our website, and use it as an example to show your participants!
6. Set up the activity

Organize materials and copies of additional handouts for participants ("Consent Form," "Photo Promises FAQs," "Climate Action Inspiration & Examples"). PDFs of these handouts can be found at https://www.deartomorrow.org/organize/photo/.

7. Introduce DearTomorrow to participants

Give a quick overview of DearTomorrow’s mission, what we do, and why we do it. Background information can be found at https://www.deartomorrow.org/about/mission/.
Remember: your story is important, make it personal. Share why you care deeply about the climate crisis, what has inspired you to act, and what commitments you are making in your own life (at home, socially, and/or politically). Share your own photo promise and examples from the website.

8. Carry out the Letters Project!

Ask participants to write out their Photo Promises starting with “Dear/To __________________,”
Some examples include: “Dear Emma,” “To my son,” “To my grandchildren,” “Dear Tomorrow,” “To my future self,” and “Dear future generations”.

9. Take pictures of each promise and submit the photos to our Archive

As the main organizer, we ask you to ensure that the photos are included in our archive. All photos should be submitted to our Photo Submission Page. You can have participants directly submit and fill out the Archive Consent Form online (or print out) during the event or you can submit them after the event.
www.deartomorrow.org/send/photo
9. Share

Share the photos to your social media platforms using #deartomorrow and tag @DearTomorrow on Instagram/Facebook and @deartmrw on Twitter.
Event Type 2: Online Photo Promises Event

1. Pick a date
Will a weekday or weekend work best? Double-check a calendar to avoid any conflicts with holidays.

2. Choose a video-calling platform to use for the event
To meet, we recommend using Zoom, Microsoft Teams, or Skype.

3. Create an online event and invite friends
Create a Facebook event. Draw up an invitation list and send out the e-vites!

4. Gather materials
Writing materials (markers, pens, chalk, paint, paper, postcards, whiteboards, poster board, etc.), a camera or smartphone, and a computer. Don’t forget to include a list of the necessary materials within the invitation!

5. Try the project out by yourself
Make sure you understand how the project works so you can effectively instruct others on how to do it. Write your own letter starting with “Dear/To ___________________” that describes one new climate commitment you are pledging to take. Take a picture of it, submit it to our website, and use it as an example for your participants.
6. Provide participants with all the necessary handouts

Consider sending these handouts out along with your invitations: "Consent Form," "Photo Promises FAQs," and "Climate Action Inspiration & Examples". PDFs of these handouts can be found at https://www.deartomorrow.org/organize/photo/.

7. At the time of the event, introduce DearTomorrow to participants

Give a quick overview of DearTomorrow’s mission, what we do, and why we do it. Background information can be found at https://www.deartomorrow.org/about/mission/.

Remember: your story is important, make it personal. Share why you care deeply about the climate crisis, what has inspired you to act, and what commitments you are making in your own life (at home, socially, and/or politically). Share your own photo promise and examples from the website.

8. Carry out the Photo Project!

Ask participants to write out their Photo Promises starting with “Dear/To __________________,”

Some examples include: “Dear Emma,” “To my son,” “To my grandchildren,” “Dear Tomorrow,” “To my future self,” and “Dear future generations”.

9. Snap a group pic!

Have participants take individual pictures or opt for one big picture taken while the video call is in gallery mode.
10. Submit the photos to our Archive

As the main organizer, we ask you to ensure that the photos are included in our archive. All photos should be submitted to our Photo Submission Page. You can have participants directly submit and fill out the Archive Consent Form.

11. Share

Share the photos to your social media platforms using #deartomorrow and tag @DearTomorrow on Instagram/Facebook and @deartmrw on Twitter.
Event Type 3: Photo Promises Booth at an Existing Event

1. Recruit 1-2 friends to co-host

We recommend recruiting a couple of friends to help you run the project. One person can host alone, but it’s much easier (and more fun) to have a co-host with you to help run the booth more smoothly.

2. Choose a pre-existing event

Examples of past events have included block parties, street fairs, conferences, student centers on campuses, festivals, etc. Any community event will do.

3. Book a table at the event

Call the event organizer and find out if you can run a table at the event.

4. Gather Materials

Writing materials (markers, pens, chalk, paint, paper, postcards, whiteboards, poster board, etc.), a camera or smartphone, and a computer.

5. Print out materials

Organize copies of additional handouts for participants: “Consent Form,” “Photo Promises FAQs,” and “Climate Action Inspiration & Examples”. PDFs of these handouts can be found at https://www.deartomorrow.org/organize/photo/.

If you would like a list of who came to your booth, you may want to also print our Sign-In Sheet.
6. Set up your table

You can make your booth more engaging by displaying images of past examples and playing music. Be sure to have copies of our handouts.

7. Strike up a conversation with participants

Ask them why they care about the climate crisis. What inspires them to take action? Ask them what personal steps they are currently taking to mitigate climate change. What new actions would they like to take? Share your own story and make the discussion personal. Share why you care deeply about the climate crisis, what has inspired you to act, and what commitments you are making in your own life (at home, socially, and/or politically).

8. Have participants use the materials gathered to write a promise to the future

Ask participants to write out their Photo Promises starting with “Dear/To _________________,”

Some examples include: “Dear Emma,” “To my son,” “To my grandchildren,” “Dear Tomorrow,” “To my future self,” and “Dear future generations”.

9. Take pictures of each promise and submit the photos to our Archive

As the main organizer, we ask you to ensure that the photos are included in our archive. All photos should be submitted to our Photo Submission Page. You can have participants directly submit and fill out the Archive Consent Form online during the event or you can submit them after the event.

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10. Share

Share the photos to your social media platforms using #deartomorrow and tag @DearTomorrow on Instagram/Facebook and @deartmrw on Twitter.