



Timbre
Consultants

RISE UP FOR CLIMATE JUSTICE CAMPAIGN

Buffalo, NY

DATE
September 2015

FOCUS AREA
Environment / Climate
Change

Community
Engagement and
Activation

SERVICES
Campaign
Management
Communication
Strategy

Branding and
Messaging

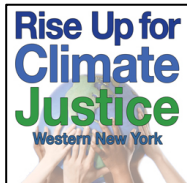
Social Media and Web
Development/
Management

Event Planning and
Execution

As the consultants for the Rise Up For Climate Justice (Western New York) campaign launch, Timbre Consultants were charged with three primary goals: to brand and position this new environmental group as a “hub” for Western New York’s environmental community to organize around, to promote “The Western New York Climate Justice Pledge” and program a kick-off rally in downtown Buffalo.

To meet these goals, Timbre launched a full campaign that included targeted and boots-on-the-ground community outreach, engagement and activation; message development and branding; an owned, paid and earned media strategy which included web, print and radio while targeting and developing relationships with members of the press; building a sustainable and robust social media presence; conducting media training and providing interviews with members of the press and publications and; programming and day-of coordination for the rally.

With a narrow window of time the rally and kick-off was a success. There were an estimated 400 people in attendance, and over 30 diverse groups (from labor unions to faith-based organizations) participated. Our social media presence leading up to the campaign engaged with 16k unique users on Facebook 43k Twitter users. And media outlets WBFO / NPR, the Buffalo News, The Public and Time Warner Cable covered Rise Up and the rally.



RU4 Climate Justice?

Take Action Today

[f/RiseUpforClimateJustice](#)

[t/RU4CJBuffalo](#)



**BUFFALO!
RISE UP FOR
CLIMATE JUSTICE!**

WHAT: RALLY FOR CLIMATE JUSTICE!
WHERE: Niagara Square
WHEN: September 24th
Music and food at 4 pm
Rally starts at 5 pm

AS PEOPLE OF THE EARTH AND AS CITIZENS OF THE UNITED STATES,
WE DEMAND CLIMATE JUSTICE

