

2006: INTERNATIONAL YEAR OF DESERTS AND DESERTIFICATION

Action kit guide

- **ACTION ALERT**

MAKE copies of the Alert and send them to members of your organization or to friends and colleagues.

DISTRIBUTE the Alert in other ways—at meetings, at conferences, in classrooms.

E-MAIL it to your members, friends, or colleagues.

POST it on your website.

SEND a letter to one or many members of your national legislature and/or to the editor of one or more newspapers or magazines.

- **PLANET POSTCARD**

SIGN and send the detachable postcard to one of your national legislators.

- **LEGISLATIVE ALERT**

SEND to one, some, or all of the members of your Parliament or Congress, with a cover letter from you.

- **MEDIA ALERT and GUEST COLUMN**

SEND to newspapers (especially editorial writers), magazines, and radio or TV stations. Add your own contact info.

- **POSTER**

DISPLAY where others can see it.

- **RESPONSE FORM**

LET US KNOW what you have done. Reply online at: WWW.EARTHACTION.ORG, or write to us at any EarthAction office. ➡

IN EACH EARTH ACTION campaign, hundreds of groups take action simultaneously around the world. Even if some groups only spend a few minutes to take one of these steps, it all adds up.

Experience shows that follow-up phone calls to legislators or journalists, asking whether they received the materials, and whether they plan to take action or write on the issue, increases the chances of the materials being used.

All the materials in this Action Kit can be reprinted or reproduced without special permission. Please acknowledge EarthAction as the source and send us a copy of where reprints appear.

Please take a moment to send a copy of whatever you send out on this issue to any EarthAction office. We would also be most grateful for copies of any newspaper articles in your local press where EarthAction's materials may have been used.

Good luck and many thanks.

EarthAction Kits and their component parts are available in electronic form on our website at: WWW.EARTH ACTION.ORG.

Put a link on your website to Earth-Action's IYDD web page. A graphic with simple linking instructions is posted at: WWW.EARTH ACTION.ORG/IYDD/LINK.HTML.

EARTH ACTION

CAUSE EFFECT

EARTH ACTION NETWORK
WWW.EARTH ACTION.ORG

EARTH ACTION is a global network of legislators, groups and individuals taking action together to create the political will for a more just, peaceful and sustainable world.

THE INTERRELATED global problems of environmental degradation, poverty, war and human rights abuse threaten everyone's future. These problems can be solved. All that's lacking is the will.

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**THIS LAND IS
YOUR LAND**