



INTRODUCTION and INSTRUCTIONS for OUTREACH VOLUNTEERS

First, a big THANK YOU for offering to reach out to one or more youth choirs to invite them to participate in the Be Cool! Campaign.

Your efforts, and those of the other outreach volunteers, are critical to the success of the Campaign.

And it is simple to do, with as much or little time you have available.

Your Role

- Join our team by sending us your email address, and a short statement of which singing groups you plan to connect with - - this can be specific groups that you know or you can choose a geographic area or type of choir that you want to research. We will give you the green light to proceed once we check that there is no one already working with the same groups or areas.
- Contact choir directors or others with responsibility for managing groups with singers from ages 5 to 25. These can be in schools, congregations, community centers or even informal choruses.
- Inform them about the Campaign, its potential impact on addressing climate change and how easy and fun it is to participate. Set out below is an email template which you can adapt to your particular situation and some Frequently Asked Questions (FAQ).

If anyone expresses interest, invite them to the BeCool website (www.climatemusic.org/becool), where all information and instructions are available. To get started, singing groups should fill out the form [HERE](#) to start the process.

- Very importantly, let us know which choirs you have contacted and any feedback you have received, by sending an email to: BeCoolSong@gmail.com. This will avoid any duplication of effort or confusion on the part of the choirs.

If you have any questions, comments, constructive criticism, or other feedback, please let us know at: BeCoolSong@gmail.com. We would also be happy to set up a call with you if you would like.

Again, thank you for your support and participation!!

DRAFT EMAIL

SUBJECT LINE: Sing with Us: International Campaign for Climate Action

Dear

I am writing to invite you to join a fun, no cost activity, bringing together young singers to promote awareness and inspire action to address the climate crisis.

(adapt this paragraph depending on your relationship to the person you are emailing): My name is _____ and I'm a volunteer with the *Be Cool!* Climate Action Campaign. The Campaign is reaching out to youth choirs from around the world.

The *Be Cool!* Campaign: The Campaign vehicle is a song - *I Wanna Be Cool!* - by [Will Kimbrough](#) and [Brant Miller](#). It's an upbeat, fun call to action that contains the line: "can't you hear your kids startin' to shout!" The Campaign takes this line literally, recruiting young people everywhere to record themselves singing/shouting that message. These voices will be combined on a master recording + video. At the same time, these young people will be learning about climate change and inspiring action among their peers, their families, their communities and the song's audiences.

The *Be Cool!* Campaign is a collaboration between two non-profit organizations: [The ClimateMusic Project](#) and [Music Declares Emergency](#).

You can learn more about the Campaign and listen to our amazing song, *I Wanna Be Cool!*, [here](#).

This is strictly a non-partisan Campaign, and is easy to join. We hope that all who participate will make a pledge to take action to address climate change and we provide some easy pathways for doing so. But this is optional. The recording itself will engage many thousands, perhaps millions, on this critical issue.

To Get Started: Go to <http://ClimateMusic.org/BeCool> click on the tab that says "Youth Singing Groups Start Here" and fill out the form.

As soon as we receive your form, we will send you an email with links that contain all the information you will need and detailed instructions including:

- "Consent and Release" forms for the singers and choir directors;
- Song lyrics and music;
- Simple instructions for making audio and/or video recordings (no special equipment is needed); and
- A link to submit the recordings.

Please let me know if you have any questions. Or, better yet, go ahead and submit the form on the website, indicating your interest, and more information will be forthcoming.

Working together, we all can be cool!

PS please share this information with any other singing groups you think might be interested.
(signed)

Frequently Asked Questions

Q1. What is the Be Cool Campaign?

A1. The Be Cool Campaign will recruit tens of thousands of young people from around the United States and beyond to sing on a chorus of a new climate song, "*I Wanna Be Cool.*" There will be an option for singers' families, choirs and/or host institutions to take action to help address the climate crisis. This campaign is being organized by Music Declares Emergency US and The ClimateMusic Project <http://ClimateMusic.org/BeCool>

Q2. Can we submit an audio and/or recording if we are missing one or two permissions?

A2. No, the choir director needs to collect signed consent forms for every singer.

Q3. What parts of the song should groups/singers record?

A3. For purposes of the master recording, singers should start singing after the bridge, on the third chorus. We are also encouraging singers to create their own version of the song, in different genres and in their own style for posting on social media and online.

Q4. Can we submit a recording without an action pledge?

A4. Of course, we would prefer if all groups pledged to take action although this is not a requirement.

Q5. What types of actions are being suggested as part of the *Be Cool* Campaign?

A5. We are focusing on three areas: civic engagement (including voter registration drives); greening of homes and buildings; and improved climate education in schools and informal centers of learning. We are partnering with some nonprofit organizations to facilitate action in these areas. For example, for US residents, [Rewiring America](#) provides guidance and information about financial incentives to support electrification of homes, businesses and communities.

Q6. Can we submit the audio and video recordings at different times?

A6. Yes, as long as you are consistent with the naming convention we recommend

-Label your recorded audio/video/image file to include choir's name, state, and date of submission:

Example for Audio: East_High_School_Chair_CA_7-18-2023.wav

Example for Video: East_High_School_Chair__CA_7-18-2023.mp4

Q7. When you suggest providing videos of our choir members taking action, what type of action are you expecting?

A7. We would be happy if you share any video reflecting youth action on climate change.

Q8. Can we use a different process for recording than the ones described in the document?

A8. Yes, but we cannot guarantee inclusion for submissions.

Q9. Can we change our mind after submitting recordings and ask not to be included?

A9. Yes, if the request to remove the recording is before we have mixed the song, estimated to be in December 2023.

Q10. How old should members of the choir be?

A10. There is no set age limit but we are trying to amplify the voices of young people and prefer singers to be school or college age.

Q11. Can we get a copy of the final product?

A11. We will send a link to the mp3 and will be promoting sales to help fund the nonprofit's efforts.

Q12. Will we know how successful the Campaign is, in terms of views and actions taken?

A12. We are working with our partners to track the actions taken and will be as transparent as possible about our progress.

Q13. How can we contribute to the BeCool Campaign?

A13. The project needs volunteers. Contact: BeCoolSong@gmail.com

For tax deductible donations, please use this link:

<https://climatemusic.org/BeCool/#:~:text=Be%20Cool!%20Campaign,-,DONATE,-NOW>

Q14. Will there be any follow-up activities?

A14. Yes, we will continue to update our progress and suggest actions for action on climate change.

Q15. Who do I contact for more information?

A15. Contact: BeCoolSong@gmail.com

Q16. Can individuals record for this project?

A16. Yes.

Q17. Can I take any artistic liberties when recording singing?

A17. Yes!