



SECULAR WEEK OF

**ACTION**

4/28 - 5/7

*2023 COMMUNICATIONS  
TOOLKIT FOR LOCAL  
ORGANIZATIONS*

<b><i>What is Secular Week of Action?</i></b>	3
<b><i>Who Organizes SWoA?</i></b>	3
<b><i>Why Participate?</i></b>	3
<b><i>How to Participate</i></b>	3
<b><i>Suggested Planning Timeline</i></b>	4
<b><i>Planning Resources</i></b>	4
Service Event Guides	4
Fundraising Guides	5
<b><i>Logos and Fonts</i></b>	5
<b><i>Social Media Tips</i></b>	5
<b><i>Sample Social Media Posts</i></b>	6
General	6
Secular Week of Action as an Alternative to the National Day of Prayer	6
<b><i>Media Tips</i></b>	7
<b><i>Sample Emails to Send Your Members</i></b>	8
All About Secular Week of Action	8
Reminder to Attend and Promote	9
<b><i>National Partners</i></b>	10

## *What is Secular Week of Action (SWoA)?*

Secular Week of Action (SWoA) harnesses the commitment of changemaking communities across the globe to create a better world. SWoA is an opportunity to:

- **organize service events** based around shared values
- **connect new volunteers to impactful projects** in their own towns and neighborhoods
- **celebrate what human beings can achieve together** when we dedicate ourselves to ethical action

SWoA offers **a relevant alternative to the National Day of Prayer in the United States**, a day set aside in federal law for people to “turn to God in prayer” on the first Thursday of May. This government-sponsored day calls for a specific religious practice as an expression of civic virtue rather than for a shared practice embracing the diverse beliefs of our whole human family. The National Day of Prayer excludes secular people; people whose traditions do not include prayer; and anyone who does not see prayer as an adequate response to national and international crises.

This year, Secular Week of Action takes place April 28 - May 7 and provides **a way to participate in civic life together through volunteerism**. Anyone can participate in Secular Week of Action if they share our vision of a thriving humanity globally—created together through secular service that never discriminates based on religious belief or nonbelief.

## *Who Organizes Secular Week of Action?*

Secular Week of Action is a collaborative event that welcomes participation from any groups that want to organize inclusive service events. Major partners include [GO Humanity](#) (formerly Foundation Beyond Belief); [American Humanist Association](#); [American Atheists](#); [Secular Student Alliance](#); and the [Freethought Society](#). Organizations throughout the secular movement and beyond help make Secular Week of Action a success.

## *Why Participate?*

Secular Week of Action is an opportunity for nonreligious organizations to collaborate on:

- **equipping secular volunteer groups for action** at a time when work is desperately needed to address the serious environmental, political, and humanitarian crises members of our human family face throughout the world
- **increasing the visibility of changemaking secular communities** through national and international Secular Week of Action events
- **Communicating our shared secular values** to the public

## *How to Participate*

Our planet and the people on it face enormous challenges each day — some of which threaten our very existence as a species. These massive problems sometimes feel too big for small groups looking to participate in meaningful service events. But **there are many ways a few people can make a lasting difference**. We can ease the suffering of others, beautify our

communities, and inspire allies to join our work for a world with a safe and sustainable future for countless generations to come.

Here's what you can do:

- Plan a service project (see Planning Resources below for ideas).
- Register your event on the [Secular Week of Action](#) website.
- Post your event on Facebook and add [Secular Week of Action](#) as a co-host
- Follow [Secular Week of Action on Facebook](#).
- Post pictures of events and event planning on social media, and use hashtags #SecularAction #SecularValues and #WeekOfAction.
- Share information about what you are planning so we can help promote in the regional press; email updates to [serah@gohumanity.world](mailto:serah@gohumanity.world).
- Remember, your national organizations are here to help! If you have any questions or need help getting started, reach out to any of the national secular organizations participating in Secular Week of Action. You can also email GO Humanity's Programs Director for support: [wendy@gohumanity.world](mailto:wendy@gohumanity.world).

### ***Suggested Planning Timeline***

- **Friday, March 17** (six weeks from the start of Secular Week of Action): Start discussing with leadership what kinds of events you want to plan and how many.
- **Friday, March 31** (one month from the start of Secular Week of Action): Start planning your event(s). If you are working with partners or volunteering with another organization, confirm dates and times.
- **Friday, April 7** (three weeks from start of Secular Week of Action): Make sure your event(s) is posted to your social media and on calendars (including on the [Secular Week of Action](#) website) and you are promoting it to your members and potential volunteers.
- **Week before your event(s)**: final push for volunteers and making sure key volunteers and details are confirmed
- **Day of event(s)**: Post pictures, go live, have fun!
- **Within a week of your event(s)**: Post a wrap up with pictures and impact information to your blog, facebook. Talk with your leadership to debrief what went well and what can be improved. **Share your success metrics with us using [this form](#)** so we can brag to the press and the secular community!

### ***Resources for Groups***

(If you have additional resources to share, email [wendy@gohumanity.world](mailto:wendy@gohumanity.world)).

#### **Service Event Guides**

[Little Free Pantry](#)

[Organize a Giveaway to Provide Food and Basic Necessities](#)

[Start a Community Garden](#)

[In-Kind Collection](#)

[Craft for Good](#)

[Blood Donation](#) (including [Advocacy for Anti-Discrimination](#))  
[Park Clean Up](#)  
[Plant A Tree](#)  
[Little Free Library](#)

## **Fundraising Guides**

*Fundraise for a local organization taking action on shared values!*

[General Fundraising Guide](#)  
[Approaching Businesses for Fundraising](#)  
[Bake Sale](#)  
[Benefit Yard Sale](#)  
[Benefit Pasta Dinner](#)  
[Virtual Concert](#)  
[Online Gala](#)  
[Online Auction or Raffle](#)  
[Virtual “A-Thon”](#)  
[Online Pub Quiz](#)  
[Virtual Game Night](#)  
[Webinar or Talk](#)  
[Virtual Contest or Talent Show](#)  
[T-shirt Design Contest](#)  
[Virtual scavenger hunt](#)  
[Virtual Flying Spaghetti Monster Dinner](#)

## **Logos and Fonts**

[Logo files](#)

Logo Fonts:

- Biff Bam Boom (Paid: [Adobe](#))
- Crimefighter BB (Free: [1001 Fonts](#))

Print Media Fonts:

- Crimefighter BB (Free: [1001 Fonts](#))
- Knewave Regular (Free: [1001 Fonts](#))

SWoA Color Codes

- Grass #069E70
- Sun #FAC109
- Melon #FC5471

## **Social Media Tips**

- Need some graphics or suggested posts? Check out our [SWoA memes!](#)
- Like the [Secular Week of Action Facebook Page](#) and share our posts. We'll be posting project ideas, memes, and other fun stuff you can share to let your followers know about Secular Week of Action.
- Share the [Secular Week of Action website](#). Help raise the visibility of SWoA and the work we are all doing to make positive change.

- **Post pictures**  
Whether you're participating in a virtual group activity or as an individual, find creative ways to photograph your servicework and share online to inspire others.
- **Go live**  
Live stream on [YouTube](#), [Facebook](#), [Instagram](#), or other platforms. Are you working on a creative project? Interact with your audience while you work. Take suggestions from viewers as you go, or auction off creative choices! Make sure to talk about your activity regularly in advance so people know to tune in.
- **Network with other groups**  
Like, follow, and share the posts of other volunteer groups across the country to support one another's work!
- **Post your event online to help advertise your activity**  
Use [Facebook events](#), [Meetup](#), [Eventbrite](#), [Yelp](#), or others to let people know what you're doing for Secular Week of Action. Also check your local newspaper online to see if they have an event calendar that allows submissions.
- **Be sure to use the hashtags #SecularAction #SecularValues and #WeekOfAction.**

## *Sample Social Media Posts*

### **General**

All over the country, secular communities are organizing service events to build a better world from the grassroots up. Join our service event for Secular #WeekOfAction: [\[EVENT LINK HERE\]](#). #SecularAction #SecularValues

Secular #WeekOfAction is the perfect opportunity to meet new people, make new friends, and change the world! Join our service event and be part of a movement! [\[EVENT LINK HERE\]](#). #SecularAction #SecularValues #WeekOfAction

Let's unite in compassion for Secular #WeekOfAction! You can be part of this national celebration of shared values by joining our service event: [\[EVENT LINK HERE\]](#). #SecularAction #SecularValues #WeekOfAction

Meet people in your community who share your values — and make a difference! Join us in service for Secular #WeekOfAction. [\[EVENT LINK HERE\]](#) #SecularAction #SecularValues

### **Secular Week of Action as an Alternative to A Day of Prayer**

We're lifting up our community with Secular #WeekOfAction rather than bowing our heads for National Day of Prayer. Join us! [\[EVENT LINK HERE\]](#) #SecularAction #SecularValues

We won't be praying to a Higher Power on National Day of Prayer — we're showing up with People Power to make a difference in our communities: [\[EVENT LINK HERE\]](#) #WeekOfAction #SecularAction #SecularValues

Instead of getting on our knees for the National Day of Prayer, we'll be on our feet taking action to improve our community — and you can too! [\[EVENT LINK HERE\]](#) #SecularAction #SecularValues #WeekOfAction

## **Media Tips**

### **Put out a Press Release**

You'll want to **send this out before May 2** so that reporters can cover Secular Week of Action events in conjunction with the National Day of Prayer. Check out this [sample press release](#) from a local group's SWoA event as a guide.

Not sure where to send it? You can usually find reporter, editor, and assignment desk email addresses on the staff pages of your local newspaper and television websites. If you enjoy a good debate, don't forget to include religious news sources!

If you're affiliated with a national secular organization, contact them for help using their PR software to build a custom press list for your region. You can also email GO Humanity's Communications Director for assistance: [serah@gohumanity.world](mailto:serah@gohumanity.world).

### **Tweet at Influencers!**

If your group has a Twitter account, you can tweet about your event @ local news sources, reporters, secular organizations, and atheist thought leaders. Make sure to use the hashtags #SecularAction #WeekOfAction and #SecularValues.

### **Follow Up**

After you've completed your event, share pictures, fundraising numbers, and other markers of success on social media and in follow-up emails to reporters. Don't forget to tag [Secular Week of Action on Facebook](#) so we can help celebrate your accomplishments and brag on your efforts. And use those hashtags! #SecularAction #WeekOfAction and #SecularValues

**Need more promotion ideas?** Check out these helpful media guides from [CodePink](#) and [Move On](#).

## *Sample Emails to Send Your Members*

### **Email 1: All About Secular Week of Action**

Subject: Join us for Secular Week of Action!

Hi [Name],

Secular Week of Action is an opportunity for communities around the world to join together in meaningful action as an alternative to the United State's National Day of Prayer. We're excited to participate in this year's Secular Week of Action with our service event, [Service Event Name Here]. We hope you'll join us [Date] to make change in our community — and celebrate our secular values! Learn more here: [Link to event].

And make sure to follow [Secular Week of Action on Facebook](#) to stay connected to the national event.

Thanks for helping us put our values into action!

Sincerely,

[Name]



## Email 2: Reminder to Attend and Promote

Subject: Secular Week of Action is Here!

Dear [Name],

If you haven't signed up to join us yet, make sure to RSVP for Secular Week of Action here: [\[insert event link\]](#). And don't forget to wear your secular swag!

If you aren't able to join us in person, head over to the Secular Week of Action website to take the [pledge for action](#) — you'll find a bunch of individual and virtual volunteer activities you can participate from anywhere on your own time.

Thank you for helping amplify secular values, and for making an impact in our community. We appreciate you!

Sincerely,

[Name]

THANK YOU TO OUR NATIONAL PARTNERS:



# GO Humanity

Formerly



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