

SECULAR WEEK OF

**ACTION**

4/26 - 5/5

2024

COMMUNICATIONS TOOLKIT FOR  
NATIONAL ORGANIZATIONS

# **TABLE OF CONTENTS**

<b>WHAT IS THE SECULAR WEEK OF ACTION?</b>	<b>3</b>
<b>HOW TO PARTICIPATE</b>	<b>3</b>
<b>HERE'S WHAT WE CAN DO</b>	<b>3</b>
<b>RECOMMENDED TIMELINE</b>	<b>4</b>
<b>ORGANIZING ACTIVITIES: TIPS, GUIDES, LOGOS</b>	<b>5</b>
<b>PROMOTING ACTIVITIES: TIPS, SAMPLE EMAILS</b>	<b>5</b>
<b>PUBLICITY &amp; SOCIAL MEDIA TIPS</b>	<b>7</b>
<b>REPORTING ACTIVITIES</b>	<b>8</b>

# WHAT IS THE SECULAR WEEK OF ACTION (SWOA)?

[Secular Week of Action \(SWoA\)](#) unites compassionate communities to:

- **organize service events** based around shared values,
- **connect volunteers to impactful projects** in person and online, and
- **celebrate what human beings can achieve together** when we dedicate ourselves to ethical action.

SWoA celebrates the power of community and action! For ten days each year—encompassing the National Day of Reason on May 4th and the National Day of Prayer on the first Thursday of May—the secular movement rallies together for inclusive responses to social problems and promotes the welfare of humankind. SWoA welcomes collaboration from local and national groups that support a thriving humanity—created together through secular service that never discriminates based on religious belief or nonbelief. Major partners include [American Humanist Association](#), [American Atheists](#), [Secular Student Alliance](#), [The Freethought Society](#), and [Secular Coalition for America](#).

In 2024, SWoA takes place Friday, April 26 - Sunday, May 5 and puts our values of critical thinking, empathy, and responsibility to work to support each other, our environment, and our communities.

## 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.

When local groups **host a food drive; deliver meals; hand out bus passes; or volunteer at a local food pantry**, they're making it easier for someone to stay housed or find shelter. When they **clean up local parks and beaches; plant trees; grow pollinator gardens; and remove invasive plants**, they're protecting vulnerable wildlife and modeling healthy stewardship of our earth. When they **advocate for progressive change locally and nationally**, they're helping transform our political structures into systems that empower people and our planet to flourish. When they **build partnerships with other successful changemaking organizations in their communities**, they amplify important work that can have a near-infinite ripple effect.

## HERE'S WHAT WE CAN DO:

- Plan service projects (see resources and sample communications below).
- Register events on the [Secular Week of Action website](#) (make sure to include organizer contact information so we can connect you with interested press).
- Post your events on social media and add the [Secular Week of Action Facebook page](#) as a co-host to expand your outreach. You can share posts and events from our Facebook page to your personal profile, organization's public page, and groups to support other SWoA activities. Use hashtags #SecularAction, #SecularValues, and #WeekOfAction.
- Encourage [individual members and friends to join events](#) and share with others.



- Take and [share pictures of events and record the impact you've made](#) like items collected, engaged volunteers, total audience supported, etc.
- Remember, local and national organizations are here to help! If you have any questions or need help getting started, reach out to any of the organizations participating in Secular Week of Action.

## RECOMMENDED TIMELINE

### MARCH 1-25 --> SHARE SECULAR WEEK OF ACTION & BEGIN PLANNING ACTIVITIES

- Announce SWoA to groups and members (see sample emails).
- Promote SWoA dates, [website](#), and [Facebook page](#) on social media (see sample posts), encouraging people to organize and attend events.
- Brainstorm possible events and activities, and determine individual and team responsibilities (see guides for ideas and tips).

### MARCH 25-APRIL 5 --> PROMOTE ACTIVITIES & SWOA

- Celebrate your groups' events on your social media.
- Start planning your event(s). If you are working with partners or volunteering with another organization, confirm dates and times.
- 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.

### APRIL 5-26 --> FINALIZE PLANNING & SEND REMINDERS

- Continue social media promotion.
- Share documentation/metric tracking tips with affiliates (see sample emails).
- final push for volunteers and making sure key volunteers
- and details are confirmed
- Use the SWoA Event Form to track affiliate groups' events and metrics
- Identify and coordinate with groups that would be good candidates for streaming portions of their events live on Facebook.

### APRIL 26-MAY 5 --> RUN ACTIVITIES, TAKE PHOTOS, & RECORD IMPACT

- [Share Secular Week of Action graphics](#) on your social media, or create your own to share.
- Share final tips with affiliates (see sample emails).
- Share compelling events on your social media, tag the SWoA Facebook Page, and use hashtags #SWoA #SecularAction #SecularValues and #WeekOfAction.
- Stream worthy events live on Facebook.
- Post pictures, go live, have fun!

### MAY 5-15 --> SHARE SUCCESSES

- [Share success metrics using this form](#) so we can brag to the press and the secular community!
- 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!

# ORGANIZING ACTIVITIES

The [Secular Week of Action website](#) has some great ideas for actions and guides with tips you can use with a group, your family and friends, or as an individual. All actions help with needed change.

## TIPS

## LOGOS AND FONTS

[Google Drive Link with Secular Week of Action logo and social media graphic templates.](#)

### LOGO FONTS:

- CC Biff Bam Boom ([Paid: Adobe](#))
- Might Makes Right BB ([Paid: Adobe](#))
- Alternate: Crimefighter BB ([Free: 1001 Fonts](#))

### PRINT MEDIA FONTS:

- Might Makes Right BB ([Paid: Adobe](#))
- Knewave Regular ([Free: 1001 Fonts](#))
- Alternate: Crimefighter BB ([Free: 1001 Fonts](#))

### SWOA COLOR CODES:

- **Blueberry** - #2e3365
- **Peach** - #ff7f50
- **Raspberry** - #ef476f
- **Turquoise Candy** - #20c4f4
- **Plum** - #3c1642
- **Banana** - #fddb2e

## PROMOTING ACTIVITIES

### SAMPLE EMAILS TO AFFILIATE GROUPS

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

Subject: Join us for Secular Week of Action

Hi [Name]!

Every year, Secular Week of Action (SWoA) unites compassionate individuals and celebrates the power of community action! In 2024, SWoA takes place Friday, April 26 - Sunday, May 5 and puts our values of critical thinking, empathy, and responsibility to work to support each other, our environment, and our communities. Whether we're hosting a food drive, delivering meals, handing out bus passes, or volunteering at a local food pantry, our work in our community matters and makes a lasting impact.

We're excited to participate and invite you to join us!

[Local groups can invite members to join in planning or announce specific events]

[National organizations can invite members to visit the Secular Week of Action website (for activity guides, events, and to add their own events to share) and follow the Secular Week of Action Facebook page (for project ideas, memes, and more). And offer to support their events.]

Sincerely,

[Name]

### **Sample Email 2: Secular Week of Action Reminder**

Subject: Get Ready for Secular Week of Action?

Dear [Name],

We're looking forward to a great Secular Week of Action with you! Remember to RSVP to events [can add specific event details and links] and share with others. Make sure to be visible with clothes, buttons, etc. identifying your group to celebrate the work you're doing in your community. Take lots of pictures so we can show off the success of the Secular Week of Action, and use hashtags #WeekofAction #SecularAction #SecularValues on social media so we can see.

We can't wait to make a powerful impact with you during SWoA!

Sincerely,

[Name]

### **Sample Email 3: Wrapping Up Secular Week of Action**

Subject: Thank you for making Secular Week of Action a success!

Dear [Name],

We're so proud of all of our awesome organizers and volunteers for sharing your time, energy, and compassion. As we wrap up, we'd love to hear from you about how everything went. Share your impact using this form so we can brag to the press and the secular community! And keep sharing on social media.

Thank you for helping make a big impact nationally. We appreciate you!

Sincerely,

[Name]

## PUBLICITY & SOCIAL MEDIA TIPS

- **Share our SWoA graphics and your event graphics on social media.** ([Here's a dimensions cheat sheet](#) for memes, stories, cover images, and event cover images. [Canva](#) has free templates and useful graphics).
- **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 about your event before and pictures of it during** and tag @ relevant accounts like SWoA, secular organizations, local news sources, reporters, and atheist thought leaders to get posts seen by more people. **Use the hashtags #SecularAction #SecularValues and #WeekOfAction.**
- **Go Live on YouTube, Facebook, Instagram, or other platforms**, and make sure to announce when you'll be live so people can tune in and engage. Show volunteers working, talking about the activity and its importance, and having fun.
- **Support other groups' work** by liking, following, and sharing their posts.
- **Search for community calendars and local reporters to share events.**

## SAMPLE POSTS

All over the country, secular communities are organizing service events to build a better world from the grassroots up. Learn how you can participate in Secular #WeekOfAction, April 26 - May 5, at [weekofaction.org](#).

Secular #WeekOfAction is the perfect opportunity to meet new people, make new friends, and change the world! Find a service event near you and be part of the movement April 26 - May 5 at [weekofaction.org](#).

Let's unite in compassion for Secular #WeekOfAction! Find out how you can be a part of this national movement to promote shared values at [weekofaction.org](#). #SecularAction  
#SecularValues

Meet people in your community who share your #SecularValues—and make a difference! Join a service event during Secular #WeekOfAction, April 26 - May 5. You can find an event near you at [weekofaction.org](#)

We're lifting up our communities with Secular #WeekOfAction rather than bowing our heads for the National Day of Prayer. Learn more at [weekofaction.org](#) #SecularAction #SecularValues

Instead of getting on our knees for the National Day of Prayer, the secular community will be on our feet taking action to improve our communities. Learn more at [weekofaction.org](#) #SecularAction #SecularValues #WeekOfAction



## *REPORTING ACTIVITIES*

Help us celebrate the impact we have when we all act together! When your action is done, [remember to report on it using this form](#) so we can share SWoA's total impact. We want to know what activities happened, how many volunteers helped, total Impact numbers (ex: direct beneficiaries, money raised, meals/kits distributed, items donated, bags of trash collected, etc.), how successful the events were, and if they got press coverage. Your insight will help us improve SWoA in the future. Thanks in advance!