

Fuelling Positive Change

Communications pack

Information, templates and graphics to help you promote your divestment decision and encourage others to consider joining the campaign

NCVO



What is fossil fuel divestment?

Divestment means moving money away from funds for financial, ethical, or other reasons. It is the opposite of investment. This could include disposing of stocks, bonds, or investments.

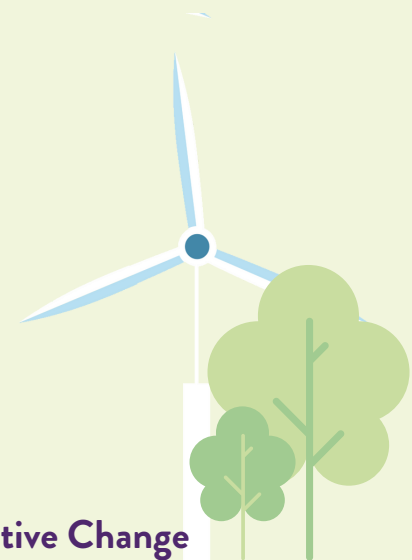
Fossil fuel divestment is when an organisation or individual moves their money away from businesses involved in the extraction, production, transportation, refining and marketing of fossil fuels. Examples of these fuels are coal, tar sands, oil and gas.

Fossil fuels are already harming communities - from soaring energy costs to extreme weather and it's only going to get worse.

Through our investments, many charities are unintentionally funding the fossil fuel industry. Charities that are able to divest from fossil fuels have the opportunity to send a powerful message.

Together we can help our sector to consider divesting from fossil fuels. Together we can fuel positive change instead.

[Learn more](#)



Social media

Template messages

To get your supporters excited about the campaign, we've created some template messages and graphics for you to share on social media.

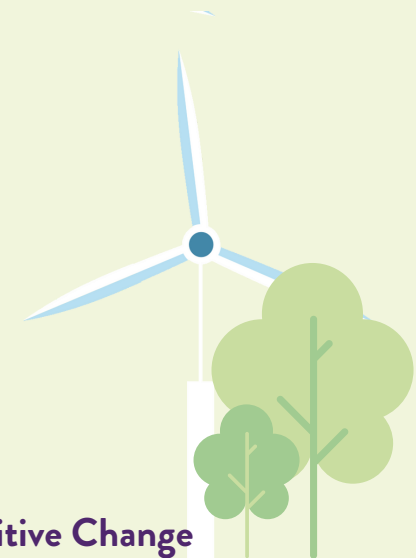
Make sure to explain why your board reached the decision and how it is in the best interest of your purpose and charity.

Feel free to change the messages to fit your organisation's style, but remember to include #FuellingPositiveChange on all of your posts.

Download 



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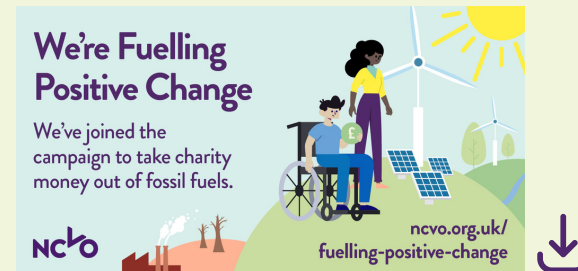
Social media

Images

Twitter



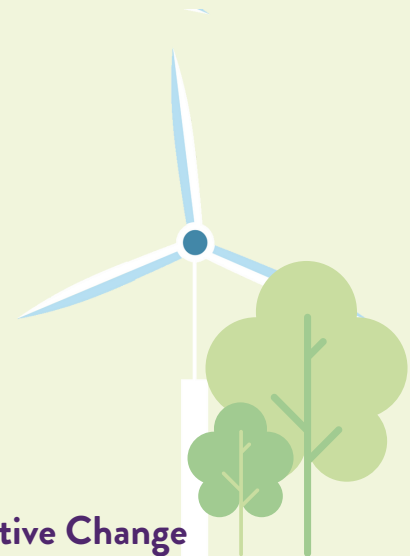
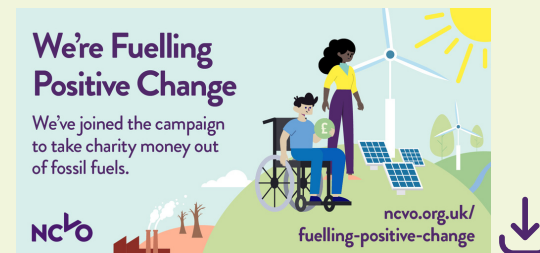
Facebook



Instagram



LinkedIn



Email

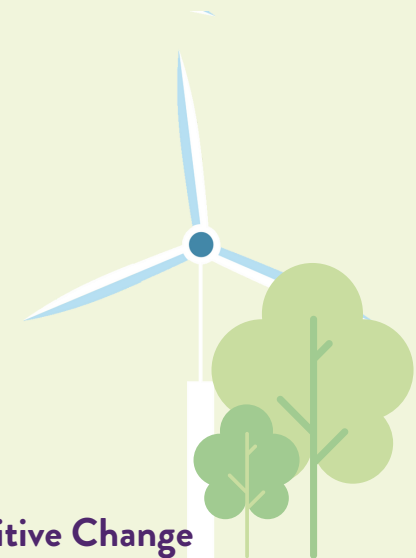
Template messages

We've created email templates and graphics to help you share the news with your supporters that you've joined the Fuelling Positive Change campaign.

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Fuelling Positive Change



Email

Images

Email banner



Email signature

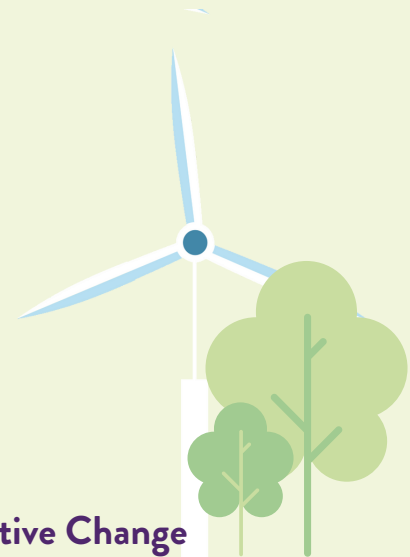


Media

Template press release

We've created a template press release that you can edit and share with your local newspaper or the national press.

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Website or newsletter

Template article

We've created a template article that you can add to your website or newsletter.

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