

# Ready For 100 Action C4 Swag

*Guidelines on how to order and use campaign swag - legally, compliantly, and creatively!*

## Compliance

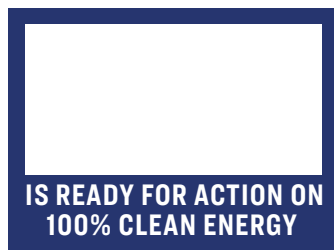
The following Ready For 100 Action swag items are 501(c)(4) approved. These materials may be used if you have been approved to run a parallel Ready For 100 Action campaign. These are the only materials that can be used for C4 activities. They can also be used for C3 activities. To learn more about campaign funding restrictions, visit [sc.org/rf100-compliance](https://sc.org/rf100-compliance)

C4 swag may be directed, worn, presented, distributed or used:

- During, or in relation to city council votes, or similar events resulting in legislation
- For actions or events related to direct asks of officials regarding potential legislation
- In the presence of legislators when making a direct ask, or if they are currently working on clean energy legislation
- In the presence of City Council members if the purpose of the conversation is a direct ask to take a specific legislative action.
- In order to advertise, educate or influence citizens to vote for legislation
- At moments, such as press conferences, where Ready For 100 is taking credit for legislative victories

## Currently produced C4 items (and suggestions for use)

**Placards** - double sided signs, 24 x 18, side one: Clean.



Healthy. Affordable. (with Ready For 100 Action graphic), side two: blank space for writing on top of "Is Ready For Action on 100% Clean Energy"

- Photo ops! Have people take a photo with the placard and share it on social media.

- Bring to a City Council vote on clean energy legislation.
- Decorate a table in a public space where you plan to discuss an upcoming vote or pending legislation
- Take a group photo at a press conference announcing legislation.

**Stickers/Buttons** - round, 2.5" in diameter with "Ready For 100 Action"

- Pass these out to people when you talk about pending legislation
- Bring to legislators when you're making legislative asks
- Have your group wear these visibly when doing legislative lobbying

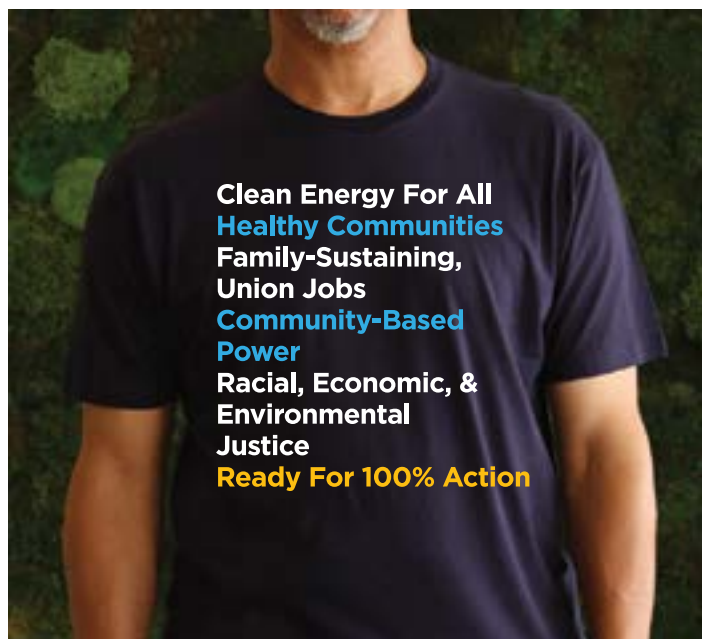


**T-shirt** - dark blue shirt with colored text summarizing our mission statement across the front, Sierra Club Ready For 100 Action logo on the back

- Wear these to a city council vote
- Or to any action influencing legislation
- These may be used for select C3 activities but should be primarily reserved for C4 activities

**Download swag artwork files here:**

[sc.org/rf100action-c4-swag](https://sc.org/rf100action-c4-swag)



---

## How to order more swag

### Funded campaigns

Funded campaigns should use their own budget to order swag. The national office will not send swag to funded campaigns, but is happy to provide recommendations on vendors. We encourage the use of local vendors and ask that any company used be union.

### Distributed campaigns

A limited supply of swag is on hand in the national office and is available upon request for distributed campaigns. To request swag, email [RF100.Info@sierraclub.org](mailto:RF100.Info@sierraclub.org) with a short organizing plan and specific goals explaining how the materials will be used.

---

## Creating new swag (or modifying existing designs)

If you have ideas for new swag items you would like to order, or customization to existing designs, once artwork is finalized, it is required that all creations/changes be sent to Compliance for approval.

**Questions? For more information on ordering, please contact [RF100.Info@sierraclub.org](mailto:RF100.Info@sierraclub.org)**

To learn more about our campaign brand, logos, graphics, and more visit [sc.org/rf100-style-guide](https://sc.org/rf100-style-guide)

## By using our Ready For 100 Brand Materials, you are agreeing to:

- 1) Conduct your Ready For 100 work in a manner consistent with the RF100 Campaign Principles. [sc.org/rf100-principles](https://sc.org/rf100-principles)
- 2) Use the Ready For 100 Brand Materials only to promote our shared campaign goals.
- 3) Understand and follow the rules about when to use the campaign graphic, and when to use the campaign logo. See the RF100 Style guide. [sc.org/rf100-style-guide](https://sc.org/rf100-style-guide)
- 4) And when to use Ready For 100 501(c)3 branding, and when to use Ready For 100 Action 501(c)4 branding. See RF100 Compliance Guidance. [sc.org/rf100-compliance](https://sc.org/rf100-compliance)
- 5) Never use the Ready For 100 Brand Materials for commercial purposes, without written permission from the Sierra Club. See [sc.org/style-guide](https://sc.org/style-guide).
- 6) The Ready For 100 Brand Materials (including any swag materials, the campaign logos, the campaign graphics, and all customized graphics prepared for use in the campaign) are Sierra Club trademarks. By using these materials you are acknowledging that you are doing so under a revocable license from the Sierra Club.
- 7) The Ready For 100 campaign logo (the one with the tree) may not be modified, and may not be used by other organizations without explicit written authorization. Sierra Club staff should consult with their managers before using the Ready For 100 logos. Members and volunteers should consult their local chapter or the Ready For 100 national team.

Sierra Club National  
2101 Webster Street, Suite 1300  
Oakland, CA 94612  
(415) 977-5500

Sierra Club Legislative  
50 F Street, NW, Eighth Floor  
Washington, DC 20001  
(202) 547-1141

[sierraclub.org](https://sierraclub.org)  
[facebook.com/SierraClub](https://facebook.com/SierraClub)  
[twitter.com/SierraClub](https://twitter.com/SierraClub)

