

COPx Engagement and Organizing Manual

August 2026

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COPx
Conferences of People, Independently Organized
Engagement & Organizing Manual

A Guide for Champions, Chapter Leaders, and Event Organizers
August 2026

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With gratitude to Shawn Sweeney and LA Climate Week for sharing their insights from their excellent “Event Organizers Toolkit,” that have contributed greatly to this guide, (<https://laclimateweek.com/>), and also to Catherine Greener of COPx Colorado for her work on this Manual.

Part One — About COPx

What Is COPx?

COPx - Conferences of People, Independently Organized - is a global movement enabling people everywhere to solve the climate crisis by implementing known solutions in their own communities, in their own way.

For thirty years, governments negotiated climate change within what were meant to be safe limits. A problem that seemed distant in 1995 is now an imminent crisis. Nature does not negotiate. The negotiations did not succeed on the timeline the science required - so it is time for the sovereign to step in: the people. And that means you.

We can't bring the world into one conference room. But we can bring the conference to where people actually live. COPx is a bottom-up, decentralized alternative to a single annual UN ritual: thousands of small, simultaneous, and ongoing locally-led events and actions that together form one continuous "conference of people." Each one delivers a piece of action right away. Together they build political will, constituency by constituency.

COPx complements the UNFCCC's annual Conferences of the Parties (COP), turning global goals into local action. COPs happen once a year, for two weeks. COPx happens everywhere, every day.

Who We Are

COPx is created by the actions of thousands of people, from civil society to officials and businesses, but most important, local community members, united by an urgent concern for the planet. Even where we disagree on other issues, we are committed to creating a climate safe future. We are as diverse as the world itself.

What We Do

COPx is a not-for-profit "affiliation" model. As an organizer, you do what fits your community best, from beekeeping and rooftop solar to campaigning against your biggest local polluter. COPx provides the global connection, creative materials, and network support to help that work be seen and supported. A shared knowledge base ("Localpedia") helps organizers find what has worked elsewhere, who did it, and how to reach them. AI strategy tools help you plan what makes sense for your community. As the network grows, COPx will also make connections to funders who can help local groups grow.

With thousands of local organizers, COPx weaves individual fibres into a powerful rope, joining communities to each other and to the world.

Our Story

COPx is not another campaign. Created to empower you, it is owned by you. Become a COPx organizer in your community or enhance what you already have. Every small step makes a difference. Together, they add up to extraordinary momentum.

How to Be Part of It

We don't need permission. We need each other.
Share what you do. Every act matters. Picked up a can? Stopped spraying poison in your garden?
Running a local organization? Tell us. Show us. You're already part of COPx.

Looking Ahead: The COPx Vision

Thousands of COPx events will result in thousands of local communities. Building on those, a new top-level domain, ".COPx," will create a trusted space on the internet for everything climate and environment - imagine www.birmingham.copx or www.sony.copx. Collectively owned and governed by swarm intelligence, ".COPx" is envisioned with a built-in immune system against abuse and greenwashing.

Longer-term, COPx aims to become the largest “how to” and “who does” knowledge base on climate and biodiversity on the planet - a collective brain to keep our planet alive, with AI powering the platform and delivering access in 25+ languages in real time, connecting people and suggesting connections.

A further ambition is a new, non-mined alt-coin, the COPx, that would create revenue exclusively for environmental action - a currency whose growing use increases its own utility, envisioned as cyber currency’s go-to environmental coin.

These are directional ambitions, not commitments on a timeline. They exist to show where the movement could go as it grows, not to describe what COPx offers today.

How to Use This Manual

Part Two - Become a Champion: any individual can start today (Act, Engage, Organize, Join).

Part Three - How COPx Communicates: tone, messaging, and what you may want to avoid.

Part Four - The COPx Movement-Building Framework: a deeper, more structured methodology for champions building local campaigns across generations and geographies.

Part Five - Starting & Growing a COPx Chapter: the recruitment and onboarding toolkit for staff, organizers, and prospective chapter leaders.

Part Six - Organizing a COPx Event: end-to-end operational guidance about audience, venue, sustainability, accessibility, volunteers, communications, and impact tracking.

Part Seven - Growing the COPx Digital Community: for staff and core organizers - the digital growth strategy, future platform, partnerships, and resourcing behind the movement.

Read this manual cover to cover, or jump to the part that matches where you are right now. This is a resource, not a rulebook. Use what serves you. Help us improve what doesn't.

Part Two - Become a Champion: Act, Engage, Organize, Join

This part of the manual is for champions. That means you.

It begins with you, an individual, not a title, not an institution. Every movement does. One person decides to engage. One person chooses to act. One person steps forward. A climate champion is someone who shows up, brings people together, and helps move climate solutions forward in their community. As the saying goes: if you think you are too small to make a difference, try spending the night with a mosquito. A champion is the one who shows up.

Champions alone make a difference. Champions together create change.

This section is structured around four stages of engagement: Act; Engage Others; Organize a Group; and Join Others. COPx is not about boiling the ocean - that will happen on its own if we fail to act. It

is about disciplined focus on your span of control. What can you influence? What can we implement now? What measurable action strengthens our collective future?

Thirty years of intergovernmental negotiations on climate have not yielded sufficient results, but there are indications that people overwhelmingly want climate action. The entire climate scene is fragmented, politicized and individuals do not know what to do or where to start. In every community a person who does care, who has friends, who can move something wants to act, but may not know where to start. COPx gives these people the tools, material, webspace, tools, perspectives. Most importantly: we give you a community, a family, a group of like-minded people where your concerns are appreciated and your actions celebrated. THAT is what has been missing.

Global transformation is built from local action. Policy shifts when communities move. Markets respond when people organize. Culture changes when this becomes visible and normal. Whether you are a student, a mayor, an investor, a parent, a technologist, a faith leader, or a neighbor, this section is designed to help you move from intention to impact.

The work starts with you. It accelerates when you engage others. It becomes durable when you organize.

I. Act - Do One Thing (DOT)

"But what can I do...? I'm just one person..." said 8 billion people.

Big challenges don't require everyone to do everything. People draw inspiration from those who act. Every one of us has about twenty people who watch what we do: family, co-workers, fellow students, people on the bus. Action has power. When you act, others notice. No action is too small.

COPx is built around everyone doing one thing - not everything. It doesn't have to be perfect. It's not a goal, or a someday. It's the one thing you did today. Every day, ask yourself: what's my DOT today? Then each day, challenge yourself: what more can I do?

It can seem overwhelming to launch a campaign, but every one of us can do one thing every day. At minimum, talk to one person about your desire for a climate-safe future, your fears about what's facing us, or your knowledge about solutions. You don't need to be an expert. You don't need to lecture anyone. Just share what you're feeling.

Change happens one thing at a time. When you take one action, it builds your confidence, inspires others, creates momentum, and becomes a habit. Share your DOT with COPx. We will help your actions will inspire others.

Everyday Actions Worth Sharing

- Buy local - locally produced food and products cut transport emissions. Regeneratively grown food returns carbon to the soil. Industrial food production accounts for a third of global emissions.
- Buy less, reuse - reduce consumption where you can.
- Go as plastic-free as you can. Avoid single-use plastic. It's made from oil, and releases CO2 as it degrades.
- Move with less carbon - walk, bike, or take public transport. You'll be healthier and emit less.

- Drive electric - if you're buying a vehicle, make it electric or at least hybrid.
- Improve appliances - when you replace a home appliance, choose the most efficient option available.
- Replace gas with electric where you can - better service, lower cost, smaller footprint over time.

With each of these actions you will save money, be healthier and make a difference. For a daily dose of solutions, subscribe (free) to The Cool Down (thecooldown.com). The UN's "Actions for a Healthy Planet" (un.org/en/actnow) is another good source of steps you can take every day.

II. Join Others

You don't have to start from zero. COPx connects you to existing events, groups, and partners already doing this work.

Events

- Local events
- Regional events
- National events
- International events

Climate Weeks - check out the ones happening near you. Quality varies: some are excellent and well-run; others haven't yet found their stride. Part Six of this manual ("Organizing a COPx Event") gives you a strong model to evaluate any Climate Week or local event.

COPx Partners

This list is constantly being updated – please check back.

- Climate Shapers
- Club of Rome
- Earthday International
- Earth Guardians
- Earth Tribes
- Environment Next
- Farmlink
- Foundation for Climate Restoration
- Global Assembly
- Hylo
- Kite HURD
- Natural Capitalism Solutions
- Open Impact
- Pace Energy and Climate Center
- Save Soil
- Savimbo
- Soil4Climate
- The Ray
- Youth 4 Planet International

Part Three - How COPx Communicates

Communication is core to COPx. How we communicate determines who feels invited, who feels empowered, and who chooses to join us and take action. COPx communication should do three things, consistently:

1. Inspire ability
2. Build belonging
3. Drive action

If communication does not lead to engagement, it is noise, a waste of time.

Tone: Confident, Inspirational, Empowering, Action-Oriented, Solutions-Focused

Communicate with passion, clarity, and conviction. Climate action is necessary, achievable, and already underway. Progress is happening, even when things feel bleak. Communicate with urgency — but remember, people respond to opportunity, positive framing, and possibility.

"The science is clear. We have the solutions to solve the climate crisis. Doing this saves money, delivers more jobs, creates greater security, and builds better communities." This is how COPx frames the case.

See the appendix for reliable sources of the science.

Emphasize

- Solutions - what has already worked in your community or elsewhere that could be done here
- Practical successes - who has implemented a change near you
- Momentum - people want to be part of success; show them what's already moving
- Opportunity - how action creates community, jobs, and solves other problems at the same time
- Improvement - these actions will save you money, make you more comfortable, give you more control

Avoid

- Doom-and-gloom framing - a steady diet of negative news is measurably turning people away from news altogether

Communication that is not helpful includes: "The climate crisis is out of control. We are running out of time. Governments have failed. Corporations are destroying the planet. If we don't make massive changes immediately, our future is doomed." This framing creates paralysis, removes agency, narrows the audience to people who are already engaged, increases anxiety without offering direction. It reinforces helplessness.

Inclusive and Supportive of All

COPx belongs to everyone. Our language and our actions should reflect respect across cultures, professions, generations, and political perspectives. Lead with what everyone wants: health, safety, economic resilience, energy security, and prosperity: a future that works for everyone. Communicate as a neighbor speaking to other neighbors. Insider language speaking to insiders excludes the people who could help.

Every Communication Should Answer: What Can Someone Do Next?

Posts, emails, speeches, and events should include a clear action that people can take, including:

- Attend
- Share
- Sign up
- Install
- Call
- Convene
- Pilot
- Partner

Awareness without a way to act stalls momentum.

Core Messaging Pillars

Every message, social post, newsletter, or remark should underscore that every individual has the ability to influence, that we have momentum, and that we have the solutions. All COPx-related communication should emphasize:

- Each of us has the ability to take action and have influence. Start where you stand.
- When we work together, change accelerates. The future is built together.
- Solutions are available. Show the audience how accessible they are.
- What is being done locally matters. What is being done locally will be an example everywhere.

Every message should answer: What can I do? Who can I do it with? What does the first step look like?

Please Avoid

- Shaming language
- Alarmist exaggeration
- Technical jargon that excludes people

Know Your Audience: Seeker, Doer, Organizer

The global COPx community grows by building relationships with a succession of key audiences, each representing a complementary position in the climate engagement journey. Understanding these groups helps tailor communication, support, and mobilization:

- **The Seeker** - an individual who wants to learn, understand, and get more information.
- **The Doer** - someone who wants to engage, volunteer, donate, or share a solution.
- **The Organizer** - the person willing to lead others.
-

Most people move through this journey in order: they seek, then do, then organize. Communications and calls to action should meet people at the stage they're actually in, rather than asking a Seeker to do an Organizer's job on their first touch.

Part Four - The COPx Movement-Building Framework

COPx invites champions across generations and geographies. This framework is a deeper, structured methodology for anyone building a local COPx campaign from the ground up, who wants to move

beyond individual action, into sustained, measurable local movement-building. Remember, these are guides. Use what works for you. Don't think you have to do everything at once. Start with what you can manage and let it grow.

Purpose and Global Context

Mission: equip individuals and networks worldwide to catalyze community-driven climate action that delivers measurable environmental, social, and economic impact. Enable people to act, and provide the tools and inspiration to tap into their innate courage and individual leadership. No act is too small. COPx doesn't require alignment with any single framework. It works as a complement to the UN's Conference of the Parties (COP) to turn global goals into local action. COPs happen once a year for two weeks, COPx happens everywhere, every day.

Key points: use storytelling - don't tell, show. Speak in common language.

I. What Problem Are You Solving?

Be focused. Use storytelling. Choose a specific, achievable focus:

- Renewable energy access
- Urban heat mitigation
- Regenerative agriculture
- Waste reduction
- Circular economy initiatives
- Coastal resilience
- Climate literacy programs

Selection criteria: your suggestion should be locally relevant; be measurable within 6–12 months; have visible impact; show a clear decision pathway; be a scalable model.

II. Understand the System You Seek To Change and Map Who Has Influence

Dimension	Detail
Stakeholders	Government decision-makers; Business leaders; Community organizations; youth movements; Indigenous leaders, Faith leaders, Financial institutions; Media
Power assessment	High power / low support; High power / high support; Low power / high mobilization potential
Barriers	Policy resistance; Cultural norms; Economic constraints; Misinformation

III. Frame Climate Through Shared Human Priorities

Keep framing personal and relatable — avoid abstractions and extrapolations. Ground the case in:

- Health and air quality
- Economic stability and jobs
- An affordable future
- Energy security
- Food and water security
- Community resilience and security
- Intergenerational responsibility

IV. Build an Intergenerational Core Team

Dimension	Detail
Representation	Youth leaders; Mid-career professionals; Elders and community anchors
Functional roles	Strategy lead; Mobilization lead; Communications lead; Policy lead; Metrics lead
Capacity building	Climate literacy; Organizing skills; Conflict navigation; Media training; Policy literacy

V. Listening and Trust-Building

Objectives: show lived impacts of what climate change is doing in your community; identify what is stressing people; understand their priorities.

Methods: engage in dialogues; hold online forums, youth roundtables, and faith gatherings. Document insights and recurring themes.

VI. Tangible Demonstration Projects

What you can do depends on you and your context. Examples: solar pilots, urban tree planting, food waste diversion, cooling centers, climate innovation labs, community climate plans.

Visibility strategy: public dashboards; site tours; case studies; open-source replication.

VII. Visible Commitment and Collective Identity

- Pledges and ambassador programs
- Business and institutional recognition badges
- Track emissions reductions, households engaged, policy wins, and jobs created

VIII. Integrate Personal, Collective, and Policy Action

Level	Actions
Personal	Energy efficiency; waste reduction; sustainable consumption
Collective	Community projects; advocacy; public consultation
Policy	Testimony; civic participation; institutional partnerships

IX. Storytelling and Narrative Strategy

- Highlight local champions
- Showcase intergenerational collaboration
- Use digital and in-person platforms
- Develop multilingual materials

X. Measurement and Accountability

Metrics can include: participation numbers; conversion rates; policy changes; emissions estimates; resilience indicators.

Reporting can be: monthly updates; quarterly dashboard; annual impact report. Maintain a continuous improvement process.

XI. Engagement Channels

Channel	Examples
Digital	Social campaigns; messaging groups; virtual town halls; data dashboards
In-person	Service clubs, markets; schools; faith institutions; business associations

XII. 90-Day Launch Framework — or set a longer schedule if you prefer

Window	Focus
Days 1–30	Form your team; hold listening sessions; define target; develop communications
Days 31–60	Launch pilot; recruit ambassadors; secure media; publish early wins
Days 61–90	Engage decision-makers; mobilize the public; expand partnerships; release progress report

XIII. Risk and Resilience Planning

Risks	Mitigation
Fatigue; polarization; funding instability; leadership turnover; cultural misalignment	Rotate leadership; use nonpartisan framing; seek diversified funding; create a youth pipeline; stress local adaptation; invite innovation

XIV. Long-Term Movement Building

- Develop a leadership pipeline - who can join you in building this?
- Institutionalize partnerships - keep track of who else wants to join you
- Create regional and global networks - not one of us can do this alone
- Share open-source tools and data - the COPx website gives a lot of this
- Celebrate milestones publicly - build a good relationship with your local media

What We Believe / What We Are Committed To

- Everything we do is to preserve our natural habitat for humanity. We will not always agree on how to do this, but we all agree on the central importance of keeping Earth's life-support system working.
- This is a peaceful movement. We will not accept violence, hate speech, or hateful actions. Even peaceful demonstrations can be risky. Every COPx organizer should treat the safety and integrity of everyone engaged as their top priority.
- We are people of all walks of global society, creeds, genders, and everything else that makes each of us distinct. Our movement is built on profound respect for our differences.
- COPx is a global force of values-aligned people who understand the existential threat climate change poses, and will raise our common voice at crucial occasions.
- We are celebrating life. Everything we do is geared toward keeping the most wonderful planet we know of, and its inhabitants, alive. We can — and will — disagree on many things. We might hold opposite political views or compete in business. But we can only play our games if the chessboard is not on fire. Climate change is our common enemy, and together we will overcome it. Fighting climate change is the unifying thing to do.

Tools and Resources

- EcoActUs - tool for designing action campaigns
- Localpedia - shared knowledge base of what's worked, where, and who did it
- Climate Protection Manual for Cities
- The Cool Down - daily solutions newsletter

Part Five - Starting & Growing a COPx Chapter

For organizers, and prospective chapter leaders. Use this section to recruit, onboard, and support new COPx chapters. You may want to organize around major convenings such as Climate Weeks, or participate in events organized by relevant UN agencies (UNFCCC, UNCCD, UNCBD, etc.) But the real action is in your community. Big events get a lot of press, but they rarely yield significant results.

1. What Is a COPx Chapter?

A COPx chapter is a self-organized, locally led group in your city, or region, on your campus, at your church, in your school. It can be a formal organization or a community of interest. It affiliates with COPx to promote climate action under a shared identity, with shared tools and visibility, while keeping full, individual ownership of what it actually does.

Chapters are not franchises nor are they local offices. COPx doesn't tell a chapter what its project has to do; it gives the chapter an affiliation name to organize under, a network to plug into, and a growing set of tools — and then gets out of the way.

And if you prefer to do your own thing, or affiliate with another group, no problem. What matters is the action, not who gets the credit.

One-line description to use with prospects: "COPx doesn't hand you a campaign to run — it brings you the network, the stage and the microphone. You are the star. The work you are doing or want to do will be seen and supported. You will have a home in the movement."

2. Why Start or Join a Chapter

- Visibility - chapter activity is featured on the COPx project map and newsroom; local work gets a global audience. But your individual actions can be featured, as well, if you wish.
- Shared identity and credibility - chapter branding and affiliation with a global network makes it easier to recruit volunteers, partners, and local funders.
- Peer learning - chapters can see what's working in other cities and countries and adapt it, instead of starting from zero.
- Early access - chapter leaders will be first in line for the AI Climate Action Assistant and other platform tools as they roll out through 2027.
- No bureaucracy - chapters are lightweight by design: no dues, no required staff, no long application process to become a chapter.
-

3. Who Should Start a Chapter

Anyone already doing, or ready to start, local climate work who wants more visibility, support, and connection. Are you:

- An existing local climate/environmental group looking for a wider platform, network or a common profile at UN global events?
- Youth organizers or a campus group looking for structure, credibility, and mentorship?
- An individual with a clear local issue (food waste, urban heat, land restoration) but no organization yet?
- An NGO that wants a lighter-weight, community-facing complement to their institutional work?

There is no formal eligibility requirement. All it takes is a real local focus, at least one committed organizer, and willingness to be publicly affiliated with COPx.

4. How to Start a Chapter - Step by Step

1. Express interest - the prospective leader fills out a short interest form, with their name, location/community, and area of focus.
2. Intro conversation - a 20–30 minute call with COPx' Relationship Management lead to confirm your interest, answer questions, and align on what "affiliation" does and doesn't mean.
3. Chapter setup - COPx will provide a chapter listing on the project map, a starter toolkit (Section 6 below), access to the mailing list/newsletter for cross-promotion, and guidance on applying for any support funds.
4. First 90 days - the chapter runs its first visible activity (event, project launch, or story) with COPx amplifying it through owned and social channels; see Section 5.
5. Ongoing - chapter check-ins roughly quarterly with the Relationship Management lead; chapter stories feed the COPx newsroom and social content calendar on an ongoing basis.

5. A New Chapter's First 90 Days

Days 1–30: Set Up

- Confirm chapter name, location/community, and focus area with COPx staff
- Get listed on the project map and chapter directory
- Identify 2–3 local partners or allies to loop in early

Days 31–60: First Visible Action

- Plan one concrete, public activity — a clean-up, a workshop, a local film screening/discussion, a pilot project kickoff
- Use the outreach and social templates in Section 6 to promote it
- Capture photos/video for the COPx newsroom

Days 61–90: Amplify and Connect

- Submit a short write-up of the activity for the COPx blog/newsroom
- Connect with at least one other chapter or COPx-affiliated organizer for peer learning
- Set the next 90-day goal with the Relationship Management lead

6. Ready-to-Use Templates

6.1 Outreach Email (to a Prospective Chapter Leader)

Subject: Bring your climate work into a global network

Hi [Name],

I'm reaching out from COPx — a global, not-for-profit network of independently organized local climate chapters. We're not asking you to change what you're doing; we want to help more people see it, connect you with others doing similar work, and make you eligible for a small support fund. Would you be open to a 20-minute call to see if a COPx chapter makes sense for [community/group name]?

[Your name] · COPx

6.2 In-Person Conversation Starter (for events like COP17 / Climate Week NYC)

"We're COPx — we help local climate groups like yours get more visibility without asking you to change what you're doing or report up to anyone. Is that something you'd want to hear more about?"

6.3 Social Post Copy (Chapter Recruitment)

Doing climate work in your community and wish more people knew about it? COPx connects local chapters worldwide — shared visibility and a network of people doing the same thing elsewhere. No dues, no bureaucracy. Link in bio to start a chapter.

6.4 One-Pager Talking Points (for NGO/Partner Meetings)

- What COPx is: a global, not-for-profit platform connecting independently organized local climate chapters
- What affiliation means: a shared identity, a listing on the global project map, access to a support fund as developed, and cross-promotion. This is not a merger, and not a reporting relationship
- What COPx asks of a chapter: stay active, share your story, and be publicly associated with the COPx name
- What's next: platform tools (AI COPx Climate Operating System, matching, knowledge commons, funding support) roll out through 2027.

7. FAQ for Prospective Chapter Leaders

Does starting a chapter cost anything?

No. There are no dues.

Do we have to change our existing work or name?

No. A chapter can keep its existing name and program and simply add COPx affiliation, or organize as a new COPx-branded chapter, whichever fits.

What does COPx actually provide right now, versus later?

Currently, a listing and visibility on the project map/newsroom, access to the mailing list and social amplification, eligibility for the support fund, and connection to other chapters. Pending for 2027: Access to an AI Climate Action Assistant on a full AI platform.

Who do we talk to after we sign up?

The COPx Relationship Management lead is the ongoing point of contact for chapter leaders.

Can a chapter leave?

Yes, at any time. Affiliation is voluntary and there's no contractual lock-in.

8. Quick Checklist for Staff Working a Prospective new Chapter

- ☐ Interest form completed or in-person contact logged in CRM
- ☐ Intro call scheduled and held
- ☐ Chapter listed on project map / directory
- ☐ Starter toolkit (this manual) shared with the new leader
- ☐ Support-fund application discussed
- ☐ First 90-day activity planned
- ☐ First story captured for the newsroom/blog

Part Six - Organizing a COPx Event

Every COPx event, whether a neighborhood conversation, a workshop, or a full Climate Week gathering, is a collective act of imagination and intention. This community is ready, and we are building it together. This guide provides tools, framework, and community context to make good decisions, not a rigid rulebook. Use what serves you; share what you learn.

The Baseline + Further Your Impact Framework

Throughout this guide you'll see two recurring tracks. Baseline identifies what COPx asks of every organizer hosting an event under its name: a shared standard upheld together because collective credibility depends on it. Further Your Impact offers a path to go deeper: aspirational practices for organizers who want to push further. There's no judgment if you're not there yet, that's what next time is for.

1. Identify Your Call to Action (CTA)

COPx events should do more than inform — they should move people. Before planning a single session or activity, be clear on what you want participants to do when they leave: sign a pledge, join a network, adopt a new habit, show up to a meeting. A clear call to action (CTA) is the difference between an event people remember and one that changes what they do.

Make your CTA visible throughout the event, not just at the end, and lower the barrier to entry with demonstrations, handouts, QR codes, or sign-up sheets. Collect contact information so you can follow up. The most powerful events don't end when people leave the room.

2. Define Your Audience

Before booking a venue, recruiting a speaker, or writing a line of promotion, get clear on who this event is for. Be specific. It is not enough to say: just "people who care about climate." What do they already know? What do they need? What would make them feel like this event was made with them in mind?

COPx events serve two equally important purposes: deepening the commitment of people already in the climate space, and opening the door to people who haven't yet found their way in. If your event is built for experienced advocates, design it to help them go deeper. If it's an entry point for new audiences, design it to make people feel welcome: minimize jargon, provide context, keep the path

from attendance to action short and clear. Many events serve both, but knowing which audience you are trying to reach is primary.

Ask Who Isn't in the Room

Communities most impacted by climate change are too often the least represented in the rooms where climate action is planned. Ask honestly whether your event is accessible — physically, culturally, linguistically, and logistically — to frontline communities, communities of color, disabled communities, and non-English-speaking communities.

Further Your Impact: bring members of your intended audience into the planning process before finalizing format or programming. After your event, assess who actually attended versus who you hoped to reach, and share what you learn with the wider COPx network.

3. Access & Inclusion

Inclusion and access are not checklist items. They should be design principles that shape every decision about your event. Before finalizing the format, venue, programming, or promotion, ask honestly: who might be left out by the choices I'm making, and what would it take to change that? Including members of hard-to-reach communities in the design process can help bridge this gap.

Language Access

Consider who in your intended audience may not be fully served by single-language programming. Multilingual access can take many forms depending on capacity: interpreters, translated materials, multilingual signage, or simply ensuring speakers avoid jargon that doesn't translate well. Check in with your organizing team early; this is easier to plan for at the start than to retrofit at the last minute.

Physical & Digital Accessibility

Meeting technology: Whenever possible, use a microphone — even for small groups. It ensures accessibility for people who are hard of hearing and improves the experience for everyone. Never assume a space is small enough to go without one.

Confirm your venue is wheelchair accessible, that seating accommodates a range of needs, and that outdoor or multi-level spaces don't create barriers.

For virtual or hybrid events, use platforms with closed captioning and ensure visual materials are screen-reader friendly. When selecting a venue, consider proximity to public transit. A car-only space excludes attendees who rely on buses or trains, disproportionately the communities climate action most needs to reach.

Cultural Competency

Designing for inclusion means considering whether your programming, speakers, framing, and materials that reflect the communities you're trying to reach. Review your speaker lineup, event imagery, and promotional language with this question in mind: would someone from the communities most impacted by climate change feel seen and welcomed here?

Economic Accessibility

Free and open to the public is the gold standard. When that isn't possible, sliding-scale or pay-what-you-can ticketing keeps events accessible across income levels. Never let ticket price be the reason someone who wants to attend cannot be there.

Further Your Impact: partner with community organizations already trusted by the audiences you're trying to reach, and involve them in the planning, not just promotion. Offer stipends or honoraria for community members whose participation requires time away from work.

4. Event Types & Hubs

Choose the format that best supports your audience and your call to action:

- Summit / Conference - a multi-session gathering across a half or full day
- Panel / Conversation - a moderated dialogue exploring a focused topic, ideally ending with a clear next step
- Workshop / Skill-Building - an interactive session teaching a skill participants can apply immediately
- Screening / Presentation - a film, talk, or lecture, often followed by facilitated discussion
- Networking / Community Gathering - informal or lightly structured relationship-building
- Service Project / Restoration - a hands-on contribution to climate resilience or ecological restoration
- Hike / Outdoor Experience - an outdoor gathering connecting participants to place

Event Hubs

When events cluster together, the experience becomes richer. Participants can immerse in one location instead of zig-zagging across town, and organizers can share volunteers, AV equipment, and promotion.

- Geographic Hub — one venue alive with activity: panels in one room, a workshop in another, a screening down the hall
- Themed Hub — a focused space to go deep on one area, with sessions that build on each other across the week
- One-Off Events — a single, well-crafted event can resonate just as strongly as a hub; if creating a hub feels too big, consider joining an existing one instead

5. Venue Selection

Your venue sets the tone. It communicates who your event is for, what you value, and how seriously you take the commitments COPx asks of its organizers. Identify your sustainability goals before you begin conversations with venues. Knowing what you need makes vetting faster and protects you from picking a space that can't deliver.

Hybrid & Virtual Events

A hybrid or virtual format can expand who is able to participate. Test everything before the day: microphones, projectors, WiFi, livestream platforms. Assign a one volunteer to monitor the livestream and chat during the event.

6. Sustainability Practices

Every choice an organizer makes has an environmental footprint. Consider each practice area below, starting with the baseline, then ask where you can go further.

Local, Seasonal, Regenerative & Plant-Based Food

Plant-based food, regeneratively grown meat and locally sourced crops reduce food-related carbon emissions by roughly 84%. Your choice of food is one of the highest-impact decisions any organizer makes. Source from local farmers' markets or vendors that do so, and use in-season ingredients. Plan amounts intentionally and aim to use everything you prepare. See if there is a local service that will take any left-overs and use them well.

Zero Waste

Follow this waste hierarchy for every material decision: reusable first, then compostable, then recyclable. Trash should be used only as a last resort.

- Food service - avoid ultra-processed foods; use certified compostable serviceware if reusables aren't possible
- Materials - prioritize reusable materials and rent where possible; minimize or eliminate swag
- Water - provide refill stations instead of single-use bottled water
- Surplus - donate food and materials wherever safe and possible

Sustainable Transportation

How attendees and vendors travel represents the largest share of most events' emissions. Promote low-carbon options in all communications, before, during, and in confirmation and reminder messages. Encourage carpooling, transit, biking, and walking, and call out the nearest transit stop and route on your event page and invitations. Prioritize EVs and hybrids for any rented event-logistics vehicles.

Low-Carbon Energy Use

When selecting a venue, prioritize energy-efficient lighting and modern HVAC. Use the thermostat wisely and maximize natural light and ventilation. If using generators, choose electric over fossil fuel; if using portable heaters, choose electric over propane.

Water Conservation

Prioritize venues with low-flow fixtures. Minimize unnecessary water use across food service, cleaning, and washrooms, and use signage to encourage attendees to use water responsibly.

7. Values-Aligned Partners & Vendors

Every sponsor, partner, and vendor you bring into a COPx event is a statement about what you stands for. Hold every prospect to the same baseline question: does this organization's core business, practices, and public commitments align with your values?

Look for open commitments to climate and sustainability (B-Corp, carbon-neutral, or 1% for the Planet certifications), transparent business practices, eco-friendly or minimal packaging, and low-carbon transportation fleets. Research prospective partners before entering any agreement, and include sustainability expectations in all agreements — no single-use promotional items, no misleading sustainability claims, no greenwashing.

Avoid partnerships with organizations whose core business contradicts climate integrity: fossil fuel companies, deforestation-linked industries, high-pollution sectors. If you would have to explain or defend a partnership to your attendees, reconsider it.

8. Logistics, Timeline & Budget

Suggested Planning Timeline

Window	Focus
3–4 months out	Secure venue, draft budget, define event format and Call To Action
2 months out	Confirm speakers, recruit core volunteer team, submit event to the COPx/chapter calendar, begin promotion
1 month out	Recruit day-of volunteers, run a tech/AV check, connect with other hub organizers, review plans against sustainability guidelines
3 weeks out	Confirm emergency contact info (nearest hospital, police), build internal day-of comms list
2 weeks out	Confirm logistics, signage, and volunteer roles; communicate setup/doors-open/teardown times to vendors and speakers
1 week out	Send run-of-show to speakers, partners, and volunteers; send reminder emails to attendees
Day before	Send logistics reminders to vendors, speakers, and attendees — even repeating last week's info
Day of	Arrive early, re-test AV, place signage, set up check-in, welcome your team, review roles

Budget & Resources

COPx events are not about profit, they're about community. The most powerful events often come from resourcefulness, not large budgets. Set a simple budget early, even for a free event, write down expected costs (venue, food and beverage, AV, printing, speaker honoraria, platform fees) before making commitments.

In-kind donations and bartering: ask before you spend. Local businesses, partner organizations, and allied community groups are often willing to contribute food, printing, AV equipment, space, or supplies in exchange for recognition. Treat every resource request as an opportunity to bring someone new into the COPx orbit.

Ticketing: free and open to the public is the gold standard; sliding scale or pay-what-you-can otherwise. Sponsorship: proceed with intention, and only with organizations aligned with COPx values (see Section 7).

Free & Low-Cost Tools Worth Knowing

- Eventbrite / Luma — event listings and RSVP management
- Canva — design tools for promotional materials
- Signal / WhatsApp — volunteer and team coordination
- Zoom / StreamYard — virtual or hybrid events; free tiers are available

9. Communications & Promotions

Communicate early and often. Don't save important information for the day of the event. Use positive language throughout: talk about community, impact, and gratitude rather than obligation or guilt. Highlight your call to action clearly in every communication.

Communicating Sustainability Expectations

Carry your sustainability goals through to event pages, invitations, and on-site materials. If your event is zero waste, say so. If you're asking attendees to use public transit, tell them early and tell them how specifically.

Photography & Videography

If photography or videography will take place, say so clearly and early in your listing, confirmation email, and again on site. If it will not, say that too; some attendees will choose your event specifically because of that. Post visible signage at the entrance and make a verbal announcement at the start.

Templates

Reaching Out to Potential Speakers & Panelists

Subject: Speaker Invitation: Join Us at [Event Name]

Hello [Name],

My name is [Your Name]. I am organizing [Event Name], a community-driven gathering under the COPx banner that brings people together around climate solutions.

We would be honored if you would join us as a [speaker / panelist / facilitator]. Your perspective on [specific topic] would add depth and inspire meaningful action among our participants.

The event will take place [in person / hybrid / virtual] on [date] at [time]. [Include location details and event duration.]

Please let me know if you have any questions or if I can provide any additional information.

In gratitude, [Your Name]

Event Description (for Calendar & Promotion)

[Event Name] is a COPx event, part of a community gathering focused on building solutions for a regenerative, equitable future. At this event, participants will [short 1–2 sentence description]. Join us [in person / online] on [date] at [time].

This event is [wheelchair accessible / accessible by [nearest transit stop]]. If you require any accommodations, please contact [name] at [email].

[Photography and videography will / will not] take place at this event. [If photography will occur: By attending, you consent to being photographed or filmed.]

Register early to secure your spot.

Confirmation & Reminder

Subject: You're Registered for [Event Name]!

Thank you for signing up for [Event Name].

Date & Time: [insert] Location: [insert] Accessibility: [insert accommodations available and contact for requests] Photography Notice: [Photography and videography will / will not] take place at this event. What to Expect: [short description]

We'll send a reminder before the event. We can't wait to see you and create solutions together.

Promotion Tips

- Share your event on your organization's social channels and tag @COPx
- Use high-impact visuals — photos of speakers, venues, or the issue your event addresses
- Highlight your call to action so people know why this event matters

- In the spirit of zero waste, minimize paper flyers and single-use printed materials; if you print, use recycled or upcycled materials
-

Further your impact: translate key communications into the languages most relevant to your intended audience — even a single translated flyer or social post meaningfully expands reach.

10. Event Submission

Once your event is planned and ready, submit it to your chapter or COPx event calendar. Submitting early gives your event the best chance of being seen, promoted, and connected to the right theme or hub.

Typical submission fields:

- Event title
- Short description (200–300 words)
- Date & time
- Venue information or virtual link
- Organizer name & contact information
- Web or registration link (if applicable)
- Featured image or flyer (optional but strongly recommended)

Writing Your Event Description

Cover four things in 200–300 words: the problem or opportunity your event addresses, what participants will actually do, who the event is for, and how to register. Keep it specific, welcoming, and jargon-free.

[Event Name] is a COPx event focused on building solutions for a regenerative, equitable future.

[Opening question or hook framing the problem or opportunity your event addresses.]

[2–3 sentences describing what participants will do, experience, or walk away with — name the format, activities, and CTA.]

[1 sentence on who this event is for — inclusive, low barrier to entry.]

[Ticket and access information.]

This event is [wheelchair accessible / accessible by [nearest stop]]. If you require any accommodations, please contact [name] at [email].

[Photography and videography will / will not] take place at this event.

Further Your Impact: submit your event as early as possible, and include a strong-featured image - promotion with visuals consistently outperform those without.

11. Volunteer & Team Management

Volunteers come for the cause and stay for the community. A well-supported team is one of the most important ingredients in a successful COPx event. How you treat volunteers reflects the values of the movement itself.

Training & Onboarding

- Ground the work in purpose: share the why before getting into logistics.
- Assign specific roles with a checklist for each.
- Communicate clearly and often through a shared channel from the start of planning.
- Practice as a group. A short rehearsal prevents a lot of day-of confusion.

Continued Engagement

- Build community as you organize: use icebreakers, gratitude rounds, genuine connection.
- Recognize contributions. Celebrate milestones, big or small.
- Make space for leadership. Invite qualified volunteers to lead parts of the planning or event.

Day Of — Sustaining Energy

Check in with your team throughout event day. Ask if everyone has eaten. Provide snacks, water, and rest breaks.

Volunteer Roles & Responsibilities

Role	Tasks & Purpose
Greeter / Check-In	Welcome guests, manage the sign-in table, answer basic questions,
Lead	ensure guests feel seen and welcome from the start
Timekeeper	Keep presenters on schedule; give 5-minute and wrap signals for smooth transitions
Logistics & Production	AV setup, seating, room flow; keep tech and logistics functioning behind the scenes
Media & Communications	Capture photos and short-form video; share highlights in real time
Hospitality	Keep the space tidy, accessible, and safe; manage refreshments, cleanup, and on-site waste separation
Floater / Runner	Step in where needed — supply runs, tech support, team check-ins, hydration and rest reminders

Sustainability Roles

If capacity allows, assign a sustainability coordinator or green-team liaison to ensure: visible placement of waste stations, educating guests on the event's sustainability focus, coordinating carpooling or rideshare, managing cleanup and compost donation, collecting reusables, and monitoring that practices are followed throughout the event.

Addressing Conflict

Disagreement can be a natural byproduct of working under pressure. Approach conflict with care, curiosity, and a commitment to shared leadership. Make sure everyone understands expectations before the event, not during it.

12. Preparation Checklists

1 Week Out

- ☐ Create the run-of-show agenda
- ☐ Share the run-of-show agenda with vendors, staff, and volunteers
- ☐ Confirm plant-based food and beverage pickup and/or deliveries
- ☐ Create and print signs for agenda or daily schedule

Day Of

- ☐ Walk through the venue to confirm setup matches your plan
- ☐ Review event flow with volunteers and staff

- ☐ Make sure food, materials, and partner tables are ready
- ☐ Post signs for agenda or daily schedule; mark bathrooms and WiFi clearly
- ☐ Set up a registration table and assign a greeter
- ☐ Collect emails for post-event follow-up
- ☐ Test microphones, cables, slides, livestream or video in advance
- ☐ Assign someone to handle tech during the event

13. Tracking Your Impact

Hosting an event is an act of intention, but intention alone isn't enough. We have a shared responsibility to understand whether the work is actually making a difference: reducing our collective footprint, moving people to action, and delivering real value to the communities we serve. This isn't about perfection, it's about honesty, attention, and sharing what you learn.

Start With Your Call To Action (CTA)

Return to the CTA you defined at the start of planning. Build your measurement system around it. Decide what you're measuring, how you'll collect it, and who's responsible, before event day, not after. Designed this in advance so you're collecting the right information at the right moments.

Build Your Own Measurement System

Category	Key Metrics
Zero waste	Bags to landfill, diversion rate, reusables count
Transportation	Mode split; transit / bike / walk percentage
Energy	Venue certification, generator type, consumption data
Water	Fixture efficiency, refill stations, signage posted
Food	Plant-based %, regenerative meat %, local %, seasonal %, surplus donated
Vendors & venues	Pre-approved %, standards met
Volunteers	Training completed, roles assigned, feedback collected

Write it down. Even a single page of honest reflection after your event is a gift to your future self, and to every organizer who comes after you.

Publicize your impact: Build a simple one-page post-event report — what you measured, what worked, and what you'd do differently — and share it with the wider COPx network.

Part Seven - Growing the COPx Digital Community

This part is for COPx staff and core organizers working on movement-wide growth: digital presence, the future platform, partnerships, and the resourcing behind all of it. Where Parts Two through Six speak to individual champions and event organizers, this part speaks to the people building COPx's shared infrastructure.

Enrolling People in the Movement

We meet people where they are - in their communities, online, or on the front line. COPx is active in earned media and is expanding via podcasts and webinars to build global reach and uptake. The next priority is a viral social media campaign across global platforms, starting with:

- **Instagram-first approach** - visually powerful storytelling featuring individuals and communities taking action. Instagram is already popular and user-friendly, and accommodates posts, videos, livestreams, link trees, and reposts.
- **LinkedIn**, for partnerships, events, and thought leadership, and **TikTok**, for fast inspiration reaching a younger audience, as capacity builds out.

Onboarding: A Ladder of Engagement

COPx participation should be simple, empowering, and contagious. Social channels should invite people through clear steps that build deeper engagement over time, at both the local and global level - a digital-engagement complement to the Act / Engage / Organize / Join framework in Part Two:

- Daily/weekly “Find Your DOT” challenges (Do One Thing), shared with #COPxAction.
- Reels and posts highlighting local impact and positivity - show, don’t tell; showing demonstrates that “it” can happen.
- Calls to action inviting followers to join COPx chats and events, and to submit actions to the Localpedia.
- Weekly “1 Thing to Know” climate text/email updates linking to COPx playbooks, events, and recognition features.

Entry-Level Engagement (First Touch)

- Follow COPx on Instagram and sign up for texts/emails.
- Join the conversation: participate in community chats or comment threads to share local ideas, engagement opportunities, life hacks, and events.

Intermediate Engagement

- Use COPx Playbooks: download guides on hosting local events or starting community projects.
- Attend or host a monthly webinar or office hours to connect with mentors and peers.
- Share what’s happening in your community so others can learn from it - help build the Localpedia.

Leadership-Level Engagement

- Host a COPx event using COPx templates and outreach materials.
- Start a local COPx group in your city or region.
- Mentor new members through the mentorship program.

Partnerships: The Power of Community

- Collaborate with existing organizations and partners. COPx already has established partnerships with almost two dozen climate solution groups worldwide (see the COPx Partners list in Part Two), and will steadily grow this so participants gain awareness of organizations aligned with where they are on the Seeker/Doer/Organizer journey.
- Cross-promote events and resources on both COPx and partner platforms.
- Invite partners to co-host local COPx events and contribute to playbooks; COPx already distributes playbooks from various climate action organizations that people can connect with directly.

- COPx is in conversations with the youth engagement organizer at the Club of Rome about a partnership that would engage the Earth For All team.

The COPx Platform (Digital Hub)

COPx has a website that was gifted to the movement. It lives on a capable platform, but one on which the team cannot make direct changes. Moving the website to a platform under COPx's control, and re-energizing it into a living conversation, is key to creating a portal for ongoing engagement. Social platforms - Instagram, Facebook, BlueSky, Threads, YouTube - are useful for acquiring and engaging users, but cannot serve as COPx's central home. Achieving this rebuild will require investing time and resources in someone to effectively manage outreach and engagement.

The rebuilt website will feature:

- Events from COPx and its partners.
- A global map of action, so users can see and join local COPx events.
- Community chat spaces - themed discussions by topic or region.
- A Playbook Library of step-by-step resources and tools for individuals and organizers.
- The Localpedia - a searchable encyclopedia of real-world climate action stories and events.

Organizational Needs

Digital Infrastructure

- Hire a content manager to oversee social media and text campaigns.
- Establish a content schedule for media releases.
- Create SEO-optimized web content for key search terms, such as "Conference of the People COPx."

Onboarding System

- Develop an automated "Welcome to COPx" email/text series.
- Create easy-to-follow "First Steps" guides for new members and local leaders.

Community Management

- Assign regional coordinators to support the establishment of new chapters.
- Maintain clear community guidelines (Respect, Positivity, Inclusion, Action).
- Offer monthly office hours and webinars for Q&A and mentorship; begin compiling a list of individuals willing to host these.

Closing

If you've made it this far, you are exactly the kind of champion, chapter leader, or organizer COPx needs.

Reading a manual is easy. Doing what it asks, acting today, engaging others, organizing with care, showing up with intention, this is the real work. And you're already doing it by taking it seriously enough to prepare.

COPx is not a building or a budget or a brand. It is the expression of every person who raised their hand and said yes. You are that champion. You are this movement.

Now go change the world.