

eCards Message Worksheet

Learner Worksheet eCards



Step 1: Brainstorming

What do you know about climate action? What environmental issues are you passionate about? Sketch out or write some ideas for your eCard below. Feel free to do some research of your own or use our [eCards Research Topics](#) page to get inspired.

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Step 2: The Message

Think about what message you want to send to decision makers about your chosen topic. What do you want them to know about the issue? What action do you want them to take? Why?

Write a message of approximately 100-200 words and generate a title for your e-Card, keeping in mind your intended audience. Remember that the eCard title will also be in the subject line of the final email to the decision maker.

Title: _____

Message: _____

Step 3: The Graphic

Original artwork is essential to eCards and they can take many forms:

- A digital photo
- Artwork created by online tools such as Canva
- A scanned drawing or painting made by hand
- A meme using a meme generator

Take time now to create your eCard artwork before moving on to the next step. Whatever approach you take you will need to upload a copy into the eCard submission form when finished.

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Step 4: The Plan

Now it's time to finalize some details about your eCard by answering the following questions.

1. Who are you choosing to send your eCard to and why? Take a look at our [Decision Maker Mind Map](#) to think about your choices of who you want to send your eCard to.

2. Is your message consistent with your image/graphic and your chosen recipient?

3. Where did you get your research from? Cite your sources below.
