### Pre-Populated Posts for BankFWD Social Media Engagement

#climateweeknyc

**Pre populated tweet options and big bank handles**

*Sign the @Bank-FWD Pledge asking my bank to phase out fossil fuel financing and lead the transition to a just, zero-carbon economy - and I’ll move money away from banks that don’t show enough progress. Join me and #bankfwd #climateweeknyc*

*I just signed the @Bank-FWD Pledge asking my bank to phase out fossil fuel financing and lead the transition to a just zero-carbon economy. @ will you be the #bankofthefuture and meet the pledge? Join me and #bankfwd*

#### *I just signed the @Bank-FWD Pledge asking my bank to phase out fossil fuel financing and lead the transition to a just zero-carbon economy. I want my money with a bank that’s real on climate. Who will be the #bankofthefuture and meet the pledge? Join me and #bankfwd*

### Launch Week Social Media Post

#### Twitter, Linked In and Facebook Community Pages

*Launch post:*

BankFWD is a network of individuals and organizations united in the belief that by using our collective wealth and public standing, we can persuade major banks to lead on climate by phasing out financing for fossil fuels. #climatebanking #bankfwd

*Website Follow up:*

Visit our website (link in bio) to discover more about climate finance, fossil fuels, and your money. #bankfwd #bankonprinciple #fossilfuelfinancing

*Who is BankFWD?*

The influence of bank clients is an underutilized and powerful resource in the fight against climate change. Our mission is to accelerate the transition to a just, zero-carbon economy by influencing banks to align their business strategies with the 1.5° target of the Paris Climate Agreement. #bankfwd

*Pledge Posts*

Visit our website (link in bio) to sign the BankFWD pledge. Commit to asking your bank to phase out financing of fossil fuels, align with the 1.5° target of the Paris Agreement, and lead the transition to a just, zero-carbon economy. #bankfwd

### Evergreen Posts for BankFWD initiative

*Why does banking on climate matter?*

## **Banks are major funders of climate change.**That’s bad for business, and for clients. Despite the known risks of climate change to the economy, many banks are accelerating their fossil fuel funding. Since 2016, the top 35 banks have provided $2.7 trillion to the fossil fuel industry. #bankfwd

*Why does banking on climate matter?*

Absent sufficient government action to mandate alignment with the globally-agreed upon Paris Goals, limiting the availability of financing for fossil fuel companies is the fastest way to improve the current trajectory. #endfossilfuelfinancing #decarbyourbank #bankfwd

*Why now?*

## **We are almost out of time to act meaningfully on climate change.** To avoid catastrophic impacts from climate change, the scientific consensus is that we must halve global emissions by 2030 – a task greater in scale and speed than humanity has ever faced. #bankfwd #climate #climatefinance #bankfwd

## Even with ten years to act, we can’t wait. Commitments for fossil fuel investments extend for decades, so a cut in future emissions requires an immediate end to all new fossil fuel projects. #bankfwd #climate #climatefinance *#parisagreement* #bankfwd

## Momentum is building among financial institutions, with a growing number of major banks announcing restrictions on coal and Arctic drilling, and commitments to measure and disclose their financed emissions – all within just the last few months. #bankfwd #climate #climatefinance *#parisagreement* #bankfwd

## Banks need to hear from their clients that climate action matters. To set the course towards 2030, banks must announce their commitment to Paris-alignment by 2021 shareholder season and disclose concrete plans to phase out fossil fuel financing by COP26 in November 2021. #bankfwd #climate #climatefinance *#parisagreement* #bankfwd