



WE'RE

ALL IN

PARTNER TOOLKIT



**WE'RE
ALL IN**

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**WE'RE
ALL IN**

INTRO

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WE'RE ALL IN

Intro

We're All In is our new brand creative platform and will provide the basis for our future campaigns. It embodies our brand narrative—a global movement that embraces the power of collective action for change.

Why We're All In? From climate change and spiraling biodiversity loss to systemic rural poverty, interconnected crises threaten our future. We feel the urgency, but pessimism, that little voice in our head, often stops us from taking action. That is why the message of our campaign is **Pessimism is out. We're All In.**

When we all join forces, together we become an unstoppable force for change. To get this message out there, the first campaign on our new platform revolves around a comedic short film where our inspiring hero tells pessimism to *frog off!*



WE'RE ALL IN

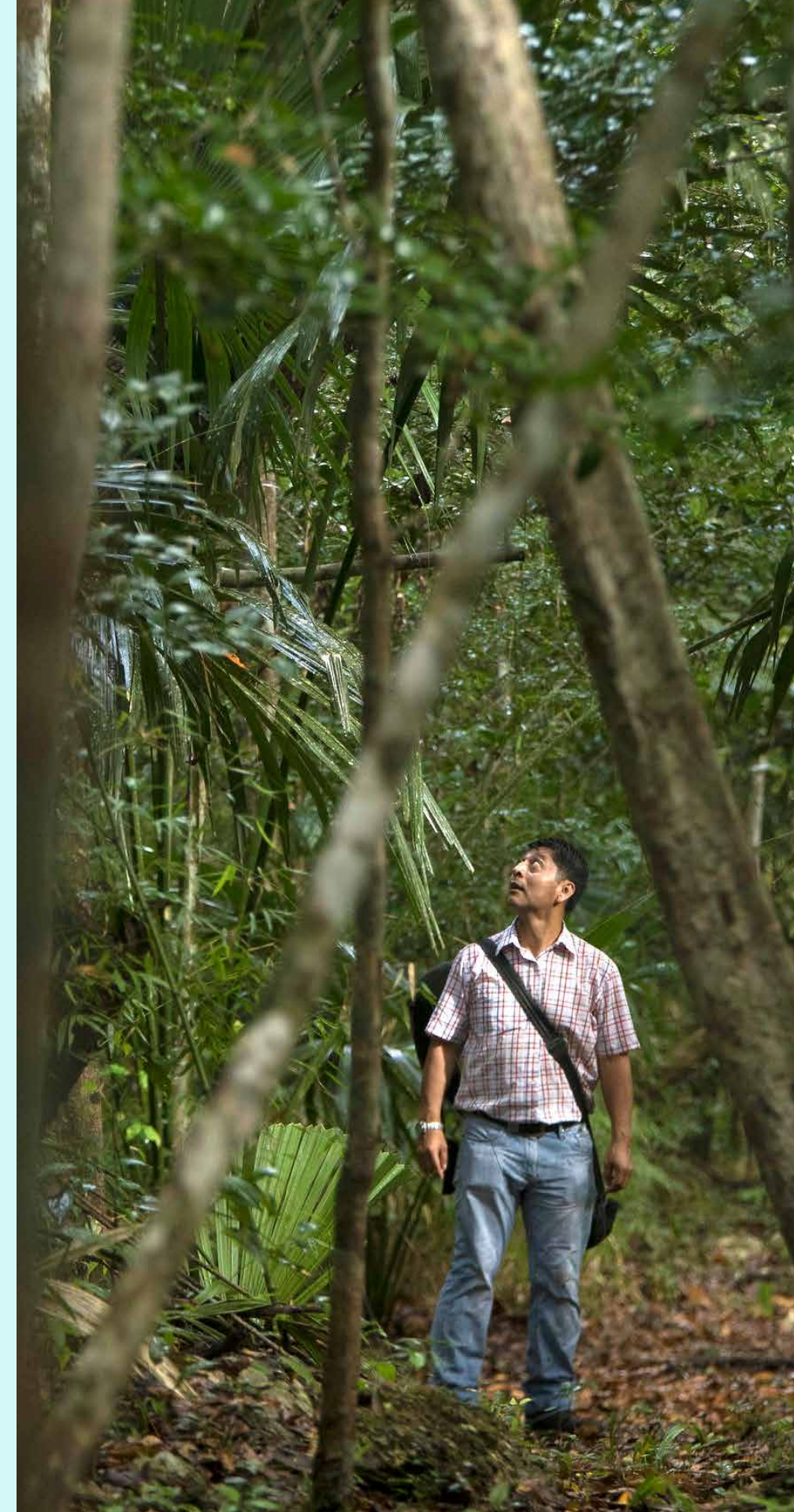
Intro

This is where YOU come in. We're asking you to **join our alliance** of farming and forest communities, companies, governments, NGOs, and individuals who are all working relentlessly to tackle the climate crisis, protect forests, and improve rural livelihoods.

We're All In is also a platform for partner brands to showcase their efforts of collective action and inspire consumers to live more sustainably.

All our partners are invited to join the campaign and spread the key message across their networks.

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**WE'RE
ALL IN**

HOW TO PARTICIPATE

6



WE'RE ALL IN

How to Participate

A chorus for change: Join us in amplifying our message!

Use your social media platforms, newsletters, and other comms channels to show your followers that your brand is all in with the Rainforest Alliance!

- **Engage** – on social media, tag the Rainforest Alliance and use the hashtags **#RainforestAlliance** and **#WeAreAllIn**
- **Download** – our suite of ready-to-use comms assets
- **Create** – your own videos, GIFs, or other engaging content in line with the campaign spirit

Do you have any additional questions, ideas, or feedback? For more information about this campaign, reach out to your regular Rainforest Alliance marketing contact or marketing@ra.org.

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**WE'RE
ALL IN**

APPROVAL PROCESS

8

**WE'RE
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Our digital toolkit and messaging can be used **with approval** from the Rainforest Alliance.*

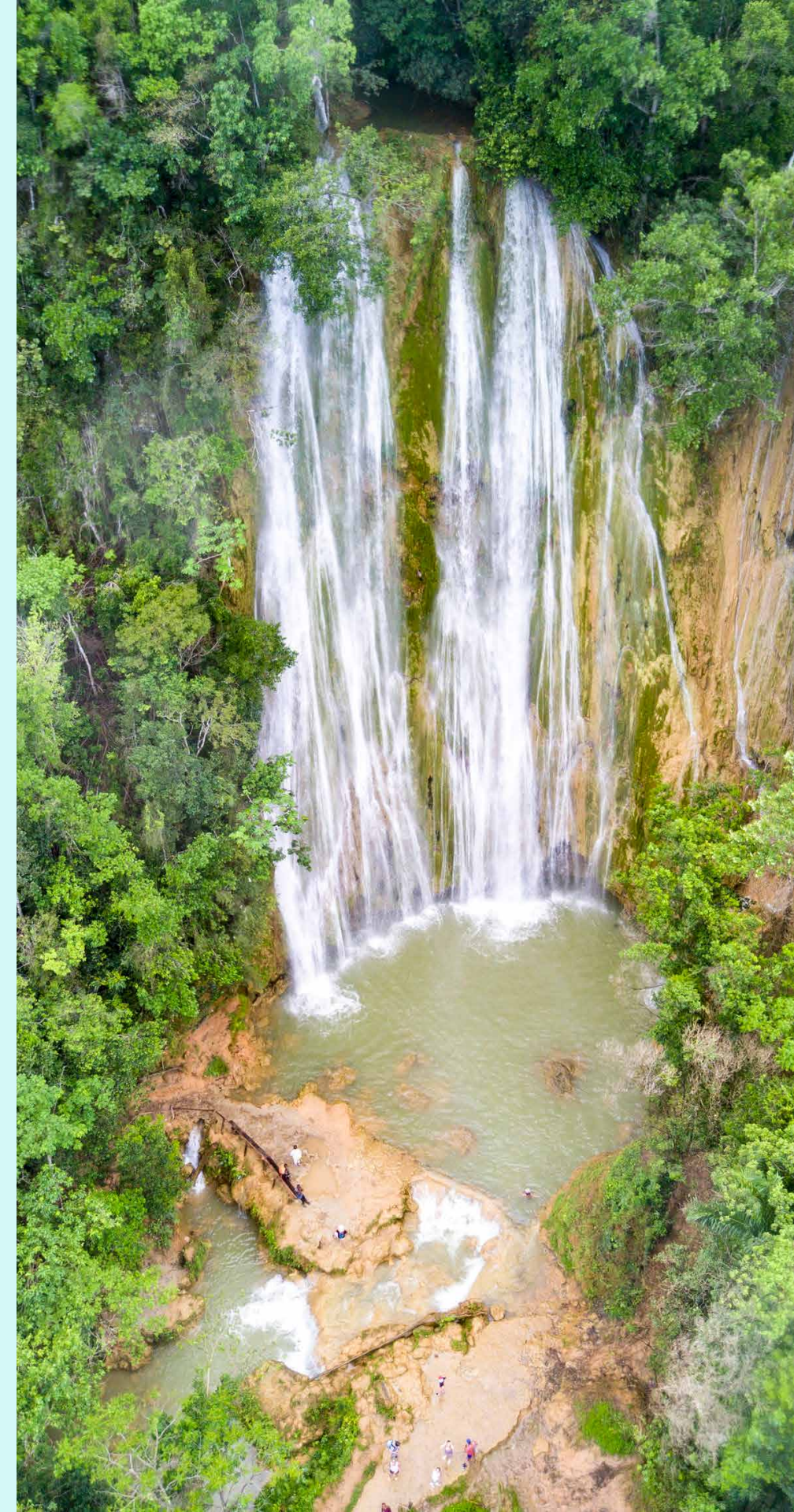
Please remember to submit your communication for approval via the **Marketplace 2.0** portal.

To help us identify We're All In materials and speed up the approval process, please **start your file names with "We're All In."**

For full guidelines on our approval process, please refer to the **Labeling & Trademarks Policy**.

Requests will be reviewed within 48 hours. Based on the review, changes might be required.

** Please note that to have any material approval, a valid license agreement is needed.*



**WE'RE
ALL IN**

SOCIAL MEDIA ASSETS

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WE'RE ALL IN

Social Media Assets



Pessimism is Out – Video

Available with subtitles in:

- English
- Dutch
- French
- German
- Japanese
- Portuguese
- Spanish

Video
14 seconds
MP4

Available dimensions:

- **1920 x 1080** (horizontal)
- **1080 x 1920** (vertical)



Take a Trip With the Frog – Video

Available with subtitles in:

- English
- Dutch
- French
- German
- Japanese
- Portuguese
- Spanish

Video
16 seconds
MP4

Available dimensions:

- **1920 x 1080** (horizontal)
- **1080 x 1920** (vertical)

**WE'RE
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**Social
Media
Assets**

68%*

of adults in the US
feel encouraged if
people around them
take **positive action** to
tackle climate change.



**WE'RE
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*of people concerned with climate change

70%

dos adultos no Brasil se sentem
encorajados se as pessoas ao
seu redor tomam medidas
positivas para enfrentar as
mudanças climáticas.



**ESTAMOS
TODOS JUNTOS**

Climate Optimism Survey – Singles

Ipsos has conducted research for the Rainforest Alliance that aims to highlight consumers' attitudes toward taking action on climate change.

Localised posts available for:

- United Kingdom
- United States
- The Netherlands
- Germany
- Brazil

Universal posts available in:

- French
- Spanish
- Japanese

Square Post (2–3 per language)
1080 x 1080
JPG

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**WE'RE
ALL IN**

**Social
Media
Assets**



Pessimism is Out – Carousel

Available in:

- English
- Dutch
- French
- German
- Indonesian
- Japanese
- Portuguese
- Spanish

Carousel (set of 3 images)

**1080 x 1080 each
JPG**

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**WE'RE
ALL IN**

**Social
Media
Assets**



Pessimism is Out – Single

Available in:

- English
- Dutch
- French
- German
- Indonesian
- Japanese
- Portuguese
- Spanish

Square Post

1080 x 1080

JPG

14

**WE'RE
ALL IN**

**Social
Media
Assets**

**TO DOWNLOAD
SOCIAL MEDIA
ASSETS, CLICK
HERE**

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**WE'RE
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READY- TO-USE MESSAGING

16



WE'RE ALL IN

Ready- to-Use Messaging

We've put together a handy messaging toolkit that's ready to plug and play across your social channels.

You're also very welcome to personalize the copy to show what "We're All In" means to you as a brand/retailer or how you are working with the Rainforest Alliance.

Please tag us on social media ([Instagram](#), [Facebook](#), [LinkedIn](#)) or link to the We're All In webpage in [English](#), [German](#), [Dutch](#), [French](#), [Spanish](#), [Portuguese](#), [Indonesian](#), and [Japanese](#).



WE'RE ALL IN

We're All In! 🐸 That's why we're a proud partner of the Rainforest Alliance. Help us spread the word: Pessimism is OUT and hope is making a comeback.

Find out more at
[@RainforestAlliance](#).

[#RainforestAlliance](#)
[#WeAreAllIn](#)

Social Media Messaging – English

We all have that little voice in our head saying “one person can't make a difference.” But you know what, you're not alone—you're one of millions of people ready to take on the world's most daunting challenges with hope and optimism. Join us and the Rainforest Alliance and let's make the change we want to see.

Pessimism is out. We're All In.

Find out more at
[@RainforestAlliance](#).

[#RainforestAlliance](#)
[#WeAreAllIn](#)

What we do matters—and don't let anyone convince you otherwise (even if it's the voice in your head). Join us and the Rainforest Alliance in [*choose one*: telling pessimism where to stick it / telling pessimism to frog off / kicking pessimism to the curb].

Let's make the change we want to see. We're All In.

Find out more at
[@RainforestAlliance](#).

[#RainforestAlliance](#)
[#WeAreAllIn](#)

**WE'RE
ALL IN**

We're all in! 🐸 Daarom zijn we een trotse partner van de Rainforest Alliance. Help ons met het verspreiden van de boodschap: Pessimisme is UIT en hoop is terug.

Meer info op
[@RainforestAlliance](#).

[#RainforestAlliance](#)
[#WeAreAllIn](#)

**Ready-
to-Use
Messaging**

We hebben allemaal dat stemmetje in ons hoofd dat zegt dat "één persoon het verschil niet kan maken". Maar weet je, je bent niet alleen – je bent één van de miljoenen mensen die klaar staat om de strijd aan te gaan met 's werelds grootste uitdagingen. Sluit je aan bij ons en de Rainforest Alliance en laten we samen zorgen voor verandering.

Pessimisme is uit. We're all in.

Meer info op
[@RainforestAlliance](#).

[#RainforestAlliance](#)
[#WeAreAllIn](#)

Wat we doen is belangrijk – en laat niemand je iets anders wijsmaken (zelfs die stem in je hoofd niet). Sluit je aan bij ons en de Rainforest Alliance [en laat pessimisme opdonderen / en zeg dat pessimisme op kan k(n)ikkeren / en zeg dat pessismisme op kan zouten].

Laten we samen zorgen voor verandering. We're all in.

Meer info op
[@RainforestAlliance](#).

[#RainforestAlliance](#)
[#WeAreAllIn](#)

Social Media Messaging – Dutch

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**WE'RE
ALL IN**

Nous sommes tous engagés ! 🐸
Et nous sommes fiers d'être
partenaire de Rainforest Alliance.
Aidez-nous à faire passer le
message : Le pessimisme,
c'est dépassé. L'espoir, c'est
maintenant.

Pour en savoir plus, visitez
[@RainforestAlliance](#).

[#RainforestAlliance](#)
[#WeAreAllIn](#)

**Ready-
to-Use
Messaging**

Nous nous sommes tous déjà
dit : « une seule personne ne
peut pas faire la différence ». Et
pourtant, sachez que vous n'êtes
pas seul : vous faites partie des
millions de personnes prêtes à
relever les plus grands défis du
monde avec espoir et optimisme.
Rejoignez-nous aux côtés de
Rainforest Alliance et soyons le
changement que nous voulons
voir dans le monde.

Le pessimisme, c'est dépassé.
Tous engagés.

Pour en savoir plus, visitez
[@RainforestAlliance](#).

[#RainforestAlliance](#)
[#WeAreAllIn](#)

Nos actes comptent et ne laissez
personne vous convaincre du
contraire (même la petite voix
dans votre tête). Rejoignez-nous
aux côtés de Rainforest Alliance
[pour dire non au pessimisme /
pour jeter un pavé dans la mare /
pour en finir avec le pessimisme].

Soyons le changement que nous
voulons voir dans le monde. Tous
engagés.

Pour en savoir plus, visitez
[@RainforestAlliance](#).

[#RainforestAlliance](#)
[#WeAreAllIn](#)

Social Media Messaging – French

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**WE'RE
ALL IN**

**Ready-
to-Use
Messaging**

Wir sind alle dabei! 🐸 Deshalb sind wir stolzer Partner der Rainforest Alliance. Helfen Sie uns, die Nachricht zu verbreiten: Pessimismus ist OUT und Hoffnung ist zurück.

Für weitere Informationen besuchen Sie @RainforestAlliance

#RainforestAlliance
#WeAreAllIn

Wir alle haben diese kleine Stimme im Kopf, die uns einredet: „Ein Mensch alleine kann nichts bewirken.“ Das stimmt aber so nicht, denn Sie sind nicht alleine! Sie sind einer von Millionen von Menschen, die bereit sind, die größten Herausforderungen der Welt voller Hoffnung und Optimismus anzunehmen. Schließen Sie sich uns und der Rainforest Alliance an, um gemeinsam die Veränderungen zu schaffen, die wir uns alle wünschen.

Pessimismus ist out. Wir sind alle dabei.

Für weitere Informationen besuchen Sie @RainforestAlliance

#RainforestAlliance
#WeAreAllIn

Was wir tun, ist wichtig. Lassen Sie sich von niemandem etwas anderes einreden (auch nicht von der kleinen Stimme in Ihrem Kopf). Schließen Sie sich uns und der Rainforest Alliance [an und verabschieden Sie sich vom Pessimismus /dem Pessimismus die rote Karte zeigen / auf den Pessimismus pfeifen].

Schaffen wir gemeinsam den Wandel, den wir uns so sehr wünschen. Wir sind alle dabei.

Für weitere Informationen besuchen Sie @RainforestAlliance

#RainforestAlliance
#WeAreAllIn

Social Media Messaging – German

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**WE'RE
ALL IN**

**Ready-
to-Use
Messaging**

皆で共に! 🐸 だからこそ、私たちはレインフォレスト・アライアンスの誇るべきパートナーなのです。次のスローガンを広めるのに力を貸してください。悲観論はもう終わり、そして希望が復活しつつある。

詳細はこちらへ:
@RainforestAlliance。

#RainforestAlliance
#WeAreAllIn

誰もが頭の中で、「一人では何も変えられない」という小さな声を聞いているでしょう。でも、一人ではありません。あなたは、希望と楽観主義を持って、世界最大の課題に立ち向かう準備ができている何百万人もの中の一人なのです。私たちとレインフォレスト・アライアンスとともに、私たちが望む変化を実現させましょう。

悲観論はもう終わり。皆で共に。

詳細はこちらへ:
@RainforestAlliance。

#RainforestAlliance
#WeAreAllIn

私たちが何をするかが重要なのです。(自分の頭の中の声も含めて、) 誰にも違うと言わせないでください。私たちやレインフォレスト・アライアンスと一緒に、悲観論に終止符を打ちましょう / あるいは「悲観論に消えろと言って / あるいは「悲観論をお払い箱にして」。

私たちの望む変化を創りましょう。皆で共に。

詳細はこちらへ:
@RainforestAlliance。

#RainforestAlliance
#WeAreAllIn

Social Media Messaging – Japanese

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**WE'RE
ALL IN**

**Ready-
to-Use
Messaging**

Estamos todos juntos! 🐸 É por isso que temos orgulho de ser parceiros da Rainforest Alliance. Nos ajude a espalhar a notícia: O pessimismo JÁ ERA e a esperança está de volta.

Saiba mais: @RainforestAlliance.

#RainforestAlliance

#WeAreAllIn

Todos nós temos aquela vizinha na cabeça dizendo “uma só pessoa não pode fazer a diferença”. Mas quer saber, você não está só – você é uma entre milhões de pessoas prontas para enfrentar os desafios mais assustadores do mundo com esperança e otimismo. Junte-se a nós e à Rainforest Alliance e vamos fazer a mudança que queremos ver.

O Pessimismo já era. Estamos todos juntos.

Saiba mais: @RainforestAlliance.

#RainforestAlliance

#WeAreAllIn

O que fazemos é importante – e não deixe ninguém convencer você do contrário (mesmo que seja a voz na sua cabeça). Junte-se a nós e à Rainforest Alliance [para dizer ao pessimismo onde ele deve ficar / dizer ao pessimismo para se afastar / chutar o pessimismo para longe].

Vamos fazer a mudança que queremos ver. Estamos todos juntos.

Saiba mais: @RainforestAlliance.

#RainforestAlliance

#WeAreAllIn

Social Media Messaging – Portuguese

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**WE'RE
ALL IN**

**Ready-
to-Use
Messaging**

¡Estamos juntos! 🐸 Somos un orgulloso aliado de Rainforest Alliance. Ayúdenos a pasar la voz: ¡Afuera el pesimismo. La esperanza está de vuelta!

Más información en:
@RainforestAlliance.

#RainforestAlliance
#WeAreAllIn

Todos tenemos esa vocecita en la cabeza que dice « una persona sola no puede marcar la diferencia» Pero sabe qué, no está solo—usted es una de millones de personas que están listas para abordar los desafíos más desalentadores del mundo con esperanza y optimismo. Únase a nosotros y a Rainforest Alliance para realizar el cambio que queremos.

¡Afuera el pesimismo! Estamos juntos.

Más información en:
@RainforestAlliance.

#RainforestAlliance
#WeAreAllIn

Lo que hacemos importa—y no permita que nadie le convenza de lo contrario (aún si es la voz en su cabeza). Únase a nosotros y a Rainforest Alliance [para sacar al pesimismo / para desaparecer al pesimismo / para echar a un lado al pesimismo].

Realicemos el cambio que queremos ver. Estamos juntos.

Más información en:
@RainforestAlliance.

#RainforestAlliance
#WeAreAllIn

Social Media Messaging – Spanish

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WE'RE ALL IN.

