



Citizens' Climate Lobby Citizens' Climate Education



ACTION SHEET, AUGUST 2020

Monthly Meeting, Saturday, August 8, 2020
10:00 a.m. Pacific / 1:00 p.m. Eastern

Three Ways to Join

- To connect by video conference, go to cclusa.org/meeting (NOTE: this links to meeting ID# 95498355745)
Note: To improve audio/video quality, close all applications and other browser windows
Note: See [these instructions](#) to learn how to turn on closed captions and adjust the font size
- To connect by phone: If you have unlimited calling, call 1-646-558-8656; otherwise you can call toll-free at 1-877-369-0926. Enter 954-9835-5745 as the meeting ID
- To watch a livestream go to: cclusa.org/livestream



MONTHLY MEETING GUEST

Dr. Kim Cobb, climate scientist at Georgia Tech

Alarmed by what their research on climate change is showing them, a growing number of scientists are stepping out of the lab to advocate for solutions. Dr. Kim Cobb, a professor at the School of Earth and Atmospheric Sciences at Georgia Tech, is among those speaking out. A leading expert in the study of corals and how climate change is affecting them, Dr. Cobb was devastated when, during a 2016 research trip to the South Pacific, she saw that most of the coral reef she had been studying was obliterated. "For me, it was a bellwether event... I decided to go 'all in' on climate solutions, personally and professionally.

Actions for your virtual chapter gathering

1. [Participate in your democracy](#)
2. [Congress is ready. Rally your monthly-callers](#)
3. [Social Media Bonus Action: Amplify CCL Youth's Climate Thunderclap on August 12](#)
4. [Communication exercise: Practice inviting people to CCL's Weekly Informational Session](#)

If your Action Sheet is printed and you'd like to be able to click the links, you can download this Action Sheet at cclusa.org/actionsheet. There's a Spanish version of the Action Sheet there too!

Participate in your democracy

GRASSROOTS ACTION

Our democracy is strengthened when more people participate, so this month we offer options for how you and your chapter can help with voter participation while staying nonpartisan.

Option 1: Partner with the Environmental Voter Project (EVP)

[EVP](#) is focused on increasing turnout of environmental voters in 12 states*, but you can help by texting or phone-banking from anywhere in the country. Your chapter can make this a group activity or encourage people to do it on their own. Some chapters have met on Zoom before and after phone banking to share the experience and build camaraderie. Learn more tips and tricks by watching the recording of CCL Community's "[CCL and Voter Participation Outreach](#)" training.

If your meeting attendees would like to phone or text bank as a group, have someone share their screen and go to environmentalvoter.org/events to see the many open training webinars and frequent days of action (which include training) and then as a group decide which one is most convenient for everyone.

*EVP's 12 target states are: ME, NH, MA, PA, VA, NC, GA, FL, CO, NM, NV, AZ

Option 2: Help students vote

CCL's campus leaders and campus groups will be working with [Rock the Vote](#) this fall to encourage students to vote. Rock the Vote is a U.S.-based nonprofit nonpartisan organization whose stated mission is "to engage and build the political power of young people." It uses research-driven programs and innovative solutions to ensure each youth generation is represented in our democracy. If your chapter is interested in engaging young people in voting, check out rockthevote.org or contact highered@citizensclimatelobby.org.

Option 3: Work locally or work your own circles

If you want to call or text voters in your own state, locate a local nonpartisan get-out-the-vote campaign and sign up! The League of Women Voters is one well respected organization that you might partner with. Another way to work locally is to ensure that all of your friends and family members are registered to vote at their current address so that in September they can request a ballot by mail (in states that allow it). Everyone can register and request a ballot by mail on [our TurboVote page](#). Prompt family and friends to get ready to vote from home by sharing the link cclusa.org/vote on your social media or via email.

Additional resources

- CCL Blog post [Georgia CCLers motivate environmentalists to cast their ballots](#)
- CCL Community's [CCL and Voter Participation Outreach](#) training page

Congress is ready. Rally your monthly-callers!

LOBBY ACTION

CCL's Monthly Calling Campaign (MCC) aims to **deliver a daily drumbeat** of calls to Congressional offices asking for climate action. The program was curtailed for the past few months as Congress grappled with the health and economic crises. But now, Congress is showing that it is ready to deal with other issues, so let's call about climate! Make a plan to alert all of your existing MCC callers and to enroll a big batch of new MCC callers. Callers are assigned a regular calling day and notified via text or email with a link to a script and phone number when it's their day to call. And MCC calls are automatically field reported!

At your chapter's virtual gathering

1. Check with your liaison - a small number of Congressional offices have asked that constituents contact them via email instead of phone at this time. Ask your liaison if yours is one of them.
2. Notify callers - If your chapter or district has an MCC admin, make a plan for some volunteers to help them to personally contact each of their MCC callers to ask the caller to start calling again. If there is no MCC admin, ask if someone would like to strengthen your campaign by becoming the MCC admin (see #2 below). MCC Admins can increase the percentage of callers who call by quickly contacting callers who miss their calling day. Here's a [7-minute video](#) with more details on motivating callers to call.
3. Sign up more callers - Can you get everyone at your virtual meeting signed up? It's easy to sign up on your phone at cclusa.org/mcc. Then ask everyone to enroll at least one friend or family member. Non-CCLers are welcome to sign up too, so include MCC in your virtual grassroots outreach.

For more impact

1. Call or email your chapter roster - Organize some volunteers to personally get in touch with everyone on your chapter roster to explain the MCC, ask if they can commit to one call per month, and sign them up.
2. Find a district MCC administrator - The strongest campaigns are locally run because the local admin(s) can tailor the scripts to their members of Congress and take charge of reminding their callers. Volunteers can sign up as an admin at admin.cclcalls.org/signup. Chapters that share a congressional district should coordinate while finding MCC Admins for the district.
3. Publish the number of calls - If your chapter has an MCC admin, ask them to post on the Forum of [your chapter's Community page](#) a monthly report with the number of calls made. If your district's MCC is in another nearby chapter, ask them to send the number of calls made each month to someone in your chapter for posting. This can help motivate participation, especially if you share encouraging news from Congress.

Additional resources

- CCL Community's [Starting a Monthly Calling Campaign](#) training page
- MCC Admins can join the [MCC Admins Action Team](#) and ask questions in the team's Forum

Amplify CCL Youth's Climate Thunderclap on August 12

SOCIAL MEDIA BONUS ACTION

August 12 is United Nations International Youth Day, and CCL youth are coordinating to make a splash on social media! They're planning a "Thunderclap" on Twitter that day, where lots of young people post the same message calling for climate action. Youth in your chapter can participate by posting the prepared tweet on the specified date. Adults can help out by 'liking' and commenting on the youths' tweets to amplify them. Here's the message: *"Climate legislation is essential to reversing the existential crisis that threatens today's youth. <@YourRep>, please act on this important issue! What will you do to protect my generation? #ClimateThunderclap #InternationalYouthDay"*. Just replace <@YourRep> with your Member of Congress' Twitter handle. If you need help getting started on Twitter, visit the CCL Community ["Using Twitter"](#) training page.

Practice inviting people to CCL's Weekly Informational Session

COMMUNICATION EXERCISE

For many volunteers, CCL's weekly Wednesday night Informational Session is their first introduction to climate advocacy and becoming empowered to work toward a livable world. When you invite people to attend the Info Session, it helps attendees discover whether CCL is a good fit for their desire to do climate activism, and it helps your chapter recruit more engaged volunteers.

Let's practice inviting people to attend the Info Session.

At your virtual gathering

Have your meeting attendees work in small teams in breakout rooms to make a plan for (1) who they would like to invite to a CCL Info Session and (2) how to open a conversation to make the invitation.

Note: To learn how to put people into breakout rooms, see [Zoom's training on "Breakout Rooms"](#). It's easy!

1) Read these instructions to your attendees.

In the breakout room, write down the names of two people who you would like to invite to attend a Wednesday night Info Session and then write down two ideas for how to open the conversation to invite them. Then discuss your ideas with your partner(s). You'll have six minutes.

2) Put everyone into breakout rooms, two or three people per room, for six minutes.

3) When everyone comes back together, ask a few people to share what they wrote down.

Additional resource

- Registration page for CCL's Weekly Informational Session - cclusa.org/intro