



Citizens' Climate Lobby Citizens' Climate Education



ACTION SHEET, NOVEMBER 2020

Monthly Meeting, Saturday, November 14, 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

Tia Nelson, Outrider Foundation

At the age of 13, Tia Nelson spent the first Earth Day cleaning up trash with her junior high classmates. She went on to follow in the environmental footsteps of her father, Sen. Gaylord Nelson, founder of the historic event that ushered in a new era of awareness and action for our environment. Now the Managing Director for the Outrider Foundation, which works to end the threat of nuclear war and reverse the course of global climate change, Tia joins this month's call in the aftermath of a momentous election. She'll share the lessons she learned from her father and offer perspective on the state of the climate movement based on her many years of working on that issue.

Actions for your virtual chapter gathering

1. [Support our \\$1 million year-end fundraiser.](#)
2. [Make plans for December Lobby Day and Call Congress Day.](#)
3. [Social Media Bonus Action: Register for our December Conference and post about it!](#)
4. [Communication exercise: Practice asking someone to call Congress to support the bill.](#)

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!

Support our \$1 million year-end fundraiser

Our year-end fundraiser goal is to raise **\$200,000 on Giving Tuesday** — December 1 — and **\$1 million in total** by December 31. The CCL team in Washington D.C. thinks that 2021 will be a decisive year in our long effort to enact strong carbon pricing legislation, so help us make sure we have the resources we need to push hard and support you fully in the new Congress. Give as you are able and help spread the word!

At your virtual gathering

Our year-end fundraiser provides a substantial part of our total budget. And this year is more important than ever. If you are in a position to donate, please consider making a 100% tax-deductible gift to Citizens' Climate Education at citizensclimate.org/give. You can help us further by discussing the action ideas below and making a plan to follow through this month.

- Set a goal for your chapter such as \$300 or \$1,000 and then form a team to call all the active people on your chapter roster on December 1st to ask if they can help reach the goal.
- Plan a virtual house party and ask attendees to consider giving to CCE. You can combine much needed social time for your group with a recommitment to CCL's goals by gently pitching a donation!
- Ask your meeting attendees to put December 1st in their calendar so that they remember to send an email like the example message below to friends and family. Be sure to follow up with phone calls!
- Invite everyone to edit and post the example message below to their favorite social media platforms and get ready to repost, retweet and share CCL's social media posts throughout the fundraiser.
- Create a Facebook Fundraiser. There are details, graphics and an instructional video on [CCL Community](#).

Example message

Here's a short fundraiser description to include in meeting minutes and to share with friends, family, allies, and social media networks. Feel free to personalize it with why you volunteer and/or donate!

Subject: Help me help our climate!

Will you help bring people together on climate solutions in 2021? Citizens' Climate Education (CCE) is a volunteer-driven, grassroots advocacy organization that builds support for effective climate solutions in Congress. CCE has a long history of working across the political spectrum and uniting people on climate. 2021 is looking to be an important year for climate policies, and I hope you'll join me in taking meaningful action. This year, our goal is to raise \$1 million by year end and \$200,000 on Giving Tuesday (December 1st) alone. Will you help support my volunteer work with CCE by making a year-end gift? To make a 100% tax-deductible donation, go to citizensclimate.org/give.

Additional resources

CCL Community's [Raise Funds for CCL Nationally](#) training page

Make plans for December Lobby Day and Call Congress Day

LOBBY ACTION

Help to keep carbon pricing front and center when the new Congress convenes in January by helping your lobby team plan their virtual lobby meeting and by coordinating an enormous Call Congress Day!

At your virtual gathering, continue planning your December Lobby Day

- Have someone open the [Meeting Plan Template](#) and, if you're on Zoom, share their screen.
- Briefly discuss each of the seven items on page 2 and type everyone's best ideas into the document, and make sure someone passes the document along to the liaison or team lead for each MOC you discuss.
- Include suggestions of strategic community leaders who might be included in the lobby teams.
- Pull together persuasive materials for delivery to the Congressional office before or during the meeting such as [virtual postcards](#), [endorsement reports](#), statements of support from community leaders, and endorsement videos and make sure you know who will get them to the liaison or team lead.
- Designate someone to check in with the liaison to see if they need help planning the meeting.
- Ensure someone attends the Nov. 19 CCL webinar, [Lobby Training #2, Primary and Supporting Asks](#).

And organize everyone for Call Congress Day—December 3rd*

Set aside 10 minutes as a group or in breakout rooms for everyone to complete these four items:

- Pledge to call your MOCs on Dec. 3 and decide on one other person you will ask to call alongside you.
- Put Call Congress Day and cclusa.org/call in your e-calendar and paste in the sample message below so it's ready for you to use to invite others right after your calls, on social media or by email.
- Invite your Facebook friends by sharing our Facebook Event cclusa.org/call-congress-fb.
- Sign up at cclusa.org/text to receive a text reminder with a link to our calling tool.

To get even more callers to call on Call Congress Day

- Enlist local ally organizations to activate their volunteers. 350.org, LWV, Audubon, Trout Unlimited, etc.
- See cclusa.org/callcongressday for graphics, more sample emails, and ideas for generating calls

Example message

My fellow CCL volunteers and I are meeting online with our members of Congress during the week of December 7 to ask them to enact climate solutions. To amplify our voices, call your members of Congress on December 3 to ask them to support the **Energy Innovation and Carbon Dividend Act**. Use our online calling tool cclusa.org/call to get a script and phone numbers and be sure to click “**DONE CALLING**” to report your calls. Calling your Representative and Senators demonstrates constituent concern and helps create the political will needed to solve climate change.

*If your member of Congress is retiring or was not reelected, ask them to cosponsor or support the Energy Innovation Act before the end of the 116th Congress and continue to support it as they return to private life.

*If you are a Monthly Calling Campaign caller, call on December 3rd instead of your usual day.

Additional Resources

CCL Community's [Preparing For CCL's December Conference & Lobby Day](#) training page

Register for our December conference and post about it!

SOCIAL MEDIA BONUS ACTION

Register for CCL's online December 5-6 conference at cclusa.org/conference and then post about it on your favorite social media. Your post might read something like, "I registered to attend CCL's upcoming virtual conference so that I can get ready to advocate for #BipartisanClimate legislation in 2021. Join me on December 5-6 - it's FREE. Register at cclusa.org/conference." Need help getting started on social media? Check out this CCL Community "[Social Media for Volunteers and Chapters](#)" topics page!

Practice asking someone to call Congress to support the bill

COMMUNICATION EXERCISE

This month's exercise gives everyone a chance to practice asking a friend or relative to call Congress on our December 3rd Call Congress Day.

Step 1: To demonstrate a conversation starter, ask two people to read out loud the following dialogue:

Friend: I'm in awe of all that climate work you do. I can't seem to find time to pitch in.

CCLer: Volunteering for CCL keeps me focused on climate change solutions and solutions boost my optimism. We have a big action coming up in December. Would it be okay if I tell you how you can help?

Friend: Sure.

CCLer: We're trying to break last year's record for the number of calls made to Congress in one day. It's fun talking to the friendly interns in Congress, and it only takes a couple minutes.

Friend: You know, I just might do it. How do I call?

CCLer: Go to cclusa.org/call and our online calling tool will give you a script and phone numbers to call. Afterward, be sure to click the DONE CALLING button so that your calls are counted!

Step 2: Practice starting a conversation

If you use breakout rooms (see [Zoom's training page on "Breakout Rooms"](#) to learn how)

- 1) Paste the dialogue above into the chat so people can read it from there. Attendees can also find the dialogue on page 4 of this action sheet at cclusa.org/actionsheet.
- 2) Read these instructions to your group.
In the breakout room, open a conversation with your partner, ask permission to share, and then invite them to join you in calling Congress. Then switch roles and repeat. You'll have six minutes total for practicing, so each person has three minutes.
- 3) Put everyone into breakout rooms, two people per room, for six minutes. When everyone comes back together, ask a few people to share what they found useful.

If you don't use breakout rooms

Ask a few people to say how they would open this conversation.