



Citizens' Climate Lobby Citizens' Climate Education



ACTION SHEET, JUNE 2021

2021 Online Conference, Saturday, June 12, 2021

10:00 a.m. Pacific / 1:00 p.m. Eastern

Register for our 2021 online conference at cclusa.org/june, and we'll send you a link with connection information a couple days before the event. You'll need a desktop or laptop computer running a Chrome browser (version 79 or better) to join the conference on AirMeet (not Zoom). Or you can watch the livestream on Youtube or Facebook. To improve audio/video quality, close all applications and other browser windows.



Actions for your online chapter gathering

1. [Submit timely LTEs and a "Why Carbon Pricing?" op-ed](#)
2. [Keep going: Meet mayors and double your calls to Congress](#)
3. [Social media bonus action: Share a conference or lobby selfie](#)
4. [Communication exercise: Practice saying the bill's three economy-related benefits](#)

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!

Submit timely LTEs and a “Why Carbon Pricing?” op-ed

MEDIA ACTION

Your Letter To The Editor (LTE) this month might: give an update on the Energy Innovation Act, alert readers to extreme weather made worse by climate change, or relate your experience gathering online with thousands of your fellow CCLers at the June Conference. So many good choices! And since climate is in the news almost every day, now’s a terrific time for you to submit an LTE and for your chapter to submit a localized version of Mark Reynold’s “Why Carbon Pricing?” op-ed to your traditional and online newspapers.

Invite everyone to select an LTE topic

Paste the LTE topics below into the chat, discuss them, invite attendees to suggest some other climate-related topics, and then ask all the attendees to decide what they will write their LTE about.

- a. In April 2021, the Energy Innovation and Carbon Dividend Act was reintroduced in the House of Representatives by Rep. Ted Deutch (D-FL-22) and 28 original cosponsors as H.R.2307. Today, the bill has more than 50 cosponsors and, if enacted, would reduce America’s carbon pollution 50% by 2030.
- b. Hurricane season is beginning early on the East Coast and extreme drought conditions exist on the West Coast as the wildfire season approaches (see our [LTE topic ideas document](#) for more details on these).
- c. Over a thousand volunteers met online with congressional offices to ask for a carbon price the week after I gathered online with climate activists from all over the country at CCL’s national conference.

Look at our LTE topic ideas resource cclusa.org/lte-topics for more timely themes for your letter!

Demonstrate how to use our easy online LTE tool and ask your attendees to follow along

To discover all of the newspapers in your vicinity and submit an LTE to some or all of them, LTE authors can use our easy online action tool. To demonstrate, start by pasting the link, cclusa.org/lte into the chat, share your screen, and ask everyone to do on their own computer, tablet or phone what you are doing on yours:

1. Open a browser and paste/type in cclusa.org/lte
2. Type in your street address and then click “Go” to find all of your local newspapers
3. Enter your contact info, select some or all of the newspapers, paste in the text of your LTE, and click SEND

Ask attendees to write an LTE on the topic they selected and submit it after your gathering.

Customize and submit Mark Reynolds’ “Why Carbon Pricing” op-ed template

Designate someone from your chapter’s media team to customize for your local area [this op-ed template](#) and submit it to your newspaper. If there are other chapters in your area, be sure to coordinate with them.

When you get published

1. Celebrate!
2. [Share your LTE / op-ed on social media](#) and, if appropriate, with your members of Congress
3. Log it, or update the status of your submitted LTE, in the Action Tracker, cclusa.org/actiontracker

Additional Resources

- CCL Community’s [Writing Effective Letters to the Editor](#) training page
- For questions and more support, join CCL’s [Print Media Action Team](#)

Keep going: Meet mayors and double your calls to Congress

GRASSTOPS AND LOBBY ACTION

Yes, last month in the May Action Sheet we asked you to meet with your mayors and give encouragement to the callers enrolled in your Monthly Calling Campaign to make their calls. We're adding some fresh ideas and resources below and continuing those actions this month - and all summer - because mayors and calls are two hefty ways to persuade your members of Congress.

Have more meetings with mayors

Here are some additional tips and approaches to help you with your mayoral meetings.

- Check out the Climate Mayors climatemayors.org/member-cities - scroll down to see if your mayor is one of the 470+ mayors who have committed their city to emissions reductions and upholding the Paris Agreement. If your mayor is listed, use this as a door opener or an appreciation when you meet. If not, look at the City Hall website to see what kinds of projects your mayor is initiating or supporting.
- Mayors are often open to meeting because you may have helped vote them into office, and you may be able to help them protect their jurisdiction from the impacts of climate change.
- Volunteers report that having an endorsement from one mayor makes it easier to meet other mayors.
- Contacting, scheduling and meeting is best done by the mayor's constituents whenever possible.

After each meeting, log it in the Action Tracker as type "Grasstops Meeting."

Recruit cheerleaders for the callers enrolled in your Monthly Calling Campaign

We're going to set a record for MCC calls in June. How big a record depends on you.

- Ask your MCC Admin for a list of all the MCC callers enrolled in your district. If you don't have an MCC Admin, encourage a volunteer to sign up to be an admin at admin.cclcalls.org. Another way to get a list of callers is to ask your State Coordinator.
- Organize folks so that someone personally contacts by phone or text everyone enrolled in your Monthly Calling Campaign encouraging the caller to make their calls so that we can double our MCC calls in June.

MCC Admins recommend contacting callers who don't report their calls to offer assistance two days after the missed calls. This is an effective way to activate enrolled callers and let them know that their calls count.

Additional Resources

- CCL Community's [Engaging Community Leaders](#) and [Starting a Monthly Calling Campaign](#) training pages
- For more support getting enrolled callers to call, join CCL's [Monthly Calling Campaign Action Team](#)

Share a lobby or conference selfie

SOCIAL MEDIA BONUS ACTION

While tuning in to our June 12-13 conference or preparing to join a lobby meeting this month, take a selfie with your phone camera and share it on your social media! Be sure to include 1) a hashtag like #PriceOnCarbon or #PriceOnPollution, and 2) your congress members' social media handles. In your post describe why you are attending the conference and/or lobby meeting, perhaps by mentioning one of the [four main benefits of the Energy Innovation Act](#). Need help getting started on social media? Check out this CCL Community "[Social Media for Volunteers and Chapters](#)" topics page!

Practice saying the bill's three economy-related benefits

It's best to talk about everyday kitchen table benefits when describing the Energy Innovation Act because listeners are more likely to care. In addition to the four main benefits you practiced last month, we have three tested high-level talking points that describe the bill's economic benefits. To make it easy to remember these three benefits, think CKS. **C**reates jobs, **K**eeps Business Healthy and **S**trong Economy.

Let's practice saying them with a partner so that we can be ready to talk about the bill's economic benefits to community leaders, the public, the media, friends, family and congressional offices.

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

- 1) Paste the three talking points below into the chat. Zoom chat has a limit of 1,000 characters so you'll have to paste it in two pieces. Attendees can also find the three talking points on the last page of this Action Sheet at cclusa.org/actionsheet.
- 2) Read these instructions to your group:

I've put in the chat three economic benefits of the Energy Innovation and Carbon Dividend Act, H.R.2307. With a partner, take turns reading the three benefits out loud. Afterward, see if you can remember the names of the three benefits using the acronym CKS. Creates jobs, Keeps Business Healthy and Strong Economy.
- 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 like about the talking points.

If you don't use breakout rooms

Have someone read aloud our three economy-related talking points and ask who can say the names of the three talking points using the acronym CKS.

Three economy-related benefits of the Energy Innovation Act

Creates Jobs. A carbon price will incentivize innovation by America's businesses, creating millions of new jobs that will transform our economy and put Americans back to work.

Keeps Business Healthy. Businesses prefer a carbon price to other climate solutions because they remain financially stable while they adjust their operations, thanks to a predictable and gradually rising price on carbon. They will not lose time or spend extra money trying to understand complicated new regulations and rules and incorporate them into their plans.

Strong Economy. A price on carbon is the best climate solution for America's economy because it is the most cost-efficient way to lower America's pollution. To match its impact, multiple regulations across economic sectors would be needed, at an additional cost of hundreds of billions of dollars every year to America's economy. By 2050, a price on carbon could save Americans over \$800 billion each year in economic losses, or over \$6,000 per household. On our current course, America's economy is forecast to shrink by up to 7% due to the increased costs of climate change by 2050.

(Data sources: [U.S. Energy Policy Solutions](#), [The Economics of Climate Change - No Action Not an Option - Swiss Re](#), [CLC Study - cost of regs vs carbon price](#))