



Citizens' Climate Lobby Citizens' Climate Education



ACTION SHEET, JULY 2021

Monthly Meeting, Saturday, July 10, 2021

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: To turn on closed captions and adjust their size, see this [Zoom help page](#)
- 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

Allie Kelly, Executive Director of The Ray

One of the virtues of carbon pricing is that it will spur technological innovation. What kind of innovation? For a glimpse of that potential, we turn this month to Allie Kelly, Executive Director of The Ray, a nonprofit that is reimagining our roadways to be greener and safer. The Ray is working on a living highway test bed to develop ways to capture solar energy, charge electric vehicles and provide a drive-through tire safety station. Allie has over 15 years of experience working in public policy, including founding Georgia Watch in Atlanta, Georgia's only consumer watchdog organization..

Actions for your online chapter gathering

1. [Tabling and presenting - what's old is new again!](#)
2. [Make a chapter plan for safe in-person activities](#)
3. [Chapter development bonus action: Plan an in-person social gathering if it's safe to have one](#)
4. [Social media bonus action: Tweet at President Biden and VP Harris](#)
5. [Communication exercise: Practice inviting a friend to a CCL Info Session or meeting](#)

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!

Tabling and presenting - what's old is new again!

GRASSROOTS ACTION

If in-person gatherings are government approved and tabling and presenting are safe in your locale, work with the volunteers in your chapter who are comfortable doing so to get out there [this month and all summer](#) and help lots of people in your community to show their members of Congress that [carbon pricing is popular](#).

Table Table Table

Tabling is a great way for newer volunteers to learn to talk about CCL and climate solutions and develop their listening skills. Tabling also gives you the chance to hand out flyers, show table visitors how to use our online tools, and talk to community members you wouldn't otherwise meet. More details are [on CCL Community](#).

At your gathering, make a plan to:

1. [Schedule tables and staff them](#). Ask someone to find tabling opportunities (and reserve tables) at local outdoor events such as farmers markets, concerts in the park and festivals. During your gathering, ask who'd like to staff some table shifts.
2. [Decide on table activities](#) - Education and enrolling [Monthly Calling Campaign](#) callers are two oldies but goodies. Other creative options include [faux dividend checks](#), [climate coloring books](#), [yard games](#), and offering a free cookie to table visitors who write to their MOC using [cclusa.org/write](#) on their phone.
3. [Engage enthusiasts](#) - Prepare for table visitors who are eager to do more. For example, you might invite them to our Wednesday Informational Session or your next chapter meeting. See the Communication Exercise below. They can also join CCL using [cclusa.org/join](#) on their phone (they will be added to the roster of their closest CCL chapter).

If you need insurance to table, [fill out this form](#) and, if you need banners or flyers, look [on CCL Community](#).

Schedule and give lots of presentations

Presentations are a terrific way to educate, inspire, and activate climate-minded folks in your community, so set a goal to give five or more presentations by October, either online or in person.

1. If your chapter doesn't already have a volunteer who gives CCL presentations, find one or two people who'd like to learn and ask them to do the CCL Community [Giving a Presentation](#) training.
2. To learn how to schedule dozens of presentations, check out CCL Community's [Scheduling Presentations](#) training. In short, (a) make a list of all the clubs, groups, local chapters of NGOs, and civic, progressive and conservative organizations in your locale; (b) send presentation proposals to a bunch of them and then follow up with a phone call a week later to ensure they received your proposal and to schedule an online or in-person presentation; and (c) invite some new volunteers to attend the presentations to learn the ropes and help the attendees take action.

Note: Be sure to log your tabling and presentations in the Grassroots Outreach option in the [Action Tracker](#).

Additional resources

- CCL Community's [Grassroots Outreach Basics](#) and [Tabling at an Event](#) training pages
- CCL Community's [Paperless Grassroots Outreach](#) training page
- Complete list of CCL Community's [Grassroots Outreach Resources](#)

Make a chapter plan for safe in-person activities

ALL LEVER ACTION

Many people feel safe getting together in small groups these days, so this month discuss and plan, (1) in-person activities that fully vaccinated volunteers can safely resume, and (2) COVID-appropriate online activities that work well and that you want to continue. As you work through the five levers below in your planning, you may need to make special provisions for folks who cannot be vaccinated. Your health and safety are our highest priority, so please be thoughtful as you resume pre-pandemic activities. CCL's Don Addu is giving a grassroots training on "COVID and Service" on **July 15th**. [Learn more and add it to your own calendar](#). A recording will be available on that page afterward.

What Grasstops Engagement activities are best done in person?

Building a relationship with a community leader may be easier in person, but if people in your chapter already have lots of good contacts, you might continue doing your grasstops work online. Add to your chapter plan how you will develop relationships with community leaders, secure their support for the Energy Innovation Act and [turn them into champions](#) so that they will speak publicly about their support.

Which Grassroots Outreach activities are effective online?

See Action #1 in this Action Sheet for presenting and tabling and then decide what other grassroots outreach you will transition to in-person and what you will continue to do online. Consider: [collaborating with local environmental organizations](#), film screenings, house parties, [clip boarding](#), etc.

How should Group Development activities be safely transitioned?

Onboarding, workshops, chapter action team meetings, recruiting, mentoring, collaborating with other chapters and administering are activities that can be done online or in-person, with in-person being more fun, and online sometimes more efficient or accessible. When and how will you resume meeting in person?

What are your plans for Lobbying Congress in person?

Work with the liaisons to your members of Congress to determine your next steps in building their support or decreasing their opposition. In-person lobbying may become an option in the district as the pandemic eases, but it will depend on your members of Congress. Continue organizing constituents to contact them.

Are Media Relations activities most fun when done in a group?

Meeting with a reporter or an editorial board to give them a chapter/CCL update may be done online or in-person, while authoring letters and reviewing each others' op-eds is fun with a group of your fellow volunteers and some snacks. For your plan, be sure to also think about [generating news coverage](#), TV, radio, social media and [preparing for media interviews](#).

Additional Resource:

- CCL Community's [Grassroots Outreach](#) and [Organizing & Mentoring your Group](#) topics
- CCL Community's [Working with Congress](#) and [Media Basics](#) topics
- CCL Community's [COVID-19 Guidance](#) and [Chapter Action Guide](#)

Plan an in-person social gathering if it's safe to have one

CHAPTER DEVELOPMENT BONUS ACTION

If your city, county and state allow it and you feel it's safe to gather in person, plan a picnic, potluck, BBQ, brewpub outing, or similar gala for July or August to celebrate your group making it through the pandemic. Then invite your family, friends and neighbors to meet your fellow CCLers and learn about our work. In addition to the excitement of seeing people in person, you can also highlight stories from volunteers about their favorite moments in CCL.

You might also consider inviting to your soiree a few community leaders such as your mayor, city council members, chamber president, business owners or faith leaders, to begin or deepen your relationship with them, and to give them an update on CCL and the Energy Innovation Act.

At your July gathering:

- Decide where to host the party and make plans for who will bring what.
- Think about all the guests you want to invite, who will invite them, and when to follow up.
- Identify who is best at creating Evites and make a plan to distribute the Evite link.
- Sketch out an agenda for the party that includes time for storytelling.

Tweet at President Biden and VP Harris

SOCIAL MEDIA BONUS ACTION

At our June 12 conference, keynote speaker Dr. Adele Morris told us that the Biden Administration has been silent on carbon pricing. If you haven't already, [join Twitter](#) (it's free!) so that you can tweet at President Biden and VP Harris. In your tweet, ask them to talk about carbon pricing as part of their climate plan and work with Congress toward bipartisan climate legislation that includes carbon fee and dividend. Our tweet POTUS tool cclusa.org/tweet-potus has a sample message ready for you to customize and post. If you'd like to post on a different social media platform, like Instagram, be sure to include @POTUS and @VP handles in your posts. If you need help getting started on social media, check out the trainings available on the CCL Community [Social Media for Volunteers & Chapters](#) topics page.

Practice inviting a friend to a CCL Info Session or meeting

COMMUNICATION EXERCISE

During this transition to post-pandemic activity it's really nice to be out and about where it's possible to run into friends in person. When this happens, consider asking your friend what they think about climate change, which is in the news more these days. Based on what you hear, perhaps invite them to a CCL meeting or social gathering. Let's practice a conversation you might have with a friend you haven't seen in 16 months.

If you meet in person

Invite two people to demonstrate the exercise below and then ask everyone to partner up and give it a try.

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

- 1) Paste the practice exercise 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 practice exercise 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 an exercise that will let you practice opening a conversation about climate change. With your partner, take turns opening a conversation with a friend and then inviting them to a CCL meeting or social event.
- 3) Put everyone into breakout rooms, two people per room, for six minutes. When everyone comes back together, ask a few people to share how they opened a conversation.

If you use Zoom, but you don't use breakout rooms

Ask two people to demonstrate the practice exercise below for the group and then ask a few people how they see themselves opening a conversation about climate change.

Practice exercise

Imagine you've just run into a friend and they've asked you what you've been up to. Pique their interest with a short sentence about something you did about climate change, and turn it back to them with a question. If you hear an interest in climate change, invite them to our Informational Session or a chapter social or meeting.

Your friend: "Hi, nice to see you! What've you been up to?"

You: "I'm hugging all my friends again now that I've been vaccinated! Want one? Also, I had such a good time seeing my Citizens' Climate Lobby friends again at our last chapter meeting. Do you worry about climate change, too?"

Your friend: "I've seen some pretty distressing climate projections in the news. I'm a bit worried."

You: "It sounds like you're concerned that climate change is going to get worse?"

Your friend: "You're right. Is there something that I should be doing to help? I already recycle."

You: "Would you like to come to a meeting with me? You'll get lots of ideas and meet some neat people!"

Your friend: "Sure, I could check it out with you sometime."