



# Citizens' Climate Lobby Citizens' Climate Education



## ACTION SHEET, AUGUST 2021

Monthly Meeting, Saturday, August 14, 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](https://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](https://cclusa.org/livestream)



### MONTHLY MEETING GUEST

#### **Pamela Benson Owens, Edge of Your Seat Consulting**

Whether lobbying a member of Congress or doing grassroots outreach to enroll volunteers, the ability to really listen is a valuable asset. Our guest this month, Pamela Benson Owens, will coach us on constructive listening. Pam is the President and CEO of Edge of Your Seat Consulting, Inc., a consulting firm that is dedicated to helping for-profit, nonprofit and faith-based organizations. Pam leverages humor and honest storytelling to create memorable and applicable strategies that organizations can employ to achieve their goals.

### Actions for your online chapter gathering

1. [Get endorsers and community leaders to contact Congress](#)
2. [Make carbon pricing the top issue MOCs are hearing about](#)
3. [Social media bonus action: Click a social share button on our House Campaign page](#)
4. [Communication exercise: Practice asking a friend for a favor - contact congress!](#)

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](https://cclusa.org/actionsheet). There's a Spanish version of the Action Sheet there too!

# Get endorsers and community leaders to contact Congress

## GRASSTOPS ACTION

Congress is focused on climate, and there has not been a better opportunity to enact carbon pricing legislation in over a decade. On July 27, CCL HQ sent an email to the thousands of individuals and organizations that have endorsed the Energy Innovation Act (EIA), Carbon Fee and Dividend (CFD), climate action (CA) or carbon pricing (CP), asking them to personally urge their Senators to support carbon pricing as described in the box below. Now it's time to follow up with your endorsers on that email to ensure that they acted on our request. And then engage some additional community leaders to take action too!

### Encourage endorsers to contact their Senators and Representative

During your gathering, share a screen on Zoom or, if you are meeting in-person, connect someone's computer to a large screen, so that everyone can see the Grasstops Engagement Tracker ([cclusa.org/GET](https://cclusa.org/GET)). Click on "My Chapter" to see which volunteer (the "delegate") secured what CFD, CA and CP endorsement. For EIA endorsements, there may or may not be a delegate.\*

Next, ask your chapter's delegates to pledge to call their endorser to, (1) ensure that they received and opened [this email](#) sent by CCL HQ on July 27, (2) ask them to contact their Senators right away as described in the email, (3) also contact their U.S. Representative, and (4) ask them to enlist a colleague to do the same.

### Get more community leaders to contact their Senators and Representative

At your gathering, go round robin and ask each attendee to:

1. Name one local community leader they know personally - a company CEO or executive; an elected official such as a city council member, county commissioner or state legislator; or a faith leader.
2. Pledge to call their community leader today or tomorrow to ask them for a favor - to personally contact their Senators and Representative and make one of the "Asks" in the box below.

Members of Congress who are Democrats: I'm a community leader and a constituent, and I'm calling / writing to urge you to support and advocate for a carbon price in the reconciliation package.

Members of Congress who are Republicans: I'm a community leader and a constituent, and I'm calling / writing to urge you to enact a federal carbon price so that U.S. businesses can avoid paying Europe's border tariff and remain internationally competitive.

**Note:** Be sure to log each contact with a community leader as a Grasstops action in the [Action Tracker](#).

### Additional resources

- CCL Community's [Engaging Community Leaders](#) training page
- CCL Community's [Encouraging Existing Endorsers to Champion Their Support to Congress](#) training page

\* If there is no delegate for an EIA endorsement, ask your attendees which EIA endorsements they got. Where you can't identify the delegate, do a little detective work, talk to other local CCL chapters and, if all else fails, designate someone to be the delegate.

# Make carbon pricing the top issue MOCs are hearing about

## GRASSROOTS ACTION

Yes, we're asking you to contact Congress more often. We want every member of Congress to hear from their staff that the top issue constituents are asking for is carbon pricing.

Thank you for writing and calling during our three week Senate Action Campaign that ended on August 10th. The same day, Mark Reynolds launched our **House Action Campaign** on his call with CCL volunteer leaders. Ending on August 31, this three week campaign is focused on making it clear to our Representatives that carbon pricing is popular with their constituents and community leaders. Let's kick off this campaign with a deluge of emails and calls to Representatives.

### **Write your Representatives and learn how to track our national number of emails and calls**

- Ask your attendees to go to our campaign landing page [cclusa.org/house](https://cclusa.org/house) on their smartphone or computer, follow the steps to customize and send the example message to their Representative, and then pledge to use the call part of the tool after your gathering.
- Set a chapter goal for the number of emails sent and calls made to Representatives and then show attendees the new feature in the [Action Tracker](#) that tracks progress toward our national goal.

### **Make a plan to engage more people and set personal goals for outreach**

We are unlikely to achieve our ambitious goals without you - our most engaged volunteers - pledging to personally ask people you know or meet in your community to email and call using the online action tools at [cclusa.org/house](https://cclusa.org/house) on their phone while you are with them. It is very helpful for the Representatives to hear from new people, not just ourselves.

- Ask attendees to jot down the names of three or more people who support their CCL work that they can ask for a favor. It's A-OK to include people already asked to contact their Senators. Go round robin and ask attendees to share how many people they pledge to get to write and call their Representative.
- If it is safe to do so, schedule a few tabling events or CCL presentations and ask table visitors and presentation attendees to use their phone to email on the spot. And use [our quarter page handout](#) to remind them to call later. See [CCL's COVID-19 guidance](#) which has been updated for the Delta Variant.

### **Calling to get callers and writers**

- Divide your chapter roster into callable lists and ask someone to volunteer to lead a phone tree project. Then sign up half or more of your meeting's attendees to each call 15-25 of the less active people on your chapter roster over the next ten days.
- CCL national will also be running phone banks to our supporters in some Democratic districts to help you. It will exclude supporters who already took action. We think it is better to risk calling a few people twice to reach more people. Share [this link](#) with your chapter so that people can sign up to phone bank.
- It's totally fine for people to also contact their Senators if they didn't during the Senate campaign.

### **Additional Resource:**

- CCL Community's [Getting Your Community to Contact Congress](#) page
- CCL Community's [Budget Reconciliation Actions](#) resource page

## Click a social share button on our House Campaign page

### SOCIAL MEDIA BONUS ACTION



Take time at your gathering for everyone to get out their phone, go to our House Action Campaign landing page [cclusa.org/house](https://cclusa.org/house), and click one of the social media share buttons (pictured here). This will generate a post that includes the landing page link. Post the link with a note asking your friends, colleagues and followers to go to the link to write and call their Representative. 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 asking a friend for a favor - contact Congress!

## COMMUNICATION EXERCISE

Wherever and whenever you are seeing people you know this month, take the opportunity to alert them to our **House Action Campaign** and why we are having it. If possible, show them right then and there how to go to our landing page [cclusa.org/house](https://cclusa.org/house) and help them to write and call. Let's practice how to segue from "good to see you again" to "I have a favor to ask".

### 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](#).
- 2) Read these instructions to your group:

I've put in the chat an exercise that will let you practice asking a friend to contact Congress. With your partner, take turns asking your friend for a favor and then explaining why you are asking.
- 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 asked their friend to contact Congress.

### 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 asking a friend to contact Congress.

### **Practice exercise**

You've set a goal of getting 15 people to write and call their Representatives by the end of August, and you've just caught up with someone you know at a picnic. Remember these three things as you ask them to write and call their Representative. (1) Pick people who already like your CCL work, (2) use the phrase, "I have a favor to ask," which gives them the option to say no, and (3) Don't leave them to do it alone. By setting a specific time to write and call together, you can make sure they don't forget and they succeed. If you do leave them to do it alone, ask them to let you know when they've done it so you can add them to your goal tally.

You: You've always been supportive of what I do with Citizens' Climate Lobby. I have a favor to ask, which you are free to say no to. It looks like the big infrastructure package that the Democrats are working on through budget reconciliation is our best shot to get a carbon tax enacted. We're doing a big push to get calls to the House, and I personally pledged to find 15 people who would email or call our Representative. If you have time now, I could show you how to do it on your phone. It should only take five minutes.

Your friend: I've always said I wanted to help if I can. Are you sure it's easy? I don't know what to say.

You: I'll walk you through it. I did it myself yesterday, and I used the script. We can sit over here and do it on your phone, and then have another brownie/brat/beer to celebrate your success. And you can tell everyone else how easy it was!