



Citizens' Climate Lobby Citizens' Climate Education



ACTION SHEET, OCTOBER 2021

Monthly Meeting, Saturday, October 9, 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 Ray Ward, Utah state legislator

Is carbon fee and dividend really the policy that can bridge the divide between Republicans and Democrats? On this month's call we'll talk to Ray Ward, a Republican state representative in Utah, about why he likes the policy. When he's not working in the legislature, Ward is a family physician in Bountiful, Utah. Earlier this year, he signed on to an op-ed in the Desert News with two dozen other Utah Republicans endorsing carbon fee and dividend.

Actions for your chapter gathering

1. [Register for our November conference & get ready to lobby](#)
2. [Generate positive press about carbon pricing](#)
3. [Social media bonus action: Like, retweet and share CCL's carbon pricing-related posts](#)
4. [Social media bonus action: Be the first to tweet President Biden's Correspondence Office](#)
5. [Communication exercise: Practice a simple explanation of the budget process](#)

Big New POTUS Push! Get your friends to send an email to Biden to help us reach our new goal of 20,000 messages by October 15th. Send them to cclusa.org/white-house. See our progress on the Action Tracker.

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!

Register for our November conference & get ready to lobby

CHAPTER DEVELOPMENT AND LOBBY ACTION

We'll spend our time together at our November National Online Conference celebrating our 2021 successes and planning our path forward, so having everyone tune in will be important. Another priority for November is making a strong case to MOCs that their constituents see carbon pricing as a key part of the reconciliation bill, so spend time this month reviewing your lobby strategy and planning your November Lobby meeting(s).

Allow time for everyone to register for our National Conference

During your gathering, ask all attendees to, (1) go to cclusa.org/November on their phone or computer to register for CCL's November 13-14 online National Conference, "Grit and Gratitude," with keynote speaker Dr. Ayana Elizabeth Johnson, and (2) post about it on their favorite social media. A post might be something like,

I registered to attend CCL's National Online Conference so that I can be ready to advocate for climate policy. Join me November 13-14 - it's FREE. Register at cclusa.org/November

Update your lobby strategy and plan for your November Lobby meeting(s)

Ask a liaison or lobby meeting leader to give a short synopsis of their June lobby meeting and what needs to happen to move the MOC up the carbon pricing support ladder. Based on what you hear, update your lobbying strategy and then start planning for November.

Assemble key deliverables

In addition to CCL-provided leave behinds, your MOC and their staff may appreciate and benefit from other materials the Liaison or appointment setter sends before or after the meeting.

- Positive news coverage of carbon pricing
- Positive statements from your local endorsers and other community leaders
- [Local climate impacts](#)

Assemble your dream lobby team

1. At your gathering, visualize moving your MOC up the carbon pricing support ladder during your lobby meeting(s) and then brainstorm as a group how to make that happen. Ask attendees to suggest a community leader or trusted messenger who would make a strong, persuasive case for carbon pricing.
2. Discuss and prioritize the community leader list you just created and designate someone to deliver your lobby team recommendations to the liaison or lobby meeting leader.

Lobby team members should watch CCL's [Climate Advocate Training](#), if they haven't yet, and review the guidance on CCL Community's [Preparing for CCL's November Conference and Lobby Day](#) training page. Also be sure to rehearse the lobby meeting in advance!

Additional Resource

CCL Community's [Lobbying 201: Planning and Practicing Your Lobby Meeting](#) training

Generate positive press about carbon pricing

MEDIA ACTION

This is the best shot we have had in a decade to get climate solutions at the scale we need. And as this summer's hurricanes and wildfires have shown, climate change isn't slowing down. Local media pieces are seen by Congress and help to educate your community on climate legislation. So take your message to the media this month and next by submitting op-eds and LTEs, as well as meeting with editors and editorial board members to request an editorial that endorses carbon pricing and urges Congress to enact it.

Do one or more of these media actions in October and November

- **Customize and submit one of CCL's op-ed templates** - One of CCL's [latest op-ed templates](#), entitled "Why carbon pricing," explains the benefits and broad support of carbon pricing. This template will be updated as the budget reconciliation process unfolds and more details emerge. You can add local details and submit it to your newspaper with a double byline ("By Mark Reynolds and *Local Volunteer*"). Decide who will do this and be sure to consider sending it to smaller and online papers.
- **Write an op-ed with a fellow CCLer or a community leader** - Raise up the voice of a trusted messenger by working with a local business owner / executive, elected official, faith leader or other community leader to co-author and place an op-ed in support of carbon pricing. Start with the guidance on CCL Community's [Opinion Columns](#) training page to learn how.
- **Ask an editor for an editorial** - Pitches are best made in meetings scheduled with editors or editorial board members. Designate someone in your group to request, plan, rehearse and run the meeting. The goal will be to secure an editorial endorsing carbon pricing in congressional legislation. To get started, see CCL Community's [Editorial Packets](#) resource and [Generating Editorial Endorsements](#) training.
- **Write more letters to the editor (LTEs)** - Submitting multiple LTEs on one topic increases the chances that one will be published. Make a plan for lots of people to [write letters](#) this month and next. Writing individually with some fellow CCLers on Zoom makes it fun, and if you submit your LTE using our online tool (cclusa.org/lte), it will be logged automatically.
- **Make sure reporters know your story** - Carbon pricing is now in the national spotlight, and you have a story to tell about your chapter's efforts and your personal work to advance this policy. You can issue a [press release](#) to invite reporters to write an article or produce a broadcast segment about your carbon pricing advocacy. See CCL Community's [Generating News Coverage](#) training to get started.

Notes: (1) Be sure to post, share, like, and retweet media successes in social media, possibly including the social media handles of your MOCs, and also log media successes in the Action Tracker cclusa.org/actiontracker. (2) Be sure a media manager is designated in your [Chapter Roster Tool](#) so that your chapter will receive ongoing media support and resources.

Additional Resources

- CCL Community's [Getting Started Writing for the Media](#) and [Working with Media Outlets](#) topics
- CCL Community's [Writers Circle](#) Action Team and [Working with Media](#) Sitewide Forum
- RSVP for our [Media Actions To Support Reconciliation](#) training, or after Oct. 14 [watch the recording](#)

Like, retweet and share CCL's carbon pricing-related posts SOCIAL MEDIA BONUS ACTION

During your gathering, ask everyone to go to their favorite social media (Facebook, Twitter, Instagram, Tik Tok, LinkedIn) on their phone or computer, find CCL's account, and then look for a CCL post about carbon pricing. There will be lots! Pick one, like it, comment on it, and share it including the hashtag #PriceOnCarbon and your MOC's social media handles. This helps to show widespread support for carbon pricing on social media where lots of people and members of Congress will see it. Folks can also search on social media for hashtags like #PriceOnCarbon or #PriceOnPollution to find even more posts to share / like / comment / retweet. If you'd like to do more on social media, check out our new [Ten Social Media Actions to take RIGHT NOW to support a #PriceOnCarbon in Budget Reconciliation](#) and if you need help getting started on social media, watch the training videos available on the CCL Community [Social Media for Volunteers & Chapters](#) topics page.

Be the first to tweet President Biden's Correspondence Office SOCIAL MEDIA BONUS ACTION

If you've been nervous about starting on Twitter, here's some strong motivation to get going - President Biden's Office of Correspondence just opened a Twitter account and since it's new our voices are more likely to be seen and heard. Let's tweet to ask him to support carbon pricing to save the things we love!

If you don't yet have a Twitter account, you can get one for free at twitter.com/signup. Log in to your account at twitter.com, and, where it says "What's happening?", type `.@DearPOTUS46` and your message and add a photo of something important to you. When you're finished, click the blue Tweet button. That's it! Here's an example "*save the things we love*" tweet to give you inspiration to write yours:

`.@DearPOTUS46 I took this pic while scuba diving in Hawaii. I want climate change solved so my niece Kameryn can take her kids & grandkids diving to see these creatures in the future! Please #MakePollutersPay w/ a #PriceOnCarbon in budget reconciliation`



If you need help, [watch this training video](#) to learn how to get a free account, set up your Twitter profile, and send a tweet.

Practice a simple explanation of the budget process

COMMUNICATION EXERCISE

Budget reconciliation is a process that Congress can use to fast-track a budget-related bill, and it's our best pathway this year for enacting carbon pricing. Since it's complicated to explain to friends, let's practice talking about the connection between climate policy and the federal budget in an easily understandable way so that we can build support for it in our communities.

Suggestions for how to practice

We know that people learn best by saying the words out loud themselves. For this exercise, read the instructions below to meeting attendees, have two people model it, and then have everyone practice.

Instructions: With a partner, read the budget role play below out loud, then swap roles and do it again.

Afterward, ask each other a couple of easy questions about the budget process to practice some more.

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

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 learned.

If you use Zoom, but you don't use breakout rooms, invite a few attendee pairs to follow the instructions

Super simple federal budget role play

Friend When is Congress going to get around to that climate policy that you like so much?

You I'm glad you asked! Senate Democrats are working on the federal budget right now. The budget will be a package of legislation that includes policies in lots of different areas, like education and health care. Senate Democrats are planning to pass it with 51 votes using a process called budget reconciliation.

Friend Oh, I've heard about that. They call it the reconciliation package.

You That's right. And it also includes a lot of climate policies that will create jobs, boost the economy and reduce air pollution. One climate policy I'm particularly excited to see included is a carbon pollution fee. It'll reduce emissions by charging corporations a fee to pollute and then rebating fee proceeds to U.S. households.

Friend How long before it passes?

You It'll likely be several months before the budget is finalized and passed by both the Senate and the House, so we need to continue to urge the president, our members of Congress, our neighbors and our community leaders to support these climate policies until they are officially signed into law.

Friend I'm in. How can I help?

You Would you write a quick note to the President and post a link in your social media? And ask your partner to do it too?

Additional Resources

- CCL Community's [Breaking down the congressional budget process](#) blog post
- CCL Community's [Budget Reconciliation Explained](#) training