



Citizens' Climate Lobby Citizens' Climate Education



ACTION SHEET, FEBRUARY 2022

Monthly Meeting, Saturday, February 12, 2022
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 James Balog, Photographer

Many people now working to preserve a livable world were motivated after viewing the documentary "Chasing Ice." Pictures, as they say, are worth a thousand words, and James Balog's images and films speak volumes about the damage human activities have inflicted on our environment. For 35 years, the acclaimed photographer has documented how we have modified our planet's natural systems. He founded the Earth Vision Institute, whose work was featured in "[Chasing Ice](#)." He also has a new book out, "[The Human Element: A Time Capsule from the Anthropocene](#)," and an [essay in Inside Climate News](#). We're thrilled to have him join us on this month's call.

Actions for your chapter gathering

1. [Write LTEs/op-eds and add media to your 2022 chapter plan](#)
2. [Plan now for an in-person outdoor event in the Spring](#)
3. [Bonus action. Alert right of center supporters about our March Conference](#)
4. [Social media bonus action. Post a screenshot of your chapter's online meeting](#)
5. [Communication exercise: Practice inviting someone to your oasis in the storm](#)

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!

Write LTEs/op-eds and add media to your 2022 chapter plan

MEDIA RELATIONS ACTION

Media is a powerful lever and climate is in the news almost every day, so today is a terrific time for you to submit a letter to the editor (LTE) and for your chapter to submit an op-ed to your traditional and online newspapers. Also be sure to add the important media relations work that you'll do throughout the year to the 2022 chapter plan you started last month.

Invite everyone to select an LTE topic and spend a few minutes writing

Share the latest LTE topics available to download from cclusa.org/lte-topics, with attendees. Discuss them, invite attendees to suggest any other climate-related topics they've seen that help to highlight the Build Back Better bill's climate provisions, and then ask attendees to decide what they will write their LTE about.

If you have time, give attendees 5-10 minutes to outline and start their LTEs during your gathering. Suggest attendees name their MOCs in their LTEs and consider using our easy online action tool (cclusa.org/lte) to submit their finished letters to all of the newspapers in the vicinity.

Use one of our op-ed templates or outlines to create an op-ed

Publishing an opinion column ("op-ed") grabs the attention of congressional offices, while highlighting climate solutions in your community. As a chapter, select one of CCL's [current op-ed templates and outlines](#) and follow the guidance on CCL Community's [Opinion Columns \(Op-Eds\)](#) training page to customize/write, submit and log it.

When you get published

Celebrate, [share your LTE or op-ed on social media](#), tag your MOCs, and log it in the [Action Tracker](#). If your LTE is already in the Action Tracker, update the Publication Status to "Published!"

Add Media Relations to your 2022 chapter plan

Review CCL's [7 steps to jumpstart your media work](#) and add your 2022 goals for media outreach to the chapter plan you started last month:

- Submit an op-ed and a pile of LTEs every month.
- [Meet with editors or the editorial board](#) at your local newspaper to give them an update on our work and to ask them to write an editorial.
- [Engage with local TV meteorologists and news anchors](#) - connect extreme weather/events to climate.
- Increase your capacity to [generate local news coverage](#) by doing CCL work that earns media awareness.
- Work with local leaders you know who are trusted messengers to your MOCs to help them place op-eds.
- Attend an [LTE writing Zoom party](#) with Charlotte Ward, CCL's State & Local Media Coordinator, monthly on 2nd Tuesdays. The session features a short training and focused time to write.

Additional Resources

- CCL Community's [Writing Effective Letters to the Editor](#) training
- CCL Community's [2022 Chapter Action Planning Guide](#) resource
- To ask questions, join CCL Community's [Writers Circle](#) Action Team

Plan now for an in-person outdoor event in the spring

CHAPTER DEVELOPMENT ACTION

In January, we asked you to make your chapter stronger by being an oasis in the storm where you and community members can connect via CCL's values and take action as the antidote to fatigue. Toward that goal, start planning a welcoming outdoor in-person gathering for the spring (presuming COVID-19 drops to a safe level) and enjoy looking forward to being together in community with your fellow activists.

Spring-apalooza activity ideas for you to do as a chapter

CCL values community service as a way to empower volunteers and build important local connections and so has incorporated the important element of service within our grassroots lever. Discuss what type of service project your attendees would find engaging and rewarding.

- In your town, district, county or state, do a park or beach cleanup, help at a food bank, or work at an animal shelter or on a home build. Check out this [list of service organizations](#) for ideas to get you started.
- Sign up to go tree planting somewhere nearby or somewhere in your state. Check out this [resource](#) to learn how to find nearby tree planting opportunities.
- Go on a chapter hike, field trip or a day trip to a campground somewhere in your state where you can save and savor. Consider national and state parks, arboretums, botanical gardens, beaches, lakes, rivers, mountains, etc.

More Spring-apalooza activity ideas that you've probably done before

- Initiate an Earth Day event or gather as a side event of someone else's Earth Day gathering.
- Plan a party for before or after an outdoor campaign season activity, presentation or climate panel. Consider including one or more of: action, connecting, storytelling, music, picnic, team building or voter activation. For a picnic, include games like croquet, soccer, frisbee or cornhole.

Consider inviting community members to join you

- Personally invite people you know to experience in CCL what you experience there, by doing a CCL activity with you. Include your chapter roster, family, friends and neighbors.
- Put extra attention on diversity by engaging and inviting people from all of the communities in your area.
- Invite ally organizations, community leaders, business owners, elected officials and MOC staff.

Additional Resources

- CCL Community's [Hosting a CCL House Party](#) training
- CCL Community's [Grassroots Outreach Updates: COVID and Service](#) CCU
- CCL Community's [Working with Other Organizations](#) training
- [Citizens' Climate and COVID-19](#)

Alert right of center supporters about our March Conference

BONUS ACTION

Invite your conservative and right of center volunteers to mark their calendar for March 29-30 to attend our in-person CCL Conservative Climate Leadership Conference in Washington D.C. Visit [the conference website](#) for more details. Here's an example message that you can copy, customize and send to people on your chapter roster and people you know who are conservative:

I volunteer with Citizens' Climate Lobby, a bipartisan advocacy organization. On March 29-30, CCL is hosting a conference in Washington D.C. where all the attendees will be conservative or right of center. Please consider attending to rub elbows with Republican members of Congress, share your insights and connect with the best of the eco right and learn how you can be a conservative climate leader. Sign up at cclusa.org/conservativeconference. Scholarships are available.

If you'd like to learn more about how to connect with conservatives, check out CCL Community's [Communicating with Conservatives](#) training.

Post a screenshot of your chapter's online meeting

SOCIAL MEDIA BONUS ACTION

Show your followers and friends that you are taking action on climate by capturing the screen during your chapter's online meeting (if anyone is photo shy they can turn off their video) and posting the image on your favorite social media. By seeing the photo and your post, friends can learn what keeps you working with CCL and maybe join themselves. Here's an example message to go along with the image that you can copy and customize:

Had a great time attending a meeting of the Austin CCL chapter. Who wants to join me next month? It's a great way to feel personal power in our democracy and focus attention on climate solutions. Here's the info: [link]"

If you need help capturing an image of your computer screen, see [this external website](#).

If you need help getting started on social media, check out the training available on the CCL Community [Social Media for Volunteers and Chapters](#) topics page.

Practice inviting someone to your oasis in the storm

COMMUNICATION SKILLS EXERCISE

Many people feel disconnected and fatigued by COVID-19 and the lack of good news from Washington D.C. Your CCL chapter is an oasis in the storm, offering connection in a value rich environment and action as an antidote to fatigue. This month let's practice inviting a friend to experience the connections and mutual support in our chapter gatherings.

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 the exercise, and then have everyone practice.

Instructions: You'll have six minutes in a breakout room for you and your partner to:

1. Write down the names of two people you know who you believe are feeling disconnected or fatigued and would benefit from joining you at a chapter gathering.
2. Write down what makes your chapter an oasis in the storm for you and then say it out loud as part of a verbal invitation for the two fatigued people you know to attend a chapter gathering.
3. Discuss your invitation with your partner.

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