



Citizens' Climate Lobby Citizens' Climate Education



ACTION SHEET, MARCH 2022

Monthly Meeting, Saturday, March 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

Jennifer Carman

Yale Program on Climate Change Communication



If politicians are paying more attention to the climate issue than ever before, perhaps it's because their constituents are more concerned than ever before. Earlier this year, [a survey from the Yale Program on Climate Change Communication](#) showed that those who are "alarmed" now represent the largest segment of Yale's "Six Americas." Our guest this month is Jennifer Carman, postdoctoral associate with the Yale Program, whose research focuses on identifying and supporting behaviors that individuals and communities can take to adapt to both short- and

long-term climate change impacts. She joins us for a conversation on how opinions and attitudes have shifted in recent years, lending more urgency for politicians to take action on climate change.

Actions for your chapter gathering

1. [Sign up to become a monthly Evergreen Donor!](#)
2. [Social media bonus action. Share our fundraiser on social media](#)
3. [Use fresh tactics to keep your MOC's attention on climate](#)
4. [Bonus action. Register yourself and invite a friend to our June Conference](#)
5. [Communication exercise: Practice what you'd say to an MOC/candidate at an event](#)

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!

Sign up to become a monthly Evergreen Donor!

REACHING OUR \$15,000 GOAL WILL UNLOCK A \$150,000 BONUS GIFT

We're pressing Congress and the President to make impactful climate provisions a top priority in budget reconciliation this year. To maintain momentum throughout this long process, we need increased monthly support. **Our goal is to raise \$15,000 in new monthly recurring donations by the end of March. If we hit this goal, we will unlock a \$150,000 bonus gift from an anonymous angel donor!**

When you subscribe to donate on a monthly basis to Citizens' Climate Lobby, you become what we call an Evergreen Donor. Evergreen Donors sustain and strengthen our climate solutions work. Increased revenue from this campaign will allow us the flexibility to take advantage of emerging opportunities in our ever-changing political climate, while also continuing to expand our grassroots movement in strategic states.

Sign up to be an Evergreen Donor by making a monthly gift pledge to Citizens' Climate Lobby. Go to cclusa.org/donate-to-ccl to sign up. You can also help us reach our goal in the following ways:

1. Invite a few people who admire your CCL work to consider becoming Evergreen Donors.
2. Set a chapter goal of recruiting five or ten new Evergreen Donors and work together to achieve that goal.
3. Host an online or in-person party for chapter members, friends and family. Share and celebrate CCL's mission, progress and goals; invite your chapter's Evergreen Donors to share their reasons for supporting CCL; explain CCL's March goal and bonus gift opportunity; and share the donation web page.

Share our fundraiser on social media SOCIAL MEDIA BONUS ACTION

Use our new [Evergreen Donor Social Media Toolkit](#) as a guide to sharing our March fundraiser and ask your network to donate monthly. You can create your own post or share one of ours! If you need help getting started on social media, check out the trainings available on CCL Community's [Social Media for Volunteers and Chapters](#) topics page. Remember: if we reach our goal of \$15,000 in new monthly donations, we'll unlock a one-time \$150,000 gift!



Use fresh tactics to keep your MOC's attention on climate

GRASSROOTS, GRASSTOPS AND MEDIA ACTIONS

Last year our work on budget reconciliation focused chiefly on mobilizing emails and phone calls to the President and Congress. This year we need to mix it up and add fresh tactics to keep their attention. The spring and summer are the most important times to show support for climate action since Democrats seem most likely to return to budget reconciliation as the summer approaches.

Decide which tactics your chapter will use in the spring and summer and add them to your chapter plan

Tactics for Earth Week

- Find NEW people to email Biden and the Democrats in Congress through tabling, presentations, panels and film screenings. Whenever you are with a group of people, ask them to use their phone to go to our Take Action tool cclusa.org/action to write Biden and any Democratic member of Congress they have. Go big and take advantage of **Earth Week** (around April 22) doing as many education and outreach events as your chapter has capacity for. Be strategic: collaborate with nearby groups and adjust as you plan so that you can reach as many people in your community as possible with the resources you have available. Also consider doing a TV or Radio interview to leverage your local event.
- Designate a few people to (1) snap photos of people taking action at your events and (2) [use social media](#) to send the pictures to your members of Congress by tagging them.

More fresh tactics

- Continue working with your local units of government to [pass resolutions](#) in favor of carbon pricing, or the Energy Innovation Act or climate action to reduce emissions 50% by 2030 as Biden pledged, and then ask nearby liaisons to send the resolution to members of Congress.
- Develop a sign-on letter from strategic community leaders (business, faith, local elected officials—whichever your research shows will influence your members of Congress). Here's a [template sign-on letter](#).
- If you have a congressional district office near you, you could do a media stunt (consistent with our values) like a snowman vigil or delivery of messages from constituents or young people, with a climate focus.

Keep going on tactics you started in January and February

- If your member of Congress is running for reelection, they will be looking for ways to be in contact with voters. Designate someone to watch your MOC's communication channels for events you can go to, or organize an event yourself that you can invite them to speak at (maybe a [joint chapter meeting](#)). See [Attending Town Halls and Candidate Forums](#) and [Sample Questions](#) for more information.
- Write op-eds and letters to the editor from a variety of angles highlighting the need for climate action and naming your members of Congress in them.

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More information

- Watch for legislative updates from CCL staff because, once Congress returns its attention to budget reconciliation, we may need to mobilize emails and calls again.
- For guidance on Republican strategy and how much to talk about carbon fee and dividend, see CCL Community's [Developing Your Chapter Action Plan](#) training.

Additional Resources (check out trainings for actions that your chapter is interested in taking):

- CCL Community's [Scheduling Presentations](#), [Giving a Presentation](#) and [Tabling at an Event](#) trainings
- CCL Community's [How to Write Effective Letters to the Editor](#) and [Writing Opinion Columns](#) trainings
- CCL Community's [Generating News Coverage](#) and [Interacting with the Media on Social Media](#) training
- CCL Community's [Hosting a Screening](#) training
- CCL Community's [Introductory Presentation](#) resource (updated slide decks!)

Register yourself and invite a friend to our June Conference

BONUS ACTION

Register yourself and then invite someone you know who's concerned about climate change to attend our in-person CCL International Conference in Washington, D.C., June 11-13. You can visit [the conference website](#) for more details. Registration opens on March 12. Here's an example message that you can copy, customize and send to friends and people on your chapter roster:

I volunteer with Citizens' Climate Lobby, a nonpartisan grassroots advocacy organization, and we're having a Conference in Washington, D.C., June 11-13 for the first time in two years! Please consider joining me to hear from fabulous keynote speakers, get to know the amazing CCL staff, learn the latest legislative landscape and strategies, and rub elbows with hundreds of the world's most effective climate policy advocates. You can register at cclusa.org/juneconference. Conservative and Inclusion Scholarships are available.

See [CCL's Youtube channel](#) for videos from past in-person conferences.

Practice what you'd say to an MOC/candidate at an event

COMMUNICATION SKILLS EXERCISE

You're at a town hall or a candidate forum (or a farmers market) and you have an opportunity to ask a question of an incumbent or candidate. What would you say? It's campaign season which means candidates are out and about so let's practice to be ready to offer an appreciation and ask an open question.

Suggestions for how to practice

We know that people learn best by saying the words out loud themselves so for this exercise:

1. Ask someone to read the sample questions below out loud (put them in the chat if you're on Zoom)
2. Read these instructions to meeting attendees

Instructions: With a partner, take turns reading a sample question or saying your own question out loud. Afterward, discuss with your partner the question you plan to use. You'll have six minutes.

3. Have two people model the exercise, and then have everyone practice.

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 their appreciation and the question they plan to ask.

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

Sample questions for candidate forums and town halls - practice the ones that apply to your region

Where the audience is **politically mixed**, we shouldn't assume everyone will be on board with climate action.

"[include your specific appreciation] Until recently, I didn't think much about climate change, but I've started to notice changes over the years. [Insert one sentence with a local impact, like "The ice fishing season is shorter, and I almost never get my cross-country skis on."] So I think we should take the threat of climate change seriously. How can we best manage the risks to our health and economy from a changing climate?"

Where the audience is **liberal**: it can be assumed that most attendees view climate policy as a top priority.

"[include your specific appreciation] Climate change is the issue I am most concerned about, and it looks more urgent to me every day. I was pleased to see President Biden set a goal of 50% reductions of emissions below 2005 levels by 2030 and believe we must enact meaningful climate solutions to reach it. What climate policies will you prioritize in Congress to enable our country to reach the President's goal of 50% emissions reduction by 2030?"

Where the audience is **conservative**: it can be assumed that some attendees are skeptical of climate change and climate policies

"[your appreciation] The wildfire season has already started again out West. Last year, my friends in Idaho were telling me about all the smoke and ash falling in their neighborhoods. I worry about their health and their homes, and I also wonder how much fighting these fires is costing us taxpayers. I think we need to take prudent action about climate change. What kinds of solutions would be consistent with conservative values?"