



Citizens' Climate Lobby Citizens' Climate Education



ACTION SHEET, APRIL 2022

Monthly Meeting, Saturday, April 9, 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 Keishaa Austin



#ElectrifyEverything is the hot hashtag of late, especially in light of the invasion of Ukraine, the sanctions against Russia and the need to end our fossil fuel dependency. Joining us this month is Keishaa Austin from Rewiring America, which is working to launch a movement to electrify everything, starting with our nation's 121 million households. Their latest policy brief, the Electrify for Peace Policy Plan, calls for ramping up American capacity to manufacture and install heat pumps in Europe and the U.S.

Actions for your chapter gathering

1. [Stand with Ukraine](#)
2. [Social media bonus action. Share CCL's posts about standing with Ukraine](#)
3. [Attend and log loads of events in April](#)
4. [Submit Earth Day LTEs/Op-eds and meet w/Editorial Boards](#)
5. [Communication exercise: Practice talking about CCL's work](#)

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!

Stand with Ukraine

LOBBY ACTION

Millions of lives have been devastated by Russia's invasion of Ukraine, and a big factor in the war is energy. We know that we can't drill our way to energy independence and security so we need to show our elected officials that their constituents strongly favor an accelerated transition to clean energy - a permanent ban on Russian oil. Our new **Stand with Ukraine** Campaign asks everyone to send this message to President Biden and Congress with the national goal of boosting our year-to-date total contacts to **40,000** by April 30.

Write at your gathering and plan how to include this campaign in your April outreach

- Ask attendees to customize and send the new example messages at cclusa.org/action. Then see [this post](#) on CCL Community for ways to get lots more people to write.
- You will meet lots of new people during your outreach in the weeks around **Earth Day** and messages from new people get extra attention in Congressional offices. See the actions below for how to include this campaign in your April outreach.

Additional Resource

Join our **Stand with Ukraine** training [live on April 7](#) or after April 7 watch the recording on CCL Community's [Stand with Ukraine](#) training page.



Share CCL's posts about standing with Ukraine

SOCIAL MEDIA BONUS ACTION

After you write to President Biden and Congress, help spread the word about this campaign on your favorite social media platforms - like, comment on, and then share CCL's posts about standing with Ukraine. Here are the first sets of posts in this campaign: [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#). Each week in April, we'll be posting new graphics about standing with Ukraine, so keep checking CCL's social accounts to engage with each new post. You might also invite visitors to your **Earth Day** table to follow CCL on social media. 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.

Attend and log loads of events in April

GRASSROOTS OUTREACH ACTIONS

During the weeks around Earth Day, April 22, there will be tons of opportunities for outreach, recruiting new volunteers to strengthen your chapter, and for existing volunteers to learn by doing, so organize yourselves, get out there (where it's safe), table and present at every event you can find and show Congress and the President that there is strong support for climate policy!



Set a chapter goal to help us reach our national goal

You can help us reach our **national goal of 500 April events** by (1) setting a goal for the number of events your chapter will attend, co-host or host, (2) designating a few people to call volunteers you haven't seen in awhile to ask them to help your chapter reach its goal, and (3) logging your tabling, presenting, film screening, grasstops, media, editorial board meetings and chapter meeting events in the [Action Tracker](#).

Outreach options (do the ones your chapter has capacity for)

On April 7th, we'll update our [standard handouts/signup sheets](#) with additional **Stand with Ukraine** campaign-based materials that you can use in your April outreach. Also, when new people use our online action tools, be sure to **invite them to check the Subscribe box**, or join CCL at cclusa.org/join.

Tabling and clipboarding: Ask someone in your chapter to find local Earth Day events and secure a table at some. As you enjoy meeting visitors at your table, invite them to put the link cclusa.org/action into the browser on their phone, or scan our [QR code](#), customize the messages and send them to Biden and Congress.

Presentations: Send presentation proposals to clubs, groups and schools, including political clubs, fraternal and civic organizations, and local chapters of NGOs. Our [Introductory Presentation](#) has an additional "What Got Done" slide deck updated with our accomplishments in 2021 and where things stand now.

Film screening: Include a panel discussion or a small fundraiser before or after the film. See our [film guide](#).

House party, potluck or picnic: Invite community members to the in-person (if it's safe) outdoor spring gathering that you started planning in February. It might be community service or a Spring-apalooza. Consider adding a recruitment, education or game element for folks to discover! See our [Feb. Action Sheet](#).

Document the April events you host and attend

Social media. Designate someone to take photos at April events. Then share those photos on your social media accounts. Be sure to include in the post your MOCs' handles, **@citizensclimate**, and the hashtag **#GrassrootsClimate**. CCL National will share pictures tagged with #GrassrootsClimate in Earth Day posts.

Action Tracker. Be sure to [log your own events, events you co host with local allies and events you attend hosted by others](#) and watch our [Goal Tracker](#) to see progress toward our national goal of 500 April events!

Additional Resources

- CCL Community's [Tabling and Clipboarding](#) topics
- CCL Community's [Scheduling Presentations](#) and [Giving a Presentation](#) trainings
- CCL Community's [Hosting a Screening](#), [Hosting a House Party](#) and [Growing your Local Group](#) trainings

Submit Earth Day LTEs/Op-eds and meet w/Editorial Boards

MEDIA RELATIONS ACTION

Our strategic goal is to ensure that climate policy remains a priority among all the important work Congress has on its plate. All forms of media can give us leverage as we draw public and political attention to climate, so start now before Earth Week, as media outlets are already looking for material.

At your gathering, decide who will do what in April and especially in the week before Earth Day

- **Write letters to the editor (LTEs)** - Earth Day will be in the news everywhere, and the war in Ukraine is an ongoing national topic that relates to clean energy. Submitting multiple LTEs about these topics increases the chances that one will be printed. Jot down an outline based on our timely [LTE topics](#) and make a plan to meet soon for coffee and LTE writing. When you use our online tool cclusa.org/lte, you can submit your LTE to some or all traditional and online papers in your vicinity.
- **Submit an op-ed** - Select one of our [op-ed resources](#) to submit to your newspaper. Remember to coordinate with other nearby CCL chapters to avoid duplicate submissions. You could also write an original op-ed using one of our [op-ed outlines](#). Consider submitting to smaller and online papers.
- **Co-author an op-ed with someone your MOC sees as a trusted messenger** - Work with a local business owner, elected official, faith leader or other local leader to co-author and place an op-ed in support of climate solutions. Start with the guidance on CCL Community's [Writing Opinion Columns](#) training.
- **Pitch an editorial** - Designate someone to contact your newspaper's editorial board prior to Earth Day. Be sure to pitch our [Climate legislation media packet](#) with the goal of getting the board to write an editorial urging Congress to take decisive climate action. For help contact steve@citizensclimate.org.
- **Set up a radio or TV interview** - Make a list of news/talk shows that may interview someone from your group on Earth Day and ask a volunteer to contact the producer of each show to pitch your story. To be interview ready, see CCL Community's [Preparing for Media Interviews](#) training.
- **Generate media coverage** - If your group is doing something newsworthy, download and customize a [press release template](#) and submit it in advance of your event to get media coverage. See CCL Community's [Generating Media Coverage](#) training to learn how to contact TV, radio and print reporters.

Follow up

- Whether published or not, log your submitted pieces in the [Action Tracker](#).
- When you are published, CELEBRATE with your chapter.
- Post, share, like, and retweet successes in social media and include your MOCs' social media handles.
- Share published pieces with CCL Liaisons in the district/state who may want to forward them to MOCs.

Additional Resources

- CCL Community's [Media Relations](#) topics
- CCL Community's [How to Write Effective Letters to the Editor](#) training
- CCL Community's [Generating Editorial Endorsements](#) training

Practice talking about CCL's work

COMMUNICATION SKILLS EXERCISE

At events in the weeks around Earth Day, attendees looking for volunteering or action opportunities may ask you about CCL. Let's practice explaining CCL's work and asking people questions to get them interested in joining us.

Suggestions for how to practice

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

1. Read these instructions to meeting attendees (and paste them in the chat if you're on Zoom)

Instructions: With a partner, take turns reading the example conversation out loud. Brainstorm other open questions that start with what, where, and how to learn about your partner's interest in doing climate advocacy work.

2. 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):

Paste the example conversation in the chat. Then 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 conversing with their partner.

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

Example conversation

You: CCL volunteers are building the political will for a livable world. We develop relationships with elected officials based on shared values rather than partisan divides, so that Congress can pass fair, effective, and durable climate change solutions. Right now, we are urging Congress to pass strong climate legislation that includes a carbon fee with a cashback for households so the U.S. can reduce emissions 50% by 2030. We are also working locally to build broad support for climate action so we are ready for our next big advocacy push.

Table visitor: Wow, that sounds really important. I'd love to help.

You: Great, we'd love to have your talents and enthusiasm! Tell me a little bit about yourself so we can figure out where you fit in. What inspired your interest in working on climate change?