



Citizens' Climate Lobby Citizens' Climate Education



ACTION SHEET, MAY 2022

Monthly Meeting, Saturday, May 14, 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 GUESTS Jad Daley and Joel Pannell American Forests

Increasing the number of trees is an effective means to store carbon that also has bipartisan support. But the preservation and planting of trees isn't just a way to remove carbon dioxide from the atmosphere. It's also a way to foster environmental justice by improving the quality of life in urban areas where people of color are

often marginalized. Joining our national call this month from American Forests are Jad Daley, President and CEO, and Joel Pannell, Vice President of Urban Forestry. They'll discuss American Forests' work with tree cover in American cities, which is often determined by income and race, and the work their organization is doing to restore forest health across the U.S., Mexico and Canada.

Actions for your chapter gathering

1. [Help people go to D.C. in June. And plan your lobbying.](#)
2. [Plan summertime campaign season and grassroots activities.](#)
3. [Social media bonus action: Share CCL's climate posts on your social media.](#)
4. [Communication exercise: Practice welcoming a newcomer to your chapter meeting.](#)
5. [Worksheet for Leveraging Candidate Town Halls](#)

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!

Help people go to D.C. in June. And plan your lobbying.

LOBBY AND CHAPTER DEVELOPMENT ACTION

In June we'll gather in Washington D.C. for our first June conference since 2019, and we hope that your chapter will be represented for this empowering experience. June lobby meetings, whether in-person or online, should strive to further your relationship with your MOCs and move climate higher on their legislative agenda. Be sure to meet, even if your MOC is retiring or redistricted. They are still your MOCs until Jan. 2023!

Help chapter members to attend our June D.C. Conference

Find out who can go. We want as many CCL chapters as possible to be represented at the conference, so determine whether one or more of your chapter members can go to D.C. It'll boost their personal leadership, and they'll bring back valuable updates and knowledge for your chapter. You'll find conference registration, lodging, schedule, and travel information at cclusa.org/juneconference.

Help them with expenses. Create an online fundraiser, host a small in-person fundraiser or pass the hat to collect contributions that defray travel expenses for chapter members who are going. You'll find simple fundraising ideas on CCL Community's [Managing Money in Your Group](#) training.

Plan a successful on-line or in-person lobby meeting

Consider your priorities for the lobby meeting, how you can help the lobby meeting to be as successful as possible, and what is needed to move the relationship forward with your Representative or Senator. Also discuss if a special leave-behind would be appropriate - an appreciation, [polling data](#), [local climate impacts](#), [personal stories](#) or a report on what CCL has been doing in the district.

Appointment setting. Double check that primary Liaisons clicked the link in the email from Amy Bennett on April 12 and appointment setters are actively scheduling in-person D.C. or online lobby meetings. If you're not sure if there is a liaison or you need help, contact your [State or Regional Coordinator](#).

Meeting planning. Use our [Meeting Plan Template](#) as a guide to solicit, discuss and prioritize everyone's ideas for an effective and powerful lobby meeting. Key items to discuss at your gathering include the appreciation, goals for the meeting, meeting topics and strategic open-ended questions. There is additional guidance on CCL Community's [Reviewing Primary and Supporting Asks](#) training page (these will be updated on **May 26**). If there is a primary Liaison, but the Liaison is not at your meeting, designate someone to condense and send your best ideas to the Liaison.

Assembling the lobby team. Work with your Liaison and State Coordinator to nominate the best team members for your meeting strategy (5-6 people if you're meeting in-person). Lobby teams and schedules will not be created by CCL national. Team members can get ready to lobby by attending [Danny Richter's May 19](#) and [May 26](#) trainings or by watching the recordings. We recommend that the lobby team meet on Zoom to rehearse the meeting. If there is a community leader on your lobby team, include them in the rehearsal.

Additional resources

- CCL Community's [Preparing for CCL's June Conference and Lobby Week](#) training page
- CCL Community's [Upcoming Training For CCL's 2022 June Conference and Lobby Meetings](#) bulletin

Plan summertime campaign season and grassroots activities

GRASSROOTS ACTION

Election season will be in full swing this summer, giving you extra opportunities to connect with individual candidates on the issue of climate change while being clear that as CCLers we do not support or organize for individual candidates or political parties. Also, activate your community to call for Congressional climate action by developing your capacity to give presentations, table everywhere and clipboard lots of events, educating everyone on what was accomplished on climate in 2021 and what still needs to be done.



Work with liaisons and nearby chapters to do the [Candidate Town Hall Worksheet](#) included below

Candidate Town Halls provide a terrific opportunity for you to demonstrate political will for climate action so add positive nonpartisan [Candidate Town Halls](#) to your summer plan. Take advantage of your liaison’s expertise in meeting planning and working closely with members of Congress as you strategize.

- Ask someone to research candidate positions
- Draft appreciations and district specific questions that will evoke best possible positive responses
- Designate someone to find candidates’ upcoming events, sign up for notifications, and alert others
- Get to know candidates from both parties, introduce CCL and explain carbon fee and dividend

Other Campaign Season Activities

- Use our [Midterm Media Kit](#) when you interact with the media via LTEs, op-eds and news coverage.
- To help get more [Voter Participation](#), sign up to phone bank with the [Environmental Voter Project](#)

Make a chapter plan for your grassroots outreach over the summer months

Set a goal for the number of grassroots activities your chapter will host or participate in over the summer, ask someone to coordinate each activity, and then fill up the June through September calendar!

Outdoor grassroots	Indoor grassroots
<u>Tabling and clipboarding.</u> Appoint a tabling coordinator if you don’t have one, get everyone’s ideas for where to table and then make a summer tabling schedule. Encourage everyone to help with tabling, especially new volunteers. Ask table visitors to scan one of our QR codes with their phone!	<u>Presenting.</u> Determine who will work on scheduling presentations and who will make the presentations. Pick your three best local allies and schedule a presentation for them and then expand - make a list of local clubs, groups and organizations that have regular meetings and send a presentation proposal.
<u>House party, potluck or picnic:</u> Host an in-person (if it’s safe) summer gathering.	<u>Film screening.</u> Include a panel or a small fundraiser before/after the film. See our film guides resource.

Additional resources

- CCL Community’s [Campaign Season Activities](#) training and [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

Share CCL's climate posts on your social media

SOCIAL MEDIA BONUS ACTION

Congress is discussing a reconciliation package, and we want to be sure that bold climate provisions are included so that emissions are reduced 50% by 2030. Posting about climate solutions on social media helps to show widespread support where members of Congress will see it. Our [Reconciliation Social Media Toolkit](#) is updated weekly with the best posts for you to like, reply, share and repost, or use as an idea for your own post! Take a few minutes during your gathering for attendees to use the tool kit to post something on their favorite social media. Be sure to include your MOC's social media handle in your post so that their office will see it. 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.

Practice welcoming a newcomer to your chapter meeting

COMMUNICATION SKILLS EXERCISE

CCL has seen a surge of newcomers in the past couple of months, and we know that people come into our chapters one person at a time with varying backgrounds and time availability. Let's practice extending a warm welcome to a first time attender and asking a few open-ended questions about their background and availability to discover how to get them engaged right away. If one of your chapter gathering attendees is truly a newcomer, you can talk through this exercise in earnest!

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 welcoming your partner to a CCL chapter gathering and asking a few open-ended questions. Based on what you hear, ask a clarifying question and then introduce them to an activity or chapter action team you think they might like.

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 exercise below 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.

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

Welcoming a newcomer exercise

Welcome your partner as if they are a newcomer to your chapter and ask them a few of the open-ended questions below to figure how to get them engaged. Then introduce them to an activity or a team leader who can give them an action and responsibility that will keep them coming back.

"Welcome. Thank you for attending!"

- What brought you to today's meeting / what are you hoping to get out of today's meeting?
- What are your areas of expertise / what kind of volunteer work have you done in the past?
- What tasks do you most enjoy? For example, chatting with people one-on-one, speaking publicly, writing, planning, calling, emailing, designing, hosting?
- Can you say more about your favorite type of task?
- Do you have any questions for me - maybe about CCL, or our chapter, or anything we've discussed?

"I'm going to introduce you to Sally who leads a chapter team I think you will like. Sally will discuss a specific task and responsibility. Please keep me posted on what you like about CCL."

Additional Resources

- CCL Community's [Getting New Volunteers Engaged](#) training and [Volunteer Inventory Form](#) resource
- If you have questions, join CCL's [Onboarding Action Team](#) and post in the team Forum.

Worksheet for Leveraging Candidate Town Halls (virtual, phone or in person)

Attending town halls and candidate forums and asking effective questions during election season pulls many levers of political will. CCL leaders, liaisons, group leaders, chapter members and prospective volunteers can help:

- Demonstrate broad bipartisan district support for prioritizing climate action.
- Get a headstart building a relationship with all candidates (one will be elected).
- Hearing that fellow community members have climate concerns gives neighbors “permission” to be concerned and speak up.
- Encourage more volunteers to join your chapter.
- **Model democracy as it should be**--respectful, appreciative and participatory.

Step 1. Add an item to your next chapter meeting’s agenda to plan coordinated CCL attendance at candidate town halls, teletown halls, forums, etc. Here is a [list of primary elections](#).

Step 2. Plan outreach to all chapter members with calls, emails and texts to recruit a large group to join this effort. Review [Attending Town Halls and Candidate Forums](#) and read the “teletown hall” tips.

Step 3. Confirm roles, events, attendance and list of questions. Attend and report back!

Meeting Roles

- **Coordinator(s):** Work with your group's leadership (group leader, liaison, etc.) to determine who can be the main contact to assign roles, confirm attendance and share this worksheet.
- **Researcher(s):** Town Hall Event and Candidate Researcher to find candidates’ upcoming events, sign up for notifications, and alert others.
- **Scribe:** Prepare the list of questions you agreed upon for each candidate (at least 10)
- **Minute taker:** For logging report/attendance in Action Tracker; candidate town halls are logged in “Grasstops Meetings” and MOC events are logged in “Contact with Legislator”
- **Question Askers:** (5-10 or more suggested)

Advance Preparation Checklist (delegate!):

- Email, text or call all chapter members to see who is interested in participating in campaign town halls. Recruit folks from Earth Day events. Ask CCLers to invite friends.
- Research elections dates, candidates and local groups that hold forums. Research each candidate’s positions. (See [Know Your Congress member](#) for tips on research).
- Designate someone to find candidates’ upcoming events, sign up for notifications, and alert others. Create a list of town halls and who can attend. Designate a lead contact for each event.
- Prepare open ended questions to encourage the candidate to prioritize solutions to climate change. Consider the goals for each candidate and the best approach to develop trust while asking for climate action.
- Have everyone on your team sign up for MOC and candidate e-newsletter with your current email and phone number. Find local sources in election news.

- Confirm event location, sign up procedure and instructions to join the queue to ask a question.
- Plan a rehearsal or confirm via email that everyone understands the plan, respectful approach and questions to ask. Keep the liaison in the loop if they can't participate.
- For unannounced telephone town halls, ask your team to have their question list easily accessible in case they are called by a candidate to join a call.
- Extra: At the events or at a separate meeting, get to know candidates from both parties, introduce CCL and explain carbon fee and dividend.
- Extra: Mention candidates by name in your LTEs calling on all candidates to take strong positions on climate.

Sample [Town Hall Questions](#). Create your list here:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Additional resources:

[Attending Town Halls and Candidate Forums](#) & [Campaign Season Activities](#)