



# Citizens' Climate Lobby Citizens' Climate Education



## ACTION SHEET, JULY 2022

Monthly Meeting, Saturday, July 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](https://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](https://cclusa.org/livestream)



### MONTHLY MEETING GUEST Nathaniel Stinnett Environmental Voter Project

You may be surprised that not all environmentalists vote. In fact, as a group, they vote at far lower rates than most people. Information on how often constituents vote is publicly available, and members of Congress prioritize the concerns of those who actually vote. This may explain why some politicians don't prioritize climate change. On this month's call, Nathaniel Stinnett from Environmental Voter Project will share how his organization is changing the voting behavior of people concerned about preserving a livable climate. The Founder and Executive Director of EVP, Stinnett is a frequent expert speaker on cutting edge campaign techniques and the behavioral science behind getting people to vote.

### Actions for your chapter gathering

1. [Help us reach our goal by phone banking with EVP!](#)
2. [Use one of our timely topics to write an LTE about climate](#)
3. [Social media bonus action: Post a selfie and an invite to phone bank with EVP](#)
4. [Chapter development bonus action: Reengage chapter members you've not seen in awhile](#)
5. [Be ready to call Congress about reconciliation this month](#)
6. [Communication exercise: Practice our carbon border adjustment talking points](#)

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](https://cclusa.org/actionsheet). There's a Spanish version of the Action Sheet there too!

# Help us reach our goal by phone banking with EVP!

## GRASSROOTS ACTION

Nathaniel Stinnett and the Environmental Voter Project (EVP) need lots more people to phonebank to increase the turnout of eight million unlikely-to-vote environmentalists. Our democracy is stronger when more people vote, and democracy is our solution to climate change. Help CCL reach its summer goal of 400 election season activities by phone banking from anywhere in the country into EVP's 17 key states.

### Helping EVP helps to strengthen our democracy

Anyone in your chapter who has worked with EVP can tell you that EVP's scripts and tools make it a breeze - the goal of your call will be to make it easy for people to vote by sharing how voting works in their state. This [two minute video](#) will give you more background and inspiration.

Set an aggressive EVP phone banking goal for your chapter. Try for 100% attendee registration during your chapter meeting - it's a terrific way to get newcomers engaged. Send everyone to [cclusa.org/evp](https://cclusa.org/evp) to register.

Form an activation team to personally call everyone on your chapter roster and follow up with a text. Many folks will be happy to help EVP phone bank once they hear about it. Training is included in every session.

Plan a social event around phone banking. Select an [EVP day of action](#) and plan an online or in-person (if it's safe) party on that day. Ask everyone to RSVP and register to phone bank at [cclusa.org/evp](https://cclusa.org/evp). If your soiree is in-person, ask everyone to bring a laptop and a cell phone with earphones. At the event, gather before and after to get psyched and share stories.

### If you have more capacity

Invite the new CCLers you meet tabling and presenting to do EVP phone banking. Bring our [EVP flyers](#) and advertise the link [cclusa.org/evp](https://cclusa.org/evp) ([QR code](#)).

Talk to your family and friends about the importance of voter participation, invite them to phone bank with you during your next EVP shift, and share with them the inspirational video above.

Reach out to your local ally organizations and invite them to phone bank with you.

Designate someone to post your weekly progress toward your goal on your chapter's forum on Community.

### Log your EVP phone banking in the Action Tracker to help CCL reach its goal

CCL's goal is to do 400 campaign season activities by September 30 and logging your phone banking (with EVP or another organization) in the Action Tracker under Grassroots Outreach will help us reach that goal.

**A note about voting:** Send your unregistered friends and family to [vote.org](https://vote.org) to register to vote and to update their address so that they can receive their ballot in the mail, if their state does that.

### Additional resource

CCL Community's [CCL and Voter Participation Outreach](#) training and recent [Big Tent Climate Talk with EVP](#)

# Use one of our timely topics to write an LTE about climate

## MEDIA RELATIONS ACTION

There's a plethora of climate-related headlines to write an LTE about including the Supreme Court's recent ruling on the EPA, House Republicans' new energy and climate strategy, midterm candidates' climate plans, weather extremes, global finance action on climate, EV sales, carbon border adjustments and the health benefits of less pollution. Pulling the media relations lever is an opportunity for you to elevate the issue of climate change and also push candidates of every party toward more robust, committed climate platforms.

### Make a plan for everyone to submit an LTE

Submitting multiple LTEs on a topic increases the chances that one will be printed. Ask all of your attendees to jot down an outline based on our timely [LTE topics](#) and make a plan to meet soon for coffee to finish their LTEs. When you use our online tool [cclusa.org/lte](https://cclusa.org/lte), you can submit your LTE to some or all of the traditional and online papers in your vicinity.

- *If you're trying to boost recruitment:* Consider mentioning "Citizens' Climate Lobby" and our website in your letter. With that information, interested readers can find and connect with your chapter.
- *If you want to write a longer piece:* Use our [op-ed resources](#) to submit to your newspaper. Remember to coordinate with other nearby CCL chapters to avoid duplicate submissions. You could also start with the guidance on CCL Community's [Writing Opinion Columns](#) training and write an original op-ed using one of our [op-ed outlines](#).
- *If you're thinking about the midterms:* Use our [Election Season Media Kit](#) for guidance on interacting with local newspapers, TV stations and radio stations, which will thoroughly report on the races. This kit provides advice on wording for red, blue and purple districts, along with other election-specific guidance for your LTEs and op-eds and for pitching story ideas.

### Log your submissions and leverage your success

- 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 [How to Write Effective Letters to the Editor](#) training
- [How to Craft Conservative Op-eds](#) CCU recording

## **Post a selfie and an invite to phone bank with EVP**

### **SOCIAL MEDIA BONUS ACTION**



While you are phone banking with the Environmental Voter Project, take a selfie (or even a short video) and post it on your social media inviting your friends to go to [cclusa.org/evp](https://cclusa.org/evp) to sign up to be a caller like you.

If you are not yet registered to phone bank with EVP, go to [cclusa.org/evp](https://cclusa.org/evp) to register for a shift (all shifts start with training). Then post an invitation on your social media for your friends to go to [cclusa.org/evp](https://cclusa.org/evp) to register and join you during a specific shift. If you include a link to this inspirational [2 minute video](#) in your post you'll get lots of likes!

For help getting started on social media, check out the trainings available on CCL Community's [Social Media for Volunteers and Chapters](#) topics page.

## **Reengage chapter members you've not seen in awhile**

### **CHAPTER DEVELOPMENT BONUS ACTION**

Do you miss the volunteers who came to every chapter gathering before COVID but haven't been attending lately? Let them know you miss them! Band together a few of your veterans and make a personal phone call to all the folks you've not seen in awhile. During your call, invite them to one of your activities for this month such as a coffee gathering, hike, service activity, tabling, EVP phone banking, a potluck or another energizing event. Everyone likes to know they are missed!

## **Be ready to call Congress about reconciliation this month**

### **LOBBY ACTION**

If the Senate is going to reach an agreement on budget reconciliation, it will have to happen before the August recess. The CCL D.C. office is following this carefully and if there is an agreement, we will quickly launch a "Call campaign" asking everyone to phone their Senators - so be ready to call and make a plan to urge your chapter, friends and family to call too. While you are calling, take a selfie and post it on your social media asking your network to call. Don't miss this opportunity to help push the reconciliation bill over the finish line! In this campaign, we'll be especially leaning on Democratic Senators, but we'll have a script with an "ask" for calling Republican Senators too. Stay tuned for details.

# Practice our carbon border adjustment talking points

## COMMUNICATION SKILLS EXERCISE

Many members of Congress are interested in discussing and possibly enacting a carbon border adjustment mechanism (CBAM) as a way to level the international playing field for U.S. manufacturers. Let's get ready to talk about CBAMs at tabling and presentations, with community leaders and the media, with friends and family, and at election season activities.

### 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:

Instructions: With a partner, take turns reading the CBAM talking points below out loud. Afterward, discuss with your partner which of the talking points you remember. You'll have six minutes.

2. Ask two people to model the exercise, and then invite everyone to 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 what they like about the CBAM talking points.

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

### CBAM talking points

1. To protect U.S. manufacturers and jobs, a carbon border adjustment mechanism would charge a fee for carbon-emitting fuels and carbon-intensive goods imported from countries that do not have a carbon emissions reduction program.
2. Our major trading partners are already implementing CBAMs, including the European Union, and possibly Canada in the near future. These countries account for \$1.8 trillion in trade with the U.S. at last count, so we need to pay attention to it.
3. Our lawmakers can help the U.S. win by having a look at carbon border adjustments that are now being discussed in Congress. This policy would reward U.S. businesses that have invested in the carbon emission reduction innovations that enabled U.S. industries to be among the cleanest in the marketplace.
4. Of course, since a CBAM is a policy that affects cross-border trade, international guidelines from the World Trade Organization (WTO) have to be considered to avoid a trade war. Most trade experts have advised that, to be WTO-compliant, a CBAM must be paired with a carbon price, which most developed economies already have.

### Additional resource

CCL Community's [Understanding Border Carbon Adjustments](#) training

CCL Community's [What are CBAMs?](#) (scroll down) handout and [CBAM Handout Explainer](#) for volunteers