



# Citizens' Climate Lobby Citizens' Climate Education



## ACTION SHEET, AUGUST 2022

Monthly Meeting, Saturday, August 13, 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 Bob Inglis, RepublicEn, and Princella Talley, OpEd Project

Expanding our outreach to include people from a variety of constituencies can strengthen our organization and improve our effectiveness as advocates. This month, we talk with Bob Inglis and Princella Talley about how they communicate with diverse

audiences about climate change. Bob is a former Republican Congressman from South Carolina and is now the Executive Director of republicEn, an organization empowering conservatives to advocate for market-based solutions to climate change. Princella is a Fellow at Large with the OpEd Project and whose writing has been featured in numerous publications throughout the country. She previously worked for Citizens' Climate Education as a Development Coordinator and Diversity Outreach Coordinator.

### Actions for your chapter gathering

1. [Start planning an October Earth Day: Election Edition event!](#)
2. [Engage your community on candidates and voting](#)
3. [Social media bonus action: Post a photo of your chapter getting out the climate vote](#)
4. [Chapter development bonus action: Submit a human interest story to attract new members](#)
5. [Communication exercise: Practice talking about the Inflation Reduction Act](#)

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!

# Start planning an October Earth Day: Election Edition event

## GRASSROOTS ACTION

October 22 is not only six months past April's Earth Day, it's also two weeks before election day. Earth Day should be more than once per year, so start planning now for a festive Earth Day event in October that will, (1) engage your community, other organizations and potential voters, (2) involve outreach, media and opportunities for volunteers to learn by doing, and (3) be right sized, big or small, for your chapter and your community. We trust you to do what is best for your chapter. Each and every activity helps!

Note that CCL is planning to create a short Earth Day video that you can make part of your event. HQ will also make available a social media action kit at the end of August.

### **Decide what style of event your chapter is most excited about**

A tabling event: You'll need a weather appropriate venue, tables, other organizations and attendees. Your venue should enable your local allies to showcase their organizations and build relationships with each other.

A service event: This might be an event where you plan how to get lots of people to/from the polls or support people standing in line at the polls (if that's legal) on November 8. Or it could be EVP phonebanking.

A Fall-apalooza in the park, weather permitting: Games, entertainment, potluck and education.

Something of your own invention: Gather the creative folks in your chapter and dream something up.

### **Designate someone (and helpers) to organize each aspect of the event - divide and conquer!**

Location - Select and reserve the venue, which could be a park, parking lot, library, community center, botanical garden, brew pub or anyplace green.

Allies - Consider working with local voter registration organizations like the League of Women Voters.

Equipment/Materials - Arrange to borrow or rent what you need; print handouts/flyers/posters

Advertising/Press - Create a strategy for every local newspaper (including school and university papers), online event pages, and social media to include a blurb about your event a week or two before your October event. Put extra attention on inclusion by inviting people from all of the communities in your area. Also invite community leaders, business owners, elected officials and MOC staff.

Program - Create an irresistible program by inviting engaging speakers and hosting a CCL party before / after.

Snacks and drinks - There is undoubtedly someone in your chapter who is good at this one!

### **Log your planning for Earth Day: Election Edition in the Action Tracker**

To enable CCL to count the number of Earth Day events being organized, be sure to log yours as soon as you start planning it. Log it under [Grassroots Outreach → Other](#) Category (for Earth Day: Election Edition).

### **Guidelines**

- Candidates are welcome to attend your event, but not to speak at it. We need to stay nonpartisan.
- Your team may find it useful to list what needs to be done by when and work toward those milestones.

### **Additional resources**

- CCL Community's [Grassroots Outreach Basics](#) topics
- RSVP to watch the [Earth Day: Election Edition CCU on August 25](#), or watch the [recording here](#) afterward

# Engage your community on candidates and voting

## GRASSROOTS ACTION

When you're tabling or presenting, you have a unique opportunity to engage your audience to ask candidates for their climate position and ask their MOCs to take action on climate. And when the people you talk to about voting cast ballots in the midterms, they'll be strengthening our democracy, and we need a strong democracy to enact climate solutions. Enlist your community to vote and to talk to candidates about climate to help us reach our newly increased goal of 2,000 Election Season Activities by November 8th.

### Update your tabling materials and schedule some tables

While tabling, you can introduce CCL, provide QR codes for taking meaningful action, ask table visitors if they are registered to vote and urge people to ask candidates for their climate plan. It's also a great way for newer volunteers to learn to talk about CCL. At your gathering, designate a tabling coordinator if you don't have one and make a tabling schedule.

1. Decide on table activities - Try out these new [creative and engaging tabling activities](#), and include [election season materials](#) and proven activities such as [put a pin in the Six Americas](#). [Full list of materials](#).
2. Schedule and staff your tables - Ask everyone to suggest events that have lots of foot traffic such as farmers markets, concerts in the park and festivals. Then pass around a physical or virtual clipboard and ask attendees to sign up for a shift.
3. Strengthen your chapter - Get ready to start your onboarding process on the spot when energetic table visitors ask how to get started.

If you need insurance to table, [fill out this form](#) and, if you need banners or flyers, look [on CCL Community](#).

### Plan to send presentation proposals every week

Presentations are a terrific way to activate folks in your community and explain to them the importance of voting. So estimate how many presentations your chapter can give by November and set it as a goal.

1. If your chapter doesn't already have a volunteer who gives CCL presentations, find one or two people who'd like to learn and ask them to do CCL Community's [Giving a Presentation](#) training.
2. To learn how to schedule dozens of presentations, check out CCL Community's [Scheduling Presentations](#) training. Bring new volunteers to see the presentation, assist the presenter and help attendees take action.

### Log your actions in the Action Tracker

Be sure to log your tabling and presentations under the Grassroots Outreach option in the [Action Tracker](#) to help us reach our [goal of 2,000 Election Season Activities!](#)

### Additional resources

- CCL Community's [Grassroots Outreach Basics](#) and [Tabling at an Event](#) training pages
- CCL Community's [Paperless Grassroots Outreach](#) training page
- Complete list of CCL Community's [Grassroots Outreach Resources](#)

## **Post a photo of your chapter getting out the climate vote**

### **SOCIAL MEDIA BONUS ACTION**

Snap a photo this month when you see your fellow volunteers presenting, tabling or EVP phone banking to get out the climate vote, and share it on your social media! Be sure to include a hashtag like #PriceOnCarbon or #ClimateVoter, and your MOCs' social media handles. In your post, describe why the volunteers are doing what they're doing and how that inspires you to advocate for climate action. For help getting started on social media, check out the trainings available on CCL Community's [Social Media for Volunteers and Chapters](#) topics page.

## **Submit a human interest story to attract new volunteers**

### **CHAPTER DEVELOPMENT BONUS ACTION**

People in your community are likely to become curious about CCL and may even join your chapter when they read a human interest story about one of your fellow volunteers. Survey the folks at your gathering to learn who has an interesting story about joining CCL, a life-affirming CCL experience or an unexpected or humorous CCL anecdote. Select one and ask someone on your media team to pitch the story to reporters at the local newspaper, TV stations, or radio stations. When the story is published or aired, post it on your chapter's Forum on Community and on social media. For tips and tricks, see CCL Community's [Generating Media Coverage](#) training.

# Practice talking about the Inflation Reduction Act

## COMMUNICATION SKILLS EXERCISE

It's happening! Congress is moving forward with an ambitious climate package that will reduce America's emissions 40% by 2030 and lower energy costs for Americans. Let's practice talking about some of the key benefits of the bill so we can help get the Inflation Reduction Act signed into law.

### 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 Inflation Reduction Act messages below out loud. Afterward, discuss with your partner which of the talking points you remember. You'll have six mins.

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 Inflation Reduction Act.

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

### Inflation Reduction Act messages

1. Is the Inflation Reduction Act really about climate change? Yes! The Inflation Reduction Act includes [many climate provisions](#). If it passes, it will be the biggest Congressional action on climate ever. It includes tax credits that will make our energy cleaner and more affordable. It also includes a methane fee.
2. Why is this bill so important? This bill has long been understood as the vehicle for major climate policy in this Congress. The negotiations have gone through many twists and turns — but we're finally at the finish line. Senate leadership has now come to an agreement with moderate Democrats whose votes are needed to pass the legislation. You can help by calling your Democratic Senators and Representatives to urge them all to vote "yes" on this major climate bill.
3. What can people in Republican states and districts do to support this bill? Although the Inflation Reduction Act includes many provisions that enjoy bipartisan support, only Democratic Senators and Representatives are expected to vote for it. Because of that, we are not calling or writing Republican Senators and Representatives about this bill. If you live in a red state and district, you can help by spreading the word to friends and family in blue states and districts.
4. Why is CCL supporting this bill? Citizens' Climate Lobby is enthusiastically supportive of this massive slate of climate policies! Our volunteers and staff have spent the last year pushing Congress to be as ambitious as possible on climate policies and this legislation will deliver. We're particularly excited to see that the legislation will place a fee on methane pollution, a potent greenhouse gas. There are also historic levels of investment in clean energy tax credits. The bill also provides a range of incentives to consumers to relieve the high costs of energy and decrease utility bills, so that American households benefit. The faster we can build a clean energy economy, the better — and average Americans need this support to get there.