



Citizens' Climate Lobby Citizens' Climate Education



ACTION SHEET, SEPTEMBER 2022

Monthly Meeting, Saturday, September 10, 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

Dr. Hahrie Han, Johns Hopkins University

Our recent big win on climate legislation owes much to the grassroots organizing that CCL and others provided. More solutions will be needed to meet our climate goals — like a price on carbon! — which means more grassroots organizing. Joining us this month is CCL Advisory Board member Hahrie Han, who specializes in the transformational process that empowers volunteers to be effective advocates. Dr. Han is a Professor of Political Science at Johns Hopkins University and the Inaugural Director of the SNF Agora Institute, which strengthens global democracy through powerful civic

engagement and informed, inclusive dialogue. She is the author of several books, her most recent being *Prisms of the People: Power & Organizing in Twenty-First-Century America*.

Actions for your chapter gathering

1. [Continue planning your Earth Day: Election Edition event](#)
2. [Deploy our new Election Season Tabling Kit](#)
3. [Social media bonus action: Share CCL's posts on Sept 20 - National Voter Registration Day](#)
4. [Chapter development bonus action: Schedule an Inflation Reduction Act chapter presentation](#)
5. [Communication exercise: Practice talking about election and voting importance](#)

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!

Continue planning your Earth Day: Election Edition event

GRASSROOTS ACTION



Congress just took a monumental first step in addressing climate change, and we're eager to use the Inflation Reduction Act as a springboard for even more ambitious and durable climate legislation.

But to make more climate progress, we need voters to learn in advance about candidates' climate positions and then turn out to vote. So last month you started planning an October Earth Day: Election Edition event, and this month we're asking you to add details to your event that will make it irresistible to your community, the media, your allies, community leaders and prospective CCLers.

Include one or more of these activities at your event

Whether your event is primarily tabling, presenting, service, a Fall-apalooza or something else, work with your chapter to plan event activities that will motivate attendees to vote like the earth depends on it. After Sept 10, visit cclusa.org/get-loud-take-action to get energized for Earth Day: Election Edition.

Voter registration. Invite table visitors to register to vote (or update their address) right then and there by scanning the QR code on our [voting flyer](#). Encourage attendees to get their friends and family to register too.

Plan to cast a ballot. Help folks plan how they will cast their ballot: vote by mail, at a poll, or ballot drop off.

Sign up with EVP. Explain the Environmental Voter Project and ask people to scan the [QR code](#) to sign up.

Presentation with a "register to vote" QR code at the end. Give an introduction to CCL including these [Inflation Reduction Act slides](#) and ask attendees to scan this [QR code](#) on your last slide to register to vote.

Community leader presentations. Invite a community leader to explain how climate change is impacting their organization, how more government action is needed or how voting makes our democracy stronger.

Gather with your planning team and measure progress

Host a quick huddle with your planning team to check progress on your (1) venue, (2) local allies, (3) equipment and materials, (4) communications to the media, and (5) program. Note that political candidates are welcome to attend but not as an event speaker.

Let us know about your event

Fill out [this short form](#) when you start planning your event (so CCL can publicize the national total number of events). Be sure to check the box at the bottom to have it logged in the [Action Tracker](#) so that your event can help us reach our [goal of 2,000 Election Season Activities](#).

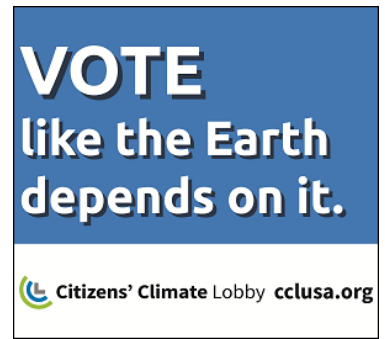
Additional resources

- CCL Community's [Grassroots Outreach Basics](#) topics
- Watch the recording of our [Getting Ready for Earth Day: Election Edition](#) training
- RSVP for and attend [Giving Inflation Reduction Act Presentations In Your Community](#) live on September 8, or afterward watch [the recording](#)

Deploy our new Election Season Tabling Kit

GRASSROOTS ACTION

Between now and the November election, our goal is for constituents to give candidates (including incumbents) an appetite for more climate legislation. Our new Election Season Tabling Kit can help you achieve this goal. So organize yourselves, get out there (where it's safe), use our new Election Season Tabling Kit and urge your fellow constituents to (1) be reliable climate voters and (2) push candidates to have a strong climate position. Be sure to log your activities that boost voter turnout or ask candidates for their climate plans to help us reach our goal of 2,000 election season activities by November 8.



Select the items in the tabling kit that you will deploy

Allocate time at your chapter gathering to review the new materials in our [Election Season Tabling Kit](#), discuss how you will use them, and customize them for your district/state.

[Social media flyer](#) - shows table visitors how to ask candidates for their climate plan via Twitter

[Climate voter flyers](#) - encourage people to be climate voters (a collection of Canva templates)

[Town hall flyer](#) - invites attendees to attend a candidate town hall in your locale

[Register to vote flyer](#) - invites table visitors to scan a QR code to go to TurboVote on their phone

[Environmental Voter Project flyer](#) - invites people to scan a QR code to sign up to phone bank with EVP

[Paperless take action handout](#) - gives people a menu of meaningful actions and corresponding QR codes

[Yard sign and billboard design](#) - provides a printable sign encouraging people to vote for the climate

[Inflation Reduction Act flyer](#) - educates visitors on our government's first big step to address climate change

Schedule and staff your table(s)

At your gathering, ask everyone to suggest events that have lots of foot traffic such as farmers markets, concerts in the park and festivals. Then designate a tabling coordinator if you don't have one, make a tabling schedule and pass around a physical or virtual clipboard so attendees can sign up for a shift. Be sure to involve newer volunteers to give them an opportunity to learn how to talk about CCL.

Check the national goal box (see below) when you log your election season activities

Log your activities in the [Action Tracker](#) to help us reach our [goal of 2,000 Election Season Activities!](#)

<input checked="" type="checkbox"/> Count toward national goal? <input checked="" type="checkbox"/> Yes, this activity was nonpartisan and primarily aimed at getting people to vote or getting candidates to take a stronger position on climate change.

Additional resources

- CCL Community's [Tabling at an Event](#) and [Paperless Grassroots Outreach](#) training pages
- Complete list of CCL Community's [Grassroots Outreach](#) resources
- CCL Community's [Election Season Tabling Kit](#) and [Election Season Media Kit](#) resources

Share CCL's posts on 9/20 - National Voter Registration Day

SOCIAL MEDIA BONUS ACTION

When you repost CCL's September 20 posts on any platform, ask your followers to confirm that they are registered to vote, know which candidates have shared their climate policies, and have a plan for casting a ballot. Also snap an action selfie or video while you are getting out the vote and include that and the hashtag #ClimateVoter in your post — pictures and videos attract extra attention on social media. And be sure to include your MOCs' social media handles so that they see your post. For help getting started on social media, check out the trainings available on CCL Community's [Social Media for Volunteers and Chapters](#) topics page.

Schedule an Inflation Reduction Act chapter presentation

CHAPTER DEVELOPMENT BONUS ACTION

The Inflation Reduction Act includes efficiency and electrification provisions that will benefit communities — rebates for heat pump space heaters and water heaters, dryers, electric stoves, and weatherization with 100% of the cost covered (including installation) for low-income households and 50% coverage for mid-income households. There's also a 30% tax credit for solar panels and batteries.

Ask one of the volunteers in your chapter who gives slide shows to present CCL's new [Inflation Reduction Act Slideshow](#) at a friendly scheduled gathering of chapter volunteers, friends, family and allies. Afterward, ask a few volunteers if they might like to learn how to present the slides for other organizations in your community. Attendees who'd like to join in CCL's advocacy work can learn more and sign up at citizensclimatelobby.org/inflation-reduction-act/. See CCL Community's [Giving a Presentation](#) training for general tips on giving an engaging slide show.

Practice talking about election and voting importance

COMMUNICATION SKILLS EXERCISE

Congress just enacted historic climate legislation. The midterm election is only weeks away, and a big turnout of environmentally minded voters will help to motivate candidates to support even stronger and more durable climate legislation. Increasing voter turnout is the mission of the nonpartisan nonprofit Environmental Voter Project, and CCL is working to push climate as an election issue, so let's practice saying some election-related messages so we're ready to talk with table visitors, friends, colleagues and the media.

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 messages below out loud. Afterward, discuss with your partner which of the messages you like best. 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 messages.

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

Environmental Voter Project messages

- "Nothing motivates a politician more than the prospect of winning or losing an election."
- "If we want true environmental and climate leadership, we must flood the electorate and make it impossible for politicians to run for office without leading on the environment."
- "Voting is a 'sticky' habit: once someone votes for the first time, they're much more likely to vote again in future elections."

Citizens' Climate Lobby messages

- One of CCL's core values is nonpartisanship. For us, engaging in elections does not mean endorsing one candidate or another.
- At CCL, we believe strongly that Democrats, Republicans, and even third party candidates can and should have ambitious climate stances.
- If we speak up about climate during election season, and if we show up at the polls, it pushes candidates from every party to understand the importance of the climate issue and to come to the table with solutions.