



Citizens' Climate Lobby Citizens' Climate Education



ACTION SHEET, OCTOBER 2022

Monthly Meeting, Saturday, October 8, 2022
10:00 a.m. Pacific / 1:00 p.m. Eastern

Three ways to join

- For Zoom video conference, go to cclusa.org/meeting (NOTE: this links to meeting ID# 95498355745)
 - To improve audio/video quality, close all applications and other browser windows
 - To turn on closed captions and adjust their size, see this [Zoom help page](#)
 - American Sign Language (ASL) and Spanish interpretation are also available
- By phone: If you have unlimited calling, call 646-558-8656; otherwise 877-369-0926. Enter 954-9835-5745
- To watch a livestream go to: cclusa.org/livestream



MONTHLY MEETING GUESTS Stephen Perkins and Quill Robinson American Conservation Coalition

As we work to bring more Republican members of Congress to the table on climate solutions, enrolling more conservative constituents will be key in our advocacy efforts. For guidance on outreach to conservatives on the climate issue, we turn this month to Stephen Perkins and Quill Robinson from the American

Conservation Coalition, a nonprofit dedicated to mobilizing young people around environmental action through common-sense, market-based, and limited-government ideals. Stephen is ACC's Vice President of Grassroots Strategy and Quill is Vice President of Government Affairs.

Actions for your chapter gathering

1. [Give candidates and voters a push as election day nears](#)
2. [Register for our Fall Conference and get ready to lobby](#)
3. [Social media bonus action: Post your Earth Day: Election Edition event photos/videos](#)
4. [Chapter development bonus action: Plan a social gathering to get to know each other better](#)
5. [Communication exercise: Practice telling a story about someone impacted by climate](#)


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!

Give candidates and voters a push as election day nears

GRASSROOTS ACTION

As the election draws near, it's time to make your voting plan and help other voters do the same. Urge your colleagues, co-workers and friends to (1) be reliable climate voters and (2) push candidates of both parties to have a strong climate position. And be sure to log your voter and candidate activities in the [Action Tracker](#) to help us reach our goal of 2,000 election season activities by November 8.

This election,
make climate
the hot topic.

 Citizens' Climate Lobby cclusa.org

Learn how to vote in your state

Ask someone (in advance) to describe at your gathering how to make a plan to vote in your state:

1. How to register to vote and update your address in your state
2. How and when to cast your ballot by mail (in states that allow it)
3. How to find your polling place and safely queue and vote there

Your state probably makes this available, but you can also find information on this TurboVote page: cclusa.org/vote. Ask attendees to share (either for the whole group or in a breakout room) what their individual plan is for casting their ballot.

Share what you've learned about voting with people you know

- Ask attendees to write down one or more friends, neighbors and family members whom they will help to cast their ballot. Pause for a few minutes so attendees can email and text the link cclusa.org/vote to them.
- Designate someone to email or text the how-to-vote information to everyone on your chapter roster. Then organize some volunteers to make a follow up phone call to some or all the people on your chapter roster.

If your chapter has the capacity, go bigger - help more people make a plan to vote

If you've been working with the Environmental Voter Project, Rock the Vote, League of Women Voters, Vote Forward, or another nonpartisan organization, great job getting out the vote. Keep going! If not, try out our new [Election Season Tabling Kit](#) at an event this month!

Additional resources

- CCL Community's [Tabling at an Event](#) and [CCL and Voter Participation Outreach](#) training pages
- CCL Community's [Election Season Media Kit](#) resources

Register for our Fall Conference and get ready to lobby

CHAPTER DEVELOPMENT AND LOBBY ACTION

We will celebrate 2022 success and strategically plan for 2023 at our **December 3-4 Fall Virtual Conference**. Be there! Most lobby meetings will be just before and after the conference, between Nov. 29 - Dec. 9, and will work toward building an appetite for more climate legislation in Congress, so spend time this month attending lobby trainings, updating the research on your MOC, and planning your lobby meeting(s).

Registration opens on October 17 for our Fall Virtual Conference - set a calendar reminder

Invite everyone in your chapter to (1) set an October 17 personal calendar reminder to go to cclusa.org/fallconference and register for our Fall Conference, and (2) click one of the social media icons (left side) on the registration to post about the conference on a favorite social media platform.



Update the research on your MOC(s) and then create a plan for your lobby meeting(s)

Attend lobby trainings

RSVP to hear CCL's D.C. team give their [Legislative Plan training on October 10 \(repeats at 10am and 5pm PT\)](#) and the [Primary and Supporting Asks training on November 10](#) (get the [latest version of Zoom](#) before attending). Lobby team members should also be sure to attend [Climate Advocate Training](#) if they haven't already. Key foundational and targeted lobby trainings are on CCL Community's [Preparing for CCL's December Conference and Lobby Week](#) training page.

Update the research on your MOC(s) and start filling in your Meeting Plan Template

Ask a liaison or lobby meeting leader to give a synopsis of their June meeting and what needs to happen to further the relationship and build the MOC's enthusiasm for more climate legislation in the next Congress. Also look at the MOC's campaign website (if they are running), their Congressional website and our [MOC Bios](#) to see if their priorities or policies have shifted. Based on what you learn, update your lobbying strategy.

If yours is an open seat election, designate a volunteer to start building a dossier on the front runners. Now is a great time to learn about candidates because they are actively posting their policy positions on social media, campaign websites and newspapers.

Collect key deliverables

In addition to CCL-provided leave behinds, your MOC and their staff may appreciate and benefit from other materials the Liaison or appointment setter sends before or after the meeting. For example:

- News coverage of [climate impacts](#) in the district/state
- Statements from community leaders or trusted messengers on climate impacts, priorities or solutions

Assemble your dream lobby team

1. Add a CCLer who knows someone who has been impacted by climate change (see Comm. Exercise below)
2. Ask folks to suggest a trusted messenger who can make a persuasive case for more climate legislation

Be sure to rehearse and role-play the lobby meeting in advance!

Additional resources

CCL Community's [Lobbying 201: Practicing Effective Lobbying](#) training

CCL Community's [Getting To Know Your Member of Congress](#) training

Post your Earth Day: Election Edition event photos/videos

SOCIAL MEDIA BONUS ACTION

Snap an action photo or record a short video at [whatever Earth Day: Election Edition event](#) you attend and post it to a favorite social media platform (include the hashtag #ClimateVoter and tag @citizensclimate). Your post might read something like, “This election we’re making climate the hot topic!”

Also go to [CCL’s Google Drive](#), create a folder with the same name as your chapter (e.g., Atlanta GA) and the date of the event and upload your best photos and videos to that folder. By uploading photos/videos, you agree that CCL can use the photos/videos in its marketing and social media.

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

Plan a social gathering to get to know each other better

CHAPTER DEVELOPMENT BONUS ACTION

Plan a fall party to celebrate your Earth Day: Election Edition work. Decide together when and where to have it, what the party would look like (a picnic lunch, dinner potluck, a Halloween or harvest party, pumpkin carving with CCL logo, seasonal beer party or pumpkin spice drinks), and who to invite (friends, family, potential CCL volunteers). Which part of the event planning and execution would each volunteer like to work on?

Practice telling a story about someone impacted by climate

COMMUNICATION SKILLS EXERCISE

A [recent report](#) from the Yale Project on Climate Change Communication finds that hearing about people's personal experience with climate impacts such as extreme heat, floods or drought is the top thing that influences folks to change their minds, even beyond experiencing it themselves. If you interject into everyday conversations a story about climate impacts on someone you know, it can help to move people to be more favorable to climate action/carbon pricing. So, let's practice our story telling.

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 following the instructions below. Afterward, discuss with your partner how their story made you feel. 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 the story they told.

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

Instructions - a story about someone you know

Think of a story about someone you know who has been impacted by climate change recently. For example, you could talk about a friend in California who experienced heat above 110 degrees. Or a relative who's been impacted by fall hurricanes.* Conclude with a positive note about advocating more climate solutions to Congress.

*If your partner's story makes an impression on you, urge them to write it down and submit it in an LTE.