

## Actions for your chapter gathering

1. Fire up your grasstops engagement!
2. Finalize the plan for your in-district/state MOC activity in March
3. Help people in your chapter go to D.C. in June
4. Chapter development bonus action: Host a film screening and introduce attendees to CCL
5. Social media bonus action: Click to share CCL's social posts

## Monthly International Call + Guest Speaker

**Doria Brown, social media influencer**

**Saturday, Feb. 11, 2023 | 10 a.m. PT / 1 p.m. ET**

In the realm of climate communication, social media platforms like TikTok and Instagram loom large as a means to reach people, especially younger people who are most concerned about the world they will inherit in the future. Joining this month's meeting is Doria Brown, a social media influencer known as The Earth Stewardess on TikTok (72,000 followers) and Instagram (22,500 followers). Doria is an environmental scientist and the youngest municipal energy manager in New Hampshire, working for the City of Nashua. Her social media posts focus on energy science, sustainability, and science communication. Doria will speak with us about how she reaches a wide audience with her short, creative videos.




### Three Ways to Join

- **To connect by video conference:** go to [cclusa.org/meeting](https://cclusa.org/meeting) (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
- **To connect by phone:** With unlimited calling 646-558-8656; toll free 877-369-0926. Enter 954-9835-5745
- **To watch a livestream:** go to: [cclusa.org/livestream](https://cclusa.org/livestream)

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!

# Fire up your grasstops engagement!

GRASSTOPS ACTION | [Carbon Pricing](#) [Building Electrification and Efficiency](#)

 **Summary:** (1) use our new form [cclusa.org/endorse](https://cclusa.org/endorse) where community leaders can endorse Carbon Pricing/Cashback, and (2) for groups working on electrification, check out our new [Local Government Leader Electrification Letter Template](#).  
*Read on for the details.* ↓



## Identify and engage community leaders you know who have not endorsed yet

Convene a meeting of your chapter's grasstops team and Grasstops Engagement Manager (GEM) if you have them, and volunteers interested in grasstops if you don't.

- Review the list of your past endorsers in the [GET](#) or [Endorsement Report](#). All past endorsements will soon appear on the new endorsement form page, so there's no need for anyone to endorse again.
- Ask each meeting attendee to suggest one prominent local leader they know. Then do the research to determine which of these leaders are trusted messengers to your MOC. To learn how, attend our [Focusing Your Grasstops Outreach](#) CCU live on Feb. 16, or [watch the recording afterward](#). The Liaison can also help assess who/what is important to your MOC.
- Ask the trusted messengers to endorse carbon cashback and/or carbon pricing using our new endorsement form, [cclusa.org/endorse](https://cclusa.org/endorse). See CCL Community's [Ask Community Leaders to Champion Their Support](#) for more action ideas for your community leaders.

## Ask local electeds to join Rewiring America's Local Government Leaders for Electrification coalition

- Personalize this [Local Government Leader Electrification Letter Template](#) and send it to mayors, city council members, and county executives and commissioners you know.
- Or, meet the local electeds you know in person and ask them to [join the coalition](#).

## Log your meetings and share endorsements with your Liaison(s) to forward to Congress

Each contact and meeting with a community leader is an action, so be sure to log it in the [Action Tracker](#). When you get an endorsement, be sure to notify your Liaison(s) so that they can deliver it to Congress.

## Additional Resources

CCL Community's [Grasstops Engagement Basics](#) and [Focusing Your Grasstops Outreach](#) trainings

# Finalize the plan for your in-district/state MOC activity in March


LOBBY ACTION |

[Carbon Pricing](#) ▾

[Clean Energy Permitting Reform](#) ▾

[Healthy Forests](#) ▾

[Building Electrification and Efficiency](#) ▾

 **Summary:** (1) finish planning the March event you outlined in January by researching your MOC, (2) be strategic as you make your guest list, and (3) keep the gathering casual, personal and an activity the MOC will enjoy. *Read on for the details.* ↓



## Think carefully about your goals and do/refresh your MOC research

- Learn about your new MOC's background, and refresh your research for veteran MOC(s). Identify your MOC's interests and policy positions and the organizations, allies, experts and leaders they listen to. See CCL Community's [Getting to Know Your Member of Congress](#) to learn how.
- Decide what open-ended questions you might want to ask during your March activity that will help you prepare for working with your MOC this year. How can you be a resource and connect on common ground at future meetings? Which of CCL's policy areas might interest them? What are their environmental priorities in this Congress?

## Ensure that your MOC can interact with key constituents at your activity

For your activity (e.g. a site visit, nature hike, multi-chapter meeting, coffee chat or activity of your own design), be strategic as you create your invitation list. You might ask your State Coordinator for help. Seed your event with attendees who:

- Will be respectful and friendly when interacting with the MOC and staff
- Are interested in learning about the MOC and deepening CCL's relationship with the office
- *For more formal events:* Will ask open-ended climate related questions and/or are working in one of CCL's policy areas or can describe climate impacts in the district/state

## A district/state office drop off is a backup option

Dropping off brownies or an appreciative card is also a nice way to make yourself known to the local staff.

## Additional Resources


CCL Community's [In-District Activities with Members of Congress](#) and [Hosting Successful Site Visits](#) trainings

# Help people in your chapter go to D.C. in June

LOBBY AND CHAPTER DEVELOPMENT ACTION | [Carbon Pricing](#) ▾

[Clean Energy Permitting Reform](#) ▾ [Healthy Forests](#) ▾

[Building Electrification and Efficiency](#) ▾

 **Summary:** (1) identify volunteers in your chapter who are interested in attending our June Conference, and (2) make a plan to help them with expenses. *Read on for the details.* ↓



Our June 10-13 D.C. Conference and Lobby Day will offer an unparalleled opportunity for empowering volunteers to exercise their political power. Imagine if at least one volunteer from every chapter has the experience and brings valuable conference updates and knowledge back to their chapter.

## Determine who can go

Ask someone who has been to the June Conference in D.C. in the past to describe the lobbying experience, and then look at the conference agenda (continuously updated) to get even more jazzed by the lineup of speakers and sessions.

- Ask who's registered and definitely planning to go.
- Ask who's excited to attend and could go with a little financial support.
- Give some special consideration to special volunteers such as your Liaison(s), newly engaged volunteers, and volunteers who would be extra valuable members of a lobby team.

## Make a plan to help with expenses

Traveling to D.C. is expensive, so discuss ways to provide financial support. Consider:

- An online chapter fundraiser
- A small in-person event where the ticket price is a donation
- Collect contributions by passing the hat at your chapter meeting
- Check out our [Inclusion](#) and [Conservative](#) scholarships (deadline to apply is May 1)

You'll find more simple fundraising ideas on CCL Community's [Managing Money in Your Group](#) training.

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Conference registration opens on Feb. 11 at [cclusa.org/juneconference](https://cclusa.org/juneconference) where you'll also find lodging, schedule, and travel information.

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Rather than a **Communication Exercise** this month, spend some extra time discussing ways to send some of your volunteers to the June Conference!

## Host a film screening and introduce attendees to CCL

### CHAPTER DEVELOPMENT BONUS ACTION

Host a film screening and invite your friends, family, and acquaintances to introduce them to CCL in a fun way. Many of the 25 films in our film screening guide offer discussion questions, and we've identified potential audiences and found films that align with CCL's policy agenda. Check out our [lists of recommended films here](#), pop some popcorn, and have fun!

To learn how you and your chapter can host a film screening, attend CCL Community's [Hosting a Screening](#) training on Feb. 9, or [watch the recording afterwards](#). To ask questions, join CCL's [Onboarding Action Team](#) and post your questions in the team forum.

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## Click to share CCL's social posts

### SOCIAL MEDIA BONUS ACTION

Help spread the word about climate news and solutions — click to share social posts from our “[Spread the Word](#)” webpage, updated every Friday. Pro tip: you can watch TikTok videos (which helps CCL's account performance tremendously) even if you do not have the TikTok app or an account!

If you need help getting started on social media, check out the training available on the CCL Community [Social Media for Volunteers and Chapters](#) topics page.