



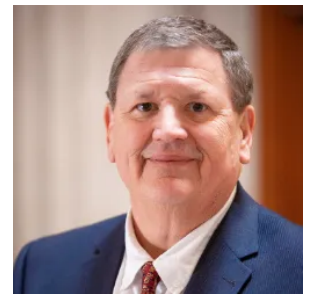
Actions for your chapter gathering

1. Get ready for Earth Day! Let's smash our April national goal!
2. Sign up to donate monthly and multiply your impact!
3. Social media bonus action: Invite a social media friend to become a monthly donor
4. Chapter development bonus action: Ask a new recruit to help plan an Earth Day activity
5. Communications exercise: Practice describing the benefits of building electrification

Monthly International Call + Guest Speaker

Rev. Mitchell Hescox, CEO, Evangelical Environmental Network
Saturday, March 11, 2023 | 10 a.m. PT / 1 p.m. ET

In the quest to find common ground between Republicans and Democrats on climate solutions, communities of faith play an important role in bridging the partisan divide. The Evangelical Environmental Network, whose members are focused on caring for creation, is one of the organizations working in this advocacy space. This month, we hear from Rev. Mitch Hescox, President of EEN, about the Network's efforts to educate and mobilize evangelical Christians to advocate for a stable climate and a healthy, pollution-free world. Rev. Hescox, co-author of "Caring for Creation: The Evangelical Guide To Climate Change and a Healthy Environment," serves as a member of the National Association of Evangelicals' Board of Directors and EPA's Clean Air Act Advisory Committee.



Three Ways to Join

- **To connect by video conference:** go to 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

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!

Get ready for Earth Day! Let's smash our April national goal!

GRASSROOTS ACTION | [Carbon Pricing](#) [Clean Energy Permitting Reform](#)

[Healthy Forests](#) [Building Electrification and Efficiency](#)

Summary: (1) Set an Earth Day event goal for your chapter, (2) recruit people to join your chapter during your outreach, (3) plan your activities and events, (4) pull the media and social media levers, and (5) log your activities in the Action Tracker. *Read on for the details.* ↓



Set a chapter Earth Day target to help us reach our national goal

You can help us reach our **national goal of 500 events in April** by (1) setting a goal for the number of events your chapter will attend or host, and (2) logging your April grassroots activities in the [Action Tracker](#).

Invite people to join your chapter

- During events, ask table visitors and other attendees to join CCL at cclusa.org/join
- Encourage people to check the “Subscribe me to CCL's mailing list” box when they use an online action tool (for example, cclusa.org/write)
- Show people how to RSVP for our Wednesday night informational session at cclusa.org/info

Plan Earth Day outreach activities (do what lights you up!)

- **Tabling and clipboarding:** Ask someone in your chapter to find local Earth Day events and secure a table or attend with [clipboards](#). Be sure to bring along our [new tabling materials](#).
- **Presentations:** Send presentation proposals to clubs, schools, civic organizations, and local chapters of other nonprofits.
- **Film screening:** Host a film screening and include a panel discussion or small fundraiser before or after the film. See our [film guide](#).
- **House party, potluck, or picnic:** Plan a chapter fiesta and consider adding a recruitment, education, or game element! Invite friends, allies, and local community leaders you know.

Pull the media and social media levers

- **Media:** April is a big media month for us because of Earth Day! Select one of our timely [LTE Topics](#) and write an LTE, or use one of our [op-ed templates](#).
- **Social media:** Designate someone to take photos at your April events and post them on your social media accounts with the hashtags [#GrassrootsClimate](#) and [#EarthDay](#).

Additional Resources

- CCL Community's [Tabling and Clipboarding](#) topics
- CCL Community's [Scheduling Presentations](#) and [Giving a Presentation](#) trainings
- CCL Community's [Hosting a Screening](#), [Hosting a House Party](#) and [Growing your Local Group](#) trainings

Sign up to donate monthly and multiply your impact!

Summary: (1) Set a goal for the number of new monthly donors you want to add this month, (2) ask existing donors to share their reasons for supporting CCL, and (3) invite chapter members and people who admire your work to give monthly at an amount that works for them.

Read on for the details. ↓



Citizens' Climate has just two fundraising drives every year and this month's campaign is focused on increasing our monthly support. **Our goal is to raise \$10,000 in new and increased monthly donations by the end of March. If we hit our goal, we will unlock a \$100,000 bonus gift made possible by a new Climate Guardian donor!**

When you subscribe to donate on a monthly basis to Citizens' Climate, you become an Evergreen Donor. Evergreen Donors sustain and strengthen our climate solutions work. Increased revenue from this campaign will allow us the flexibility to strike when political opportunities emerge, while also expanding our grassroots reach in strategic states.

Monthly donations add up and no amount is too small. Give an amount that works for you at cclusa.org/donate-to-ccl

CCL set the stage for the enactment of the Inflation Reduction Act in 2022. Help us provide the resources you need to press Congress for carbon pricing and other important climate policies in 2023.

- Set a chapter goal of recruiting five to ten new Evergreen Donors and work together to achieve that goal.
- Invite everyone in your chapter to give monthly at a level that works for them.
- If you're already giving monthly, can you encourage two people from your personal network who admire your climate advocacy efforts to join you as an Evergreen Donor? Perhaps they would like to donate in someone's honor.
- Host an online or in-person party for chapter members, friends, and family. Share and celebrate CCL's mission, progress, and goals; invite your chapter's Evergreen Donors to share their reasons for supporting CCL; explain CCL's March goal and bonus gift opportunity; and share the donation web page.

Additional Resource

CCL Community's [Raise Funds for CCL Nationally](#) training

Invite a social media friend to become a monthly donor

SOCIAL MEDIA BONUS ACTION

Use our [Fundraiser Social Media Toolkit](#) as a guide for sharing our March fundraiser and ask a few people in your online network to donate monthly. You can create your own post or share one of ours! Another way to use social media for fundraising is to direct message (DM) specific folks you think might be good candidates to donate monthly and to personally invite them to become donors. It's like sending a personal letter or email, but over social media. If you need help getting started on social media, check out the training available on CCL Community's [Social Media for Volunteers and Chapters](#) topics page. *Remember: Every monthly donation counts, especially with a \$100,000 bonus gift on the line!*

Ask a new recruit to help plan an Earth Day activity

CHAPTER DEVELOPMENT BONUS ACTION

Personally invite a new volunteer to join your Earth Day planning efforts. If they accept your invitation, then introduce them to the team planning your April events. If they decline, that's OK too. They might have a different idea regarding what they want to do within your chapter, so take some time to find out more about their interests and skills. Help them find a role or task within the chapter that appeals to them.

To get started with chapter development, see CCL Community's [Getting New Volunteers Engaged](#) training.

To ask questions, join CCL's [Onboarding Action Team](#) and post your questions in the team forum.

Practice describing the benefits of building electrification

COMMUNICATION SKILLS EXERCISE

When you're tabling in April, you'll get to chat and answer questions about CCL's policy agenda. When a table visitor expresses interest in transitioning away from fossil fuels, ask if they'd like to hear about the benefits of building electrification and efficiency. Let's practice.

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: Take turns reading the four **talking points** below to a partner. Afterward, discuss the points that 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 some highlights from the exercise.

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

Talking points

Lower household energy bills

The average household can save around \$600 on its yearly energy bills by installing heat pumps and induction stoves. Additionally, electrification protects us from future spikes in energy prices due to unstable fossil fuel prices.

Efficiency benefits low-income households

Making homes more energy efficient by weatherizing them reduces energy waste and bills. Low-income households, which spend disproportionately more income on home energy, could save up to 35% on their energy bills through weatherization projects.

Cleaner air inside our homes and buildings

Fossil fuel-powered appliances create air pollution that contributes to serious respiratory problems, like asthma, particularly in children. Unfortunately, in many homes, the air we breathe inside is dirtier than the air outside. Electrification not only reduces the warming caused by fossil fuels, it ensures the air we breathe while sleeping, cooking, and spending time with family indoors is cleaner and better for our health.

Good jobs in construction

Building electrification and efficiency will create good-paying career opportunities for construction workers, plumbers, heating and cooling installers, electricians, and more. These jobs will be created in every community in America and can't be sent overseas.

Additional Resources

- CCL's [Benefits of Reducing Carbon Pollution with Building Electrification and Efficiency](#)
- CCL Community's [An Introduction to Building Electrification and Efficiency](#) training
- CCL Community's [Advanced Training on Building Electrification and Efficiency](#)