

Actions for your chapter gathering

1. Include a 'Peanuts' climate anxiety counseling booth at your Earth Day table
2. Onboard new folks you recruit during your Earth Day activities
3. Social media bonus action: Record and post a short video of an Earth Day event
4. Chapter development bonus action: Pass the hat to send someone to the June conference
5. Communications exercise: Practice talking to a table visitor. Tell your story. Ask a question

Monthly International Call + Guest Speaker

Kajsa Hendrickson, Director, Future 500
Saturday, April 8, 2023 | 10 a.m. PT / 1 p.m. ET

The work to preserve a livable world requires buy-in and participation from all sectors — civil society, government, business, science, academia. Finding common ground among these various sectors is essential to meet our climate goals, and so we talk this month with Kajsa Hendrickson, Director at Future 500, a nonprofit that builds trust between stakeholders to advance business as a force for good. Kajsa works directly to build bridges between groups at odds, or even in conflict, something she honed as a volunteer at CCL in San Diego. She currently collaborates with CCL coordinators, NGOs, and community representatives in the Southeast on a utility-stakeholder information exchange. Before joining Future 500, Kajsa worked on stakeholder engagement with the largest solar incentive program in the country, closing the gap between who has access to and who benefits from sustainable energy.



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!

Include a 'Peanuts' climate anxiety counseling booth at your Earth Day table

GRASSROOTS ACTION | [Carbon Pricing](#) [Clean Energy Permitting Reform](#)
[Healthy Forests](#) [Building Electrification and Efficiency](#)

Summary: (1) Reserve, organize, and staff a table at an Earth Day event, (2) recruit new CCL supporters while tabling, (3) send a press release about your event, and (4) log your April activities in the Action Tracker to help us reach our national goal of 500 Earth Day events. *Read on for the details.* ↓



Table at an Earth Day event

Identify an event and secure a table. Ask someone in your chapter to find one or more local Earth Day events and reserve a table or sign up to clipboard. Ask some folks to help with logistics, downloading [tabling materials](#), and signing up volunteers for shifts.

Use our 'climate anxiety counseling' booth kit. Talking about climate concerns is a great way to start conversations with all kinds of people. [Download the booth kit.](#)

Fundraise for CCL at your table. [Download this 'Buy the climate a coffee' flier](#) and ask table visitors to make a small donation to CCL via Paypal by scanning the QR code.

Activate the people you meet. If a table visitor expresses concern about climate change, share that taking action is the antidote to anxiety. Encourage them to use their phone to scan the QR code on your flier, or go to cclusa.org/write-farm-bill, to contact their MOC about protecting funding for climate-smart forestry in the Farm Bill.



Recruit new supporters to strengthen your chapter

- Encourage people to check the “Subscribe me to CCL's mailing list” box when they use our online action tool on their phone to write Congress.
- If they don't write to Congress, invite table visitors and other attendees to join CCL at cclusa.org/join.

Send a press release about your event

A few weeks prior to your Earth Day event, download and customize our [Earth Day press release template](#) and send it to local newspaper, TV, and radio journalists to seek coverage of your activities.

Log your April activities in the Action Tracker

Help us smash our **national goal of 500 events in April** by logging your April activities in the [Action Tracker](#).

Additional Resources

- CCL Community's [Tabling and Clipboarding](#) topics and [Generating Media Coverage](#) training
- Watch the recording of our [Tabling Outreach with CCL's New Materials](#) CCU

Onboard people you recruit during your Earth Day activities

CHAPTER DEVELOPMENT ACTION

Summary: (1) Create an onboarding team or schedule a meeting for your existing team, (2) update or plan your welcoming process for new recruits, and (3) plan to talk about your refreshed onboarding process at your May chapter meeting. *Read on for the details.* ↓



Your chapter will likely get new recruits during Earth month so it's important to have a point person or onboarding team that, (1) quickly welcomes people to your chapter, (2) connects them right away to chapter team leaders, and, (3) suggests tasks and activities that will spark their interest.

Assemble a team for welcoming new folks

1. If you haven't already (and you have the capacity) form an onboarding team.
2. Schedule a time this month for the team to work together to create or update a welcoming process like the example below. You might ask team members to review our [Welcoming new volunteers to your chapter](#) training before you meet.
3. Plan for the team to briefly describe the onboarding process at next month's chapter meeting.

Adapt this three-step example onboarding process for your chapter

1. Check the "New Members" tab on your [Chapter Roster Tool](#) frequently this month and connect with new recruits by phone, email, or text within 1-2 days while their encounter with CCL is still fresh in their mind. It may take a few attempts at reaching out. When you hear back, set up a time to talk in person, on Zoom, or on the phone.
2. To help new people feel heard and motivated, ask them to share why they are passionate about climate solutions, what type of climate work they are seeking, and how they heard about CCL. Use our [Volunteer Inventory Form](#) to structure your dialog and take notes.
3. Quickly introduce new recruits to the point person who leads your chapter's work in an area that matches a new volunteer's interests. Ensure that new folks are mentored with tasks and activities ASAP.

Additional Resources

- CCL's [Volunteer Opportunities Handout](#) and [Volunteer Opportunity Role Descriptions](#) resources
- CCL's [New Volunteer](#) page
- Join CCL's [Onboarding Action Team](#) and ask questions in the team forum

Record and post a short video of an Earth Day event

SOCIAL MEDIA BONUS ACTION

Designate someone to take photos and record short videos at your Earth Day event(s). Next, ask chapter members who use social media to share the photos/videos on their favorite social media platforms to spread the word about CCL. Include the hashtag #EarthDay and #GrassrootsClimate and tag @citizensclimate. Your post might read something like:

When it comes to climate change, action is the antidote to despair. CCL Long Island was out with a ‘Peanuts’ style booth talking to people at the [EVENT NAME] and helping them contact @senschumer, @kristengillibrand and @replalota with climate solutions. #grassrootsclimate #earthday @citizensclimate

Also, go to [CCL’s Google Drive](#), create a folder with the same name as your chapter and the date of the event (e.g., 4/22/23 Atlanta GA), and upload your best photos and videos to that folder. By uploading photos/videos, you agree that CCL can use the photos/videos for marketing and social media outreach.

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.

Pass the hat to send someone to the June Conference

CHAPTER DEVELOPMENT BONUS ACTION

Many people describe CCL’s D.C. Conference and Lobby Day as a life-changing experience and come away invigorated after witnessing democracy in action for the first time. Everyone should have this experience at least once, and it’s a terrific activity for new volunteers.

It is our hope that every CCL chapter can send at least one attendee to the June Conference. At your gathering, ask who is registered for the conference and then ask who’s keen to go and could attend with a little financial support. To build a small travel assistance fund, take time at your gathering to pass a hat or popcorn bowl. If you’re meeting via Zoom, designate a treasurer and invite everyone to send a contribution to the treasurer’s Venmo or Paypal account and then allow a few minutes for everyone to do it. The conference agenda and registration page are at cclusa.org/juneconference.

For help getting started with this bonus action, see CCL Community’s [Managing Money in Your Group](#) training. If you have a question, post it in CCL Community’s [Chapter and Volunteer Development](#) sitewide forum.

Practice talking to a table visitor. Tell your story. Ask a question.

COMMUNICATION SKILLS EXERCISE

Visitors to your Earth Day table will likely want to know what they can do to help with climate change. Take advantage of this opportunity to tell them about CCL and draw them into our work. Let's practice sharing our own climate story with a table visitor and then asking them a question to increase their curiosity.

Suggestions for how to practice

We know that people learn best by saying the words out loud themselves, so for this exercise, read the instructions below, and if you're on Zoom, paste them into the chat.

Instructions: Spend eight minutes with a partner, either one-on-one or in a Zoom breakout room, planning and then trying out this communication skills exercise:

1. Write down a brief outline of your CCL experience, including (a) how you felt about climate change before you found CCL, (b) how has CCL encouraged you to advocate for climate solutions, (c) how you see your contribution to CCL's work. For example, "Before I found CCL, I felt hopeless. CCL has taught me how to advocate for climate solutions, and I'm encouraged we're making progress with Congress."
2. Write down an open question that will help you engage the table visitor after you tell your story, such as, "*what motivated you to come to this event today?*", or, "*what actions have you taken to address climate change in the past?*"
3. Be ready with a follow-up question such as, "*would you like to learn some ways that you can help?*", or, "*would you like to hear about the climate policies we urge Congress to enact?*"
4. Role-play with your partner, beginning with your own story and pivoting to an open question.

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 eight minutes. When everyone comes back together, ask someone to share a highlight from the exercise.

If you use Zoom but don't use breakout rooms: invite everyone to do steps 1 - 3, and then ask a volunteer pair to role-play the exercise for the group.

Additional Resource

- CCL Community's [Tell your story](#) training