

## Actions for your chapter gathering

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## Monthly International Call + Guest Speaker

**Madeline McGill, Founder, Western Desk**

**Saturday, September 9, 2023 | 10 a.m. PT / 1 p.m. ET**

Madeline began her political career working for campaigns, nonprofits, and labor unions across New England. In 2018, she moved to Utah to help found the Rural Utah Project to empower underrepresented voters, bringing its fundraising and communications programs online. Two years later, she built an organic digital and earned media program with an advertising equivalent of \$11.1M across the rural Southwest. Since then, Madeline has continued her work as a narrative strategist, driving outcomes for nonprofits, labor unions, and candidates for office who are curious to engage with people who call rural landscapes home. Her notable projects include National Nurses United, The Sierra Club, SEIU, and the Rural Democracy Initiative. She's proud to partner with the Rural Climate Partnership on building a transformative narrative framework for hardworking rural people. Madeline lives in Boulder, Utah, a town of 250 people, where she searches for new watering holes with her border collie, Melon.



### Three Ways to Join

- **To connect by video conference:** go to [cclusa.org/meeting](https://cclusa.org/meeting) (this links to meeting ID# 88228136772 **NEW**)
  - 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](#)
  - Spanish interpretation is also available
- **To connect by phone:** With unlimited calling 646-558-8656; toll-free 877-369-0926. Enter 882-2813-6772
- **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).

# Select and prepare a community leader to lobby with you in Nov.

GRASSTOPS ENGAGEMENT ACTION | [Carbon Pricing](#) [Healthy Forests](#)

[Clean Energy Permitting Reform](#) [Building Electrification and Efficiency](#)

**Summary:** (1) carefully select and then recruit a prominent community leader to join your November lobby team, (2) activate your grasstops to get community leaders you know to endorse carbon pricing and/or carbon cashback, (3) keep going on grasstops by meeting with and educating city council members you know. *Read on for the details* ↓



## **Make a plan to recruit a key community leader to lobby with you via Zoom in November**

1. Make a list of influential community leaders in your locale, business owners, elected officials, etc.
2. Highlight the leaders someone knows, especially those who are trusted messengers to their MOC.
3. Select the community leader who will be the most effective addition to your lobby team.
4. Plan to invite the community leader to participate and rehearse the meeting with you.

## **Do more grasstops — ask community leaders you know to endorse carbon pricing/cashback**

Carbon pricing and carbon cashback are endorsable policies at [cclusa.org/endorse](https://cclusa.org/endorse), so make a plan to meet with community leaders you know to educate them and secure their endorsement if they have not endorsed in the past.

## **Pull the grasstops lever some more — schedule a coffee meeting with city council members you know**

Volunteers in your chapter likely know some, or all, of your city council members, so make a plan to meet with and educate/update them on CCL's policy agenda. Also discuss how the Inflation Reduction Act has brought opportunities to do building electrification and efficiency in your locale.

## **Additional Resources**

- CCL Community's [Getting Started with Grasstops Engagement](#) training topics
- CCL Community's [Inflation Reduction Act](#) training topics
- CCL Community's [Building Electrification and Efficiency](#) training topics

# Plan to use our Nov. 4-5 Fall Virtual Conference in your outreach

## CHAPTER DEVELOPMENT AND GRASSROOTS ACTION

**Summary:** (1) Plan a social event focused on recruitment that coincides with our Fall Virtual Conference, (2) include invitations to your event as part of your outreach this month and next, (3) determine how you will extend a personal one-on-one invitation to everyone on your invitation list. *Read on for the details.* ↓



### **Start planning for everyone to invite their friends/family to your Fall Conference watch party**

Our November 4-5 [2023 Fall Virtual Conference](https://cclusa.org/fallconference) ([cclusa.org/fallconference](https://cclusa.org/fallconference)): **Grassroots rising: Leveling Up in the Climate Fight**, is a great opportunity for all levels of volunteers (especially new ones!) to hear about fresh ways to supercharge their local CCL work.

We encourage you to hold an in-person gathering on November 4th so you can invite everyone to attend the conference together and participate in the camaraderie and empowerment that is CCL. You can also build your chapter's capacity to advocate for climate solutions by bringing your friends.

Decide on a venue for a friendly event on November 4th where folks can, (1) watch the virtual conference on a big screen, and (2) socialize before, while or after they watch. Your social event might be a:

- Potluck
- Gathering at a pizza joint or brewpub with a big video screen
- Joint food fest with a nearby chapter

Include an invitation to your in-person watch party with your September and October outreach inviting people you meet during tabling, presentations and film screenings.

Make a plan to extend a personal one-on-one invitation to people who'd benefit from seeing CCL in action:

1. New recruits who joined CCL over the summer (make it part of their onboarding)
2. Members of local ally organizations and prominent community leaders
3. Active CCLers who don't attend chapter meetings and CCLers who reliably attended before the pandemic

If November 4th is not a good date for your event, organize a watch party afterward to [view conference recordings](#) ([cclusa.org/presentations](https://cclusa.org/presentations))

### **Additional Resources**

CCL Community's [Recruiting For Your Group](#) topics and [House Party Toolkit](#) ([cclusa.org/party-toolkit](https://cclusa.org/party-toolkit))

# Use our new click-to-call tool to phone Congress about permitting reform

## MOBILIZATION BONUS ACTION

Ask your chapter's Mobilization Manager to show everyone how to use our new click-to-call action tool to phone their members of Congress. If your chapter doesn't have a Mobilization Manager, ask someone who has used the tool to give a demonstration or you can [watch this 2-minute video](#) ([vimeo.com/856932177/81782cf690](https://vimeo.com/856932177/81782cf690)).

Call Me

CCL sent a Climate Action Program (CAP) alert via email and text on September 5th asking everyone to use our click-to-call tool to phone Congress about comprehensive clean energy permitting reform. Take a few minutes to call now at [cclusa.org/action](https://cclusa.org/action) (will go live on Sept. 5) if you haven't already.



Sen. Alex Padilla  
(D-CA)  
Call In-Progress...

**SUGGESTED SCRIPT:**  
I'm a constituent and a voter. A carb...

With click-to-call, the tool will call you and ask you to press one ('1') when you are ready to be connected to each of your members of Congress. Be sure to personalize the default script with a climate impact in your locale. And ask a friend to call! Your calls will automatically be logged in the Action Tracker.

**Tips:** If you leave a voicemail, press star ('\*') to connect to the next congressional office. If you use the browser on your mobile phone to do the action, you can see the script during the call by switching from the phone app back to our calling tool. FYI: The tool will call you from a Virginia phone number. If your mobile phone uses AT&T you may see (and you can ignore) a spam risk warning.

Volunteers interested in being a Mobilization Manager can learn about the role by visiting the [Mobilization Manager Action Team](#) ([cclusa.org/action-teams](https://cclusa.org/action-teams)). And here's an [FAQ page about CCL's CAP](#) ([cclusa.org/cap](https://cclusa.org/cap)).

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# Share CCL's posts adding your experience with extreme weather

## SOCIAL MEDIA BONUS ACTION

Help spread the word about climate change and solutions — click to share CCL's social posts at our "[Spread the Word](#)" ([cclusa.org/stw](https://cclusa.org/stw)) action page, which is updated regularly. Be sure to add a note about your own experience with extreme weather, fire, flood or drought in your post!

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

# Practice explaining why Congress needs to work on permitting reform

## COMMUNICATION SKILLS EXERCISE

You may get some questions this month when you ask your friends and family to call Congress about comprehensive clean energy permitting reform (see bonus action above). Let's practice talking about it.

### 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, read the **Make permitting reform a priority talking points** below and then ask your partner to read the talking points. 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 attendees to follow the instructions.

### Talking points - make permitting reform a priority

1. 80% of the carbon pollution reductions in the Inflation Reduction Act rely on being able to build and connect clean energy projects. We need permitting reform to speed up the process.
2. Congress did part of what was needed earlier this year, making it easier to build clean energy projects. But there's more work to be done, especially when it comes to ensuring new transmission lines can be built in a timely and effective manner.
3. Bipartisan conversations and collaborations on permitting reform are happening — let's encourage our members of Congress to get this essential policy over the finish line!

### Additional Resources

- CCL's [Benefits of clean energy permitting reform](https://cclusa.org/permitting-reform) (cclusa.org/permitting-reform)
- CCL Community's [Clean Energy Permitting Reform](https://cclusa.org/permitting-topics) (cclusa.org/permitting-topics) training topics