

Actions for your chapter gathering

1. [Sign up to donate monthly and quadruple your impact!](#)
2. [Generate climate-focused media around Spring events](#)
3. [Social media bonus action: Share CCL's posts from our Conservative Climate Conference](#)
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Monthly International Call + Guest Speakers

Drew Eyerly and Karina Ramirez, CCL Staff
Saturday, March 9, 2024
10 a.m. PT / 1 p.m. ET



Citizens' Climate Lobby's Karina Ramirez and Drew Eyerly will present on "Understanding What You Don't Understand," which outlines the importance of working together while embracing differences. Andrew (Drew) Eyerly serves as CCL's Conservative Outreach Director, where he lends a conservative voice and perspective to the organization's mission while working to recruit, engage, and retain right-of-center volunteers. Prior to joining CCL, Drew served in the United States Army for 12 years as a Preventive Medicine Specialist and as a Medic completing tours in both Iraq and Afghanistan. Karina Ramirez (She/Her/Ella) joined CCL as a volunteer in 2017 and has served as CCL's Diversity & Inclusion Director since 2018. In this role, she supports volunteers and staff working toward inclusion and belonging efforts. Karina is originally from Ecuador and lives in West Palm Beach, Florida.

Three Ways to Join

- **To connect by video conference:** go to cclusa.org/meeting (this links to meeting ID# 88228136772)
 - 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

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.

Sign up to donate monthly and quadruple 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 become Evergreen Donors and pledge an amount that works for them. *Read on for the details.* ↓



Citizens' Climate has just two fundraisers 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. All new or increased monthly recurring donations will be matched 3-to-1 (by an anonymous donor) for 3 months, quadrupling donor impact.**

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 by visiting:
cclusa.org/donate-to-ccl

Help us provide the resources you need to press Congress for permitting reform, carbon border adjustment mechanisms and other important climate policies in 2024.


- Set a chapter goal of recruiting five to ten new Evergreen Donors and work together to achieve that goal.
- Invite everyone who is not yet an Evergreen Donor in your chapter to give monthly at a level that works for them.
- Invite all existing Evergreen Donors in your chapter to increase their monthly contribution.
- Invite everyone in your chapter to encourage two people from their 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 3-to-1 match opportunity; and share [the donation web page](#).

Additional Resource

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

Generate climate-focused media around Spring events

MEDIA RELATIONS ACTION

 **Summary:** Three events coming up this month offer good opportunities to focus media attention on climate action and CCL’s work: (1) the State of the Union Address, (2) CCL’s Conservative Climate Leadership Conference & Lobby Day, and (3) your in-district drop-offs at congressional offices. *Read on for the details.* ↓



Fill opinion pages around the State of the Union address (March 7)

President Biden’s 2024 State of the Union (SOTU) address takes place on March 7. The speech generates national attention, and past SOTU addresses have included mentions of America’s climate action.

The SOTU speech is a great opportunity for letters to the editor (LTEs), which everyone can write. Check out our timely [LTE topics](#) (cclusa.org/lte-topics) for talking points you could include. Attendees new to writing LTEs can refer to our [Writing Effective LTEs](#) training for guidance.

Take advantage of this moment with our [op-ed template](#) (cclusa.org/op-ed-templates) titled “Polluters should pay.” The piece includes timely references related to the SOTU speech and educates readers about carbon pricing. Discuss with your chapter who will customize the template, add their name as a co-author with CCL’s Mark Reynolds, and submit the piece to your local online or traditional newspaper.

Maximize media around CCL’s Conservative Conference & Lobby Day (March 19-20)

Does your chapter have a conservative member traveling to D.C. for our Conservative Climate Conference & Lobby Day this month? Maximize that opportunity by adding local details to our [press release template](#) (cclusa.org/press-release) and sending it to local reporters, encouraging them to write an article or cover the story on local TV or radio.

There’s also an [op-ed template](#) (cclusa.org/op-ed-templates) for conference attendees or other right-of-center CCL volunteers to personalize and submit to local papers.

Earn coverage of your district/state office drop-off (March / early April)

Last but not least, try to generate some media attention around your [drop-off](#) to the district/state offices of your members of Congress. Use a [press release template](#) (cclusa.org/press-release) to tell reporters about which congressional office(s) you’re visiting, what you’re dropping off to the offices, and why you’re doing it. Remember to include photos!

If your local media doesn’t pick up the story, remember you can always pivot to social media. Post the photos and a few highlights from your drop-off on Facebook, Instagram, X, etc. to publicize your efforts.

Additional Reminders

- Coordinate with nearby CCL chapters to avoid duplicate op-ed submissions to the same newspaper
- Log your media submissions and publications in the [Action Tracker](#)

Share CCL's posts from our Conservative Climate Conference

SOCIAL MEDIA BONUS ACTION

Let your social network know that CCL works on both sides of the aisle. On March 19-20 or after, go to our [Spread the Word](#) page (cclusa.org/stw) on your laptop, tablet or phone and like, share and comment on some of the posts you find there from CCL's **Conservative Climate Leadership Conference**. When you comment and share, be sure to include your MOCs' social media handles so that their offices will see it. 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.

Plan a coffee with someone whose views are different than yours

CHAPTER DEVELOPMENT BONUS ACTION

Buddy up with someone in your chapter who you'd like to get to know better, ideally, someone who has opinions or political perspectives that are different from yours, and make a plan to meet for coffee so you can be present, discuss your favorite climate activities and practice your listening skills. When you meet, thank your buddy for their climate work, ask them what they like best about CCL, listen carefully and affirm what they say. If you find that you have common interests, consider taking on chapter roles where you can work together. For help on what else to say, check out CCL Community's new [Creating a Welcoming Space](#) resource.



To see a list of mini-role descriptions for every chapter helper, check out CCL Community's [Volunteer Opportunities Role Descriptions](#) training.

Ask your members of Congress to cosponsor the PROVE IT Act

MOBILIZATION BONUS ACTION

CCL volunteer phone calls helped pass the PROVE IT Act out of the Senate Environment and Public Works Committee on a bipartisan 14-5 vote. Now let's build more momentum by urging our Senators to cosponsor the bill and urge our Representatives to cosponsor the House companion bill when it's introduced. If your Senator is a cosponsor, thank them!



Ask your Mobilization Manager (MM) to show attendees how to [write Congress](#) about the PROVE IT Act. If your chapter doesn't have an MM, ask someone to give a demonstration of how to use the write Congress tool. You could include the PROVE IT Act talking points from the next page in your message.

Next, pause for a few minutes so attendees can use the [Take Action Tool](#) (cclusa.org/proveit) to write Congress on their phone, tablet or laptop. Personalized messages have the greatest impact. After everyone has written, ask them to send the take-action link cclusa.org/proveit to two friends via text/SMS.

Practice saying our updated PROVE IT Act talking points

COMMUNICATION SKILLS EXERCISE

We'll need all hands on deck to hit our March national goal of 10,000 messages to Congress about the PROVE IT Act. Let's practice saying our updated PROVE IT Act talking points to get ready to explain the bill to friends, family and colleagues and ask them to write congress.

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 reading the **PROVE IT Act** talking points below. Afterward, discuss the points you remember together. 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 in pairs.

The PROVE IT Act:

1. Was passed out of the Senate Environment and Public Works Committee in January on a bipartisan vote of 14-5. Phone calls from CCL volunteers helped make this happen. We're hopeful that a House companion bill will be introduced soon.
2. Directs the Department of Energy to create a system for carbon intensity data collection and reporting from U.S. industry and certain other countries for specific manufactured goods.
3. Is not a Carbon Border Adjustment Mechanism (CBAM), but it's necessary because *other* countries already have CBAMs. We need to be clear about our own data so we can negotiate effectively and accurately with trading partners as they set carbon tariffs.
4. Builds on bipartisan momentum to do something about international emissions.
5. Furthers the conversation on carbon pricing.

Additional Resources

- CCL Community's [PROVE IT Act Primary Ask \(Leave Behind\)](#) resource
- CCL Community's [Understanding Border Carbon Adjustment Mechanisms](#) training