

Actions for your chapter gathering

1. Help us reach our national goal of 25,000 Climate Conversations
2. Rally for the CCL Summer Conference and Lobby Day in D.C.
3. Social media bonus action: Post photos and videos of your Earth Month activities
4. Chapter development bonus action: Pass the hat to help send someone to CCL's Summer Conference
5. Communications Skills Exercise: Practice starting a climate conversation with heart, head, hands

Monthly International Call + Guest Speaker

Ernesto Alcantar, Senior Strategy and Insights Analyst, Potential Energy

Saturday, April 13, 2024

10 a.m. PT / 1 p.m. ET

Join our monthly meeting to hear from our partner Potential Energy on how to talk about climate change during Earth Month to help us reach our campaign goal of 25,000 climate conversations. We'll be joined by Ernesto Alcantar, who leads Potential Energy's messaging, research and strategy across several topic areas, including extreme weather, electric vehicles, and nuclear energy. Before joining the team, Ernesto was a management consultant at Boston Consulting Group, where he led strategy and transformation work across sustainability, healthcare, and commercial banking. We'll also hear from Dr. Katharine Hayhoe about her best tips for having a successful conversation about climate change.



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.

Help us reach our national goal of 25,000 climate conversations

GRASSROOTS ACTION

Talking about climate change is one of the most important things we can do to help solve it

During your gathering plan to have lots of climate conversation in April

Learn why we're focused on climate conversions during Earth Month. For such a big problem, we don't talk much about climate change. That makes it seem less urgent than it actually is, which in turn keeps us from adopting solutions at the pace that is needed. Learn more on this [Climate Conversations](#) page (cclusa.org/conversations).

Set a chapter goal. Help us reach our **national goal of 25,000 climate conversations in April** by (1) setting an ambitious goal for the number of conversations your chapter members will have, and (2) logging them (with one click) on the [Climate Conversations](#) page or in the [Action Tracker](#).

Learn how to start a climate conversation. Practice the Communication Skills Exercise below in this April Action Sheet and watch the CCL Community [Climate Conversations Campaign For Earth Month](#) video training.

Plan to include climate conversations in all your Earth month outreach activities (pick your favorites)

Tabling and clipboarding: Ask someone in your chapter to find local Earth Month events and secure a table or plan to attend with clipboards. Be sure to bring along our [latest tabling materials](#).

Presentations: Send presentation proposals to clubs, schools, civic organizations, and local chapters of other nonprofits.

Film screening: Screenings are a great way to get climate conversations started. See our updated [film guide](#) with some newer films to get ideas and consider adding a panel discussion or small fundraiser.

Op-ed: Use our "Climate Conversations" [op-ed outline](#) (cclusa.org/op-ed-templates) to bring local media attention to the conversations you're having.

Chapter development: During events, ask folks you meet to join CCL at cclusa.org/join.

Additional Resources

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



Rally for the CCL Summer Conference and Lobby Day in D.C.

CHAPTER DEVELOPMENT AND GRASSTOPS ACTION

 **Summary:** (1) Ensure that one or more volunteers in your chapter register for the Summer Conference, and (2) make a plan to identify a trusted messenger and get a support letter from them to deliver during June lobbying. *Read on for the details.* ↓



Who from your chapter will attend the CCL Summer Conference in D.C., June 8-11?

Registration is open! During your gathering, discuss who can attend our big [Summer Conference and Lobby Day](#) and who might be able to attend with some assistance. Be sure to give special consideration to volunteers who:

- are new to CCL, recently re-engaged with CCL or have not attended a CCL D.C. conference in the past
- will be especially valuable on a lobby team, for example, because they are a trusted messenger
- have a compelling climate story to tell or they are of the same party as their member of Congress

And be sure to email engaged volunteers to invite them to learn more and register at cclusa.org/summer.

Work with your liaison to get a support letter from a community leader who is a trusted messenger

The CCL Government Affairs team recommends that all chapters work to get at least one letter from a trusted messenger to their member of Congress (MOC) and deliver the letter in a June lobby meeting. Your liaison and other chapter members likely know local elected officials — community leaders who are often trusted messengers to their MOCs and easy to meet with. Or you can use our [CCL Community training](#) to identify and meet with large local employers, CEOs and business owners who are trusted messengers to their MOC.

Once you are connected, ask the trusted messenger to edit the [template letter](#) at the end of this Action Sheet. They are welcome to swap out carbon pricing for another of the policies in CCL's policy agenda.

If the trusted messenger would like to write a personal support letter, be sure it describes:

1. how climate change has, or will, impact their city and organization
2. their desire for the U.S. Congress to prioritize more policy to address climate change
3. which of the policies in CCL's policy agenda they support

You can help draft the letter, but the letter should be signed only by trusted messenger(s). Attend our April 18th training on [Bringing Policy Support from Trusted Messengers to Congress](#) or watch the [recording](#) afterward.

Additional Resources

- CCL Community's [Editable Template for a Trusted Messenger Support Letter](#) resource
- CCL Community's [Getting Started with Grasstops Engagement](#) topics

Post photos and videos of your Earth Month activities

SOCIAL MEDIA BONUS ACTION

Snap an action photo or record a short video at whatever Earth Month event you attend, post it to a favorite social media platform, and include the hashtag #TalkAboutClimate and tag @citizensclimate. Your post might read something like, “We’re at the farmer’s market to #TalkAboutClimate! Lots of folks here today are concerned about [clean air / extreme weather / future generations / etc.]”



Then send your photos and videos (or a link to them in the cloud) to marketing@citizensclimate.org.

For help getting started on social media, check out the trainings available on CCL Community’s [Social Media for Volunteers and Chapters](#) topics page.

Pass the hat to send someone to CCL’s Summer 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 way for new volunteers to get engaged.



We hope that every CCL chapter can send at least one attendee to the Summer Conference and Lobby Day, June 8-11, cclusa.org/summer. 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. Then pass the hat to collect money to build a small travel assistance fund — people who can’t go to a conference are often happy to help someone else who can. For more information on getting started with this bonus action, see CCL Community’s [Managing Money in Your Group](#) training.

If you have a question or a success, share it in CCL Community’s [Chapter and Volunteer Development](#) sitewide forum.

Practice starting a climate conversation with heart, head, hands

COMMUNICATION SKILLS EXERCISE

Think *heart, head, hands* when you open a climate conversation with people you meet in April. Dr. Hayhoe recommends connecting how you feel (heart) with what you know (head) and what you can do (hands).

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 dialog 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.

Start a climate conversation with heart, head and hands:

You: Hey there! Nice to meet you. It's great to be outside at this big festival. I'm here with a group that is having climate conversations with attendees and if you're free for a moment, I'd love to hear how you're feeling about our climate and air pollution? **(Heart)**

Table visitor: Thanks, nice to meet you too. I guess I'd say I feel worried about car and bus exhaust because it's unhealthy for my family.

You: Thanks for sharing—what other thoughts do you have on unhealthy air?

Table visitor: Thanks for asking, I guess the biggest thing is that we live right by an interstate, so we're constantly having to keep the windows shut and the filters running so that my kids—who both deal with asthma—don't have to deal with bad air quality.

You: I hear that, I really value clean air too and I worry that climate pollution is making things less safe for our kids and grandkids. What are your thoughts on climate change?

Table visitor: I'm a bit worried, but I don't think that there's much I can do to help.

You: That makes sense, it's hard to know where to start. One thing I do is pay attention to our changing weather. As you think about it, have you seen any climate impacts around here or elsewhere? **(Head)**

Table visitor: Yeah, I have. I've noticed the warmer, longer summers, and my brother's farm is in trouble.

You: Oh no, that's terrible to hear - what's going on with your brother's farm?

Table visitor: It's really sad. He's been dealing with ongoing water shortages and his orchard trees aren't able to grow the fruit and nuts he depends on for his job.

You: I'm really sorry to hear that, how incredibly hard. Drought and heat waves get my attention too. What have you seen in the news about climate solutions?

Table visitor: Something about energy credits, but I don't know what that is. I can't keep up.

You: I get that. It can feel like a lot! The volunteering I do makes me feel hopeful about the future. Would you like to hear about it? **(Hands)**

Table visitor: Sure.

You: Our elected officials have the keys to climate solutions, but we clearly need them to do more. So I volunteer with Citizens' Climate Lobby, we're a non-partisan non-profit organization with over 400 chapters. We let our elected officials know that their constituents want them to take stronger action on climate change. It's actually really fun.

Table visitor: That sounds interesting. How can I get involved?

Additional Resources: [Climate Conversations](#) and [Becoming Effective Climate Communicators](#)

(REMOVE THIS HEADER)

INVITE SOMEONE WHO IS A TRUSTED MESSENGER TO THEIR MEMBER OF CONGRESS TO EDIT THE TEMPLATE LETTER BELOW, FILL IN THE GRAY AREAS, AND PRINT ON THEIR LETTERHEAD.

From: Editable Letter Template For Trusted Messengers

Date

Honorable [Member of Congress's name]
United States Congress
Washington, D.C. 20515

Dear Representative or Senator [Member of Congress's name],

As you know, my organization / city / business is a major _____ with #_residents / employees and has resources / features / investments / infrastructure in your district or state.

I'm writing to you about a serious subject — I'm writing to urge you to begin work today to enact additional, robust and durable climate policy. Climate change is visibly impacting your district and endangering the health and safety of your constituents. Local climate impacts that are impacting me, my family and my organization include _____. As you are aware, heatwaves, droughts, wildfires, storms, and floods across the United States are made worse by climate change. We have no time to waste.

[Include any additional information about the climate impacts your business/constituency is experiencing].

Other countries are shifting their policies and economies to confront climate change and the U.S. Congress must act now to seize this global leadership opportunity. I feel strongly that the U.S. Congress should enact a strong carbon pricing policy with a rebate to households and a carbon border adjustment, such as the Energy Innovation and Carbon Dividend Act ([H. R. 5744](#)).

As the window to address climate change narrows, I strongly urge you to take action today for the sake of my organization/city/business and our community.

Sincerely,

Title
City, State