

## Actions for your chapter gathering

1. Discuss home electrification at all your August activities
2. Continue engaging candidates during the August recess
3. Mobilization bonus action: Talk to a friend about your home electrification plan/experience
4. Election engagement bonus action: Help people make a plan to vote!
5. Communications skills exercise: Practice talking about safety, performance and affordability

## Monthly International Call

**Aimee Witteman, Rewiring America**

**Saturday, August 10, 2024**

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

Our August guest will be Aimee Witteman from Rewiring America where, as Vice President of Investment, she attracts funding from the philanthropy sector and corporate partnerships to scale strategies that help families and communities electrify. She is the former Deputy Assistant Secretary for Intergovernmental Affairs at the U.S. Department of Energy and has worked extensively in regional and national climate philanthropy. In her spare time, she enjoys shouting “heat pump nation!” at events and getting around by bike.



### Three Ways to Join

- **To connect by video conference:** go to [cclusa.org/meeting](https://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](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).

# Discuss home electrification at all your August activities

## GRASSROOTS ACTION

### Help us reach our national goal of 3,000 home electrification conversations in August

Why are we focused on electrification this month? We want everyone to know there are cutting edge clean energy options available now—and there are ways to save money on them, too. See [CCL's Electrification Campaign Page \(cclusa.org/its-electric\)](https://cclusa.org/its-electric) to learn more.

Set a chapter goal. Set an ambitious goal for the number of home electrification conversations your chapter members will have in August, and ask everyone to log their conversations (with one click) at our [Campaign Page \(cclusa.org/its-electric\)](https://cclusa.org/its-electric).

Learn how to discuss home electrification. Practice the Communication Skills Exercise below in this Action Sheet and watch CCL's [Electrification Campaign Overview](#) and [Electrification Opportunities from the IRA](#) video trainings. Also, join our [Electrifying Your Home - Ask me Anything](#) live on August 15, or [watch the recording](#) afterward.

Share WorkMoney's phone number. Invite everyone to text or call 833-975-6639 to learn how to electrify.

### Include home electrification conversations in all your August activities (pick your favorites)

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

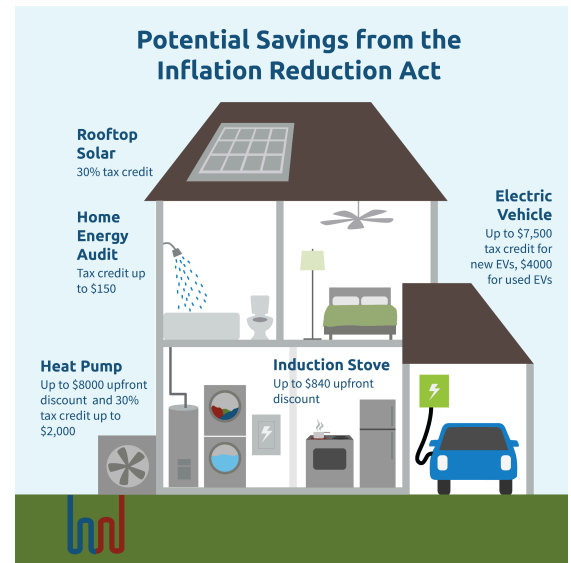
Presentations: Send ten presentation proposals to local clubs, organizations, schools and chapters of other nonprofits. Here's an [electrification slide design](#).

Film screening: Screenings are a great way to get climate conversations started. See our updated [film guide](#) with some newer films.

Media: Generate some media buzz about electrification by hosting a Rewiring America style [Front Porch Ribbon Cutting](#) event and sending a [press release \(cclusa.org/press-release\)](https://cclusa.org/press-release) to get local media to attend. You can also personalize our [new op-ed template \(cclusa.org/op-ed-templates\)](https://cclusa.org/op-ed-templates) highlighting the benefits and savings of clean tech home upgrades, and submit it to your local newspaper to be published.


### Additional Resources

- CCL Community's [Hosting a Film Screening](#) and [Tabling at an Event](#) trainings
- CCL Community's [Scheduling Presentations](#) and [Giving a Presentation](#) trainings



# Continue engaging candidates during the August recess

## LOBBY AND GRASSTOPS ACTION

 **Summary:** We want all candidates to see a groundswell of people in district demanding climate action from Congress. So (1) continue the candidate event work you started last month, (2) expand your work to meet with all candidates if you have the capacity, and (3) attend events hosted by members of Congress who are not campaigning. *Read on for the details.* ↓

Candidates — including incumbent members of Congress (MOCs) — will appear at local events leading up to election day and many of these candidates will be available for scheduled meetings with constituents. Be sure to connect with candidates from both sides of the aisle whenever possible to keep climate and CCL in their awareness, and to continue developing a constructive relationship. Be friendly and memorable.

**This election,  
make climate  
the hot topic.**

 Citizens' Climate Lobby [cclusa.org](https://cclusa.org)

### **Expand the candidate engagement work you started last month and review your objectives**

Prepare questions for candidates in advance and proactively attend as many candidate events as possible this month and next. Ideal questions: (1) encourage candidates to respond in the affirmative, (2) encourage them to speak about solutions and/or the need for bipartisanship, and (3) play well with the audience. Your Liaison can help you develop strategically worded questions.

- Express gratitude for a positive position the candidate has taken on climate or the environment
- Focus questions on your local community and link the candidate's strengths and concerns to climate
- Educate candidates and audience members by including a key climate fact in your question

In addition to attending their events, schedule a coffee meeting with each candidate and start/continue developing your relationship.

### **Include members of Congress who are not campaigning this year**

Some MOCs are not running for reelection this year but they may still host town halls and other events in August. These events are a good opportunity for you to (1) raise climate awareness in a public setting, (2) further your MOC relationship, and (3) learn about their policy positions and priority issues in the district.

### **Log your contacts with candidates in the action tracker**

Log meetings/events with incumbents as 'Contact with legislator' and log meetings/events with other candidates as 'Grasstops' in the [Action Tracker](#).

### **Additional Resources**

- CCL Community's [Developing Relationships with Candidates](#) training
- CCL Community's [Strategies for Attending Candidate Events](#) training
- CCL Community's [2024 Election Season Social Media Toolkit & #ClimateVoter Merch](#) resource
- CCL Community's [Town Hall Example Questions](#) resource

# Talk to a friend about your home electrification plan/experience

## MOBILIZATION BONUS ACTION

You've likely considered, planned or started electrifying your home and you can help CCL meet its August national goal of 3,000 home electrification conversations by sharing your own electrification experience — along with the talking points in the Communication Exercise below — with your neighbors and friends.

Here are some conversation starters.

- "I found a bunch of clean energy options for my home. Have you ever heard of a [heat pump], [induction stove], [other electric appliance]?"
- "I learned that upgrading to electric appliances can make the air inside cleaner and safer for my family."
- "I'm going to save money on my utility bills by electrifying my home. And I'll get tax breaks, too!"

Bring it up when you run into folks this month, or email/text a few coffee invitations to friends and neighbors. And be sure to [log your conversation](https://cclusa.org/its-electrific) ([cclusa.org/its-electrific](https://cclusa.org/its-electrific)).

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## Help people make a plan to vote!

### ELECTION ENGAGEMENT BONUS ACTION | **Election Engagement** ▾

We want everyone to be registered and ready to vote in November's general election, especially environmentally-minded people. Below are two easy ways you can do your part. Pick one or do both!

**Activate** people identified by the Environmental Voter Project as environmentally minded and unlikely to vote — join CCL's phone bank any Wednesday night in August, September or October. Every phone bank includes training at the beginning and Zoom details for all the phone banks are on [this phone bank calendar](https://cclusa.org/phonebanking) ([cclusa.org/phonebanking](https://cclusa.org/phonebanking)).

**Activate** your personal network by texting five friends to ask if they've registered to vote. If they say no, encourage them to register and to make a plan for how they will vote. If they say yes, ask them to make a plan for how they will vote and to text five of their friends to ask if they've registered. Like an old fashioned phone tree, let's see how widely this can ripple!

# Practice talking about safety, performance and affordability

## COMMUNICATION SKILLS EXERCISE

This month, we want everyone to know there are cutting edge clean energy options available for their homes right now — and there are ways to save money on them, too.

### 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 our **Home Electrification Talking Points** out loud, and then ask your partner to read them. 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 returns, 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.

### Home Electrification Talking Points

- **Safety:** With fossil fueled appliances in our home, the air we breathe inside is often dirtier than the air outside. Electrifying helps ensure our homes are a safe haven, rather than a safety hazard.
- **Performance:** Outdated fossil fueled appliances use energy less efficiently, which drives up your energy usage — and your bills. When you electrify, your appliances will perform better and save you money in the long run.
- **Affordability:** A couple of years ago, Congress took a big step to make clean energy more accessible and affordable for everyday people. That big step was a piece of legislation called the Inflation Reduction Act (IRA). The IRA included lots of financial incentives for clean energy home upgrades. Your wallet will thank you for electrifying your home.
- **More info:** Call or text WorkMoney at 833-975-6639 and say you want money to weatherize and electrify your home. The folks at WorkMoney can suggest appliance upgrades and share what rebates and incentives are available to you.

### Additional Resource

CCL Community's [Home Electrification and Efficiency Opportunities from the Inflation Reduction Act](#)