



Citizens' Climate Lobby Citizens' Climate Education



ACTION SHEET, MARCH 2019

Monthly Meeting, Saturday, March 9, 2019
10:00 a.m. Pacific / 1:00 p.m. Eastern

Two Ways to Join

- To connect by video conference, go to <http://cclusa.org/meeting>
Note: To improve audio/video quality, close all applications and other browser windows
Note: Read this [zoom doc](#) to see how to turn on closed captions and adjust the font size
- To connect by phone: If you have unlimited calling, please call 1-646-558-8656; otherwise you can call toll-free at 1-877-369-0926. Enter 2017-2017-17 as the mtg ID.

If you have problems connecting, please contact Zoom's 24/7 support at 888-799-9666.

CONFERENCE CALL GUEST:

Anne Kelly, Senior Director of Policy at Ceres



Enrolling support from the business community is essential to getting effective climate policies enacted by Congress. Anne Kelly, Senior Director of Policy and the Business for Innovative Climate and Energy Policy (BICEP) Network at Ceres, joins our March national call to talk about making the business case for acting on climate change. Anne is an environmental lawyer with twenty-five years of combined experience in the private and public sectors.

Actions

1. Help us launch CCL's monthly donor drive - Monthly donations now matched dollar-for-dollar!
2. Continue to explode awareness of the bill
3. Launch New Community in your chapter
4. Communication skills exercise: Reconnect with people to see if they've shifted their view

If your Action Sheet is printed and you'd like to be able to click the links below, you can download this Action Sheet at cclusa.org/actionsheet

Help us launch CCL's monthly donor drive!

YOUR MONTHLY DONATION NOW MATCHED DOLLAR FOR DOLLAR

Energy is building in Washington, D.C., to solve climate change, and we are stepping up like never before to advance the Energy Innovation Act in Congress. To sustain this new momentum, we're providing a new dollar-for-dollar gift match to all monthly *Evergreen Donations* starting on March 1.

Evergreen Donors, those who donate on a monthly basis, make it easier for us to fully focus on our climate solutions work and allow us the flexibility to ramp up successful activities as opportunities emerge. We hope that setting up a recurring monthly donation will make giving easier for you, as it's something you can set up and then not have to worry about. Plus, the impact of your donation will be doubled!

This new match opportunity was made possible by a group of our *Climate Guardian* donors who provided \$10,000 or more. Our goal is to get to a total of \$75,000 per month in recurring monthly donations. We are committed to matching all monthly donations for the next 12 months!

If you're already a monthly donor, your donation will be matched, whether you're giving to CCL or CCE.

Become an *Evergreen Donor*, if you are able, by making a monthly tax-deductible gift commitment to Citizens' Climate Education. Go to citizensclimate.org/give and help us reach our goal:

1. [Enroll to give](#) \$5, \$50, \$500, or more each month. Every donation counts! And donations to Citizens' Climate Education — where we're now recruiting new monthly donors — are tax-deductible.
2. Invite a few people who admire your CCL work to consider becoming *Evergreen Donors*.
3. Set a group goal and get ten new *Evergreen Donors* working together to achieve that goal.
4. Post on your chapter page why you are <http://www.citizensclimate.org/give> an *Evergreen Donor*.

Continue to explode awareness of the bill!!

LOBBY, MEDIA AND GRASSROOTS ACTIONS

The most important things you can do now are, (1) use the new [House primary ask](#) and [Senate primary ask](#) leave-behinds in your in-district lobby meetings between now and our June lobby day, and (2) prioritize the actions that will expand awareness of the bipartisan Energy Innovation and Carbon Dividend Act, H.R. 763, as you map out your chapter plans for the next few months.

At your gathering, encourage each member of your chapter to do one or more of these:

- Use our online writing tool cclusa.org/eicdawrite or our calling tool cclusa.org/eicdacall to ask their Representative to **cosponsor** the Energy Innovation Act and ask their Senators to **work across the aisle and cosponsor the bill when it is reintroduced in the Senate**. (Yes, you can write or call again!)
- Jot down an outline for your next LTE. Using our online tool makes LTEs easy. cclusa.org/eicda-write
- Say how'd they'd like to help plan for Earth Day. Remember, we need every chapter to do 4-5 outreach events between Jan. 1st and April 30th for us to hit our goal of 2000 outreach events.

Launch New Community in your chapter

CHAPTER DEVELOPMENT ACTION

New Community is an all new CCL intranet built from the ground up with many improvements for finding resources, training, taking actions, welcoming and engaging volunteers, and managing chapters.

Individually - at your gathering, login, explore the menu, and personalize your account

To make New Community your own, try these four things on your phone at your meeting. **Note** that, on your phone, you'll be navigating using the 3-bar menu (☰). You may want to refer to the [Community FAQ](#).

1. Open a browser and go to New Community at community.citizensclimate.org (no "lobby" in the URL).
2. Login with the username & initial password that you received in email. If you didn't receive a login, send an email to membershipship@citizensclimate.org, and then buddy up with someone who has a login.
3. Touch (☰) and look for these four options: My CCL Dashboard, Resources & Training, Connect with Others, and CCL Events. Pick a menu option to explore what's interesting to you.
4. Touch the top left corner of the top green banner to go to your profile. If you want to update your photo, biography and interests, this is the place. Touch the wrench icon to change your account settings.

For the quick movers among you, here are two more things to do

1. Touch (☰), select "My CCL Dashboard," look for "My Community Groups" and select your chapter.
2. Scroll down a bit, touch (☰ Menu), and explore your Chapter's Forums, Members, Events, and Teams.

As a group - gather around a laptop or big screen computer monitor and explore the Dashboard

1. On your Dashboard select "[Getting Help With New Community](#)" -- a one-stop help page that has links to useful FAQs, the Ask Us Anything forum, and guided "tours" of New Community.
2. On your Dashboard, select "Connect with Others" and then select "Sitewide Forum." Here you can discuss the Energy Innovation Act and other topics. Try replying in the forum, "Introduce Yourself."
3. On your Dashboard, select "Connect with Others" and then select "Action Teams" and scan the directory of 49 online groups, each working to support the bill in their own way, and consider joining one.

If you have a question: Look first on the [Community FAQ](#) page (where the [Getting Started Guide for Volunteers](#) can be found) and if you can't find your answer, pose it in the [Ask Us Anything Forum](#).

Group leaders - start using the chapter communication features and the [GL Getting Started Guide](#)

Together with your group co-leaders, chapter steering committee, and lead volunteers, explore chapter management (Admin, Members, Events, Team Editor, etc.). Plan who will use them each month.

- Send a welcome email to everyone in your chapter and create a chapter action team from the roster.
- Create an event on your chapter's Event calendar and invite volunteers to it.
- If you're interested in creating a custom cross-chapter team, communicate with your SC/RC.
- Note: transition to New Community during March, as old Community will be turned off on April 2nd.

Reconnect with people to see if they've shifted their view

COMMUNICATION SKILLS EXERCISE

The latest [Yale Six Americas poll](#) tells us that many people are moving out of the “Dismissive” and “Doubtful” categories toward the “Alarmed” category. This could be a good time to circle back to folks you gave up on, ask some open questions, listen with curiosity, and see if their views are changing. They might surprise you!

Practice exercise with a partner

Imagine a scenario where you want to reconnect with someone about climate change. Read the information below, activate your sense of curiosity (not your urgency!) and try this: (1) think of an opening question, (2) reflect back what you are hearing, and (3) ask for more details. The goal is to make space for your acquaintance to think out loud to you about their own thoughts on climate change. Do a LOT of listening and try not to share what you think until they ask you for it.

After the partner exercise, ask a few volunteers to replay their conversation for the whole group.

Start the conversation with an open question. Think of a question that starts with who, what, where, when or how to draw them out (‘Why’ questions are trickier because they can easily make people defensive).

- What do you think most people around you are thinking about climate change these days?
- What do you think about the work of climate scientists?
- I read a report recently that says that more people are becoming concerned about climate change. How are you feeling about the issue these days?

Reflect back what you hear from them. Whatever they say, say it back in your words or theirs. This both lets them know you heard them, and it encourages them to say more. Some possible sentence starters:

- It sounds like... So you are seeing/hearing/feeling...
- It seems like on the one hand you feel... and on the other hand you feel... [Note: highlighting ambivalence in a neutral way is very useful for encouraging new ideas, because people want to resolve their ambivalence. But resist the urge to try to resolve it for them!]

Ask for more details. Remember, we are imagining a conversation in which you are making room for people to think out loud to you, not one where you are planning to persuade them of your views. So keep asking them questions and reflecting back what you hear. Can you do that for several rounds?

- Can you tell me some more about ... ? What else have you heard?
- How could I better understand about how people in this area think about climate?
- Tell me some more please. What else do you think about climate change?

Stop if it starts to feel like an argument. You probably stopped listening. You can get better with practice!

Additional resources

[Introduction to Motivational Interviewing](#)

[The Effective Communication Action Team - March 13th call](#) - “Commitment, Activation and Taking Steps”