



# Citizens' Climate Lobby Citizens' Climate Education



## ACTION SHEET, APRIL 2019

Monthly Meeting, Saturday, April 13, 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 meeting ID.

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



### CONFERENCE CALL GUEST:

#### Rev. Susan Hendershot, Interfaith Power & Light

On the issue of climate change, the faith community speaks with a moral authority. One of the leading voices in that community is Interfaith Power & Light, whose mission is "to be faithful stewards of Creation by responding to global warming through the promotion of energy conservation, energy efficiency, and renewable energy." IPL President Rev. Susan Hendershot joins our call this month to share the work they're doing to spread the gospel of stewardship and sustainability. Rev. Hendershot is ordained in the Christian Church (Disciples of Christ) with a Master of Divinity degree from Emory University in Atlanta.

### Actions

1. Post photos of your April outreach events on Twitter
2. Start a Dialing Congress Campaign in your district or state
3. Laser talk exercise: Economic impacts of pricing carbon

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](http://cclusa.org/actionsheet). There's a Spanish version of the Action Sheet there too!

# Post photos of your April outreach events on Twitter

## GRASSROOTS ACTION

Help your member of Congress see strong in-district support for climate action by tweeting them about your April outreach events.

As you do outreach in April, and whenever you're doing outreach, share it on Twitter with your member of Congress. Here's how:

1. Invite a few people to take pictures at each event and choose the best ones (up to 4)
2. For every event, have a designated person from your chapter tweet a photo on Twitter during the event
3. Tag your member of Congress, for example @RepTedDeutch
4. Use the hashtag #GrassrootsClimate in your tweet

This is a simple way to let your member of Congress know that your outreach events are happening and to raise their awareness of the Energy Innovation Act. Additionally, CCL National will compile any pictures using #GrassrootsClimate and share the images in CCL's Earth Day social media posts.

### More information

If your chapter would like some help getting up to speed on Twitter, check out our new [Sending a tweet video](#) for guidance and suggestions.

# Start a Dialing Congress Campaign in your district or state

## LOBBY ACTION

We are sometimes told by members of Congress and their aides, “We don’t hear much from constituents about climate change, and nothing is more powerful in getting our attention than written letters and phone calls.” Some CCL chapters have successfully used an ongoing daily system that ensures their member(s) of Congress receive a small number of phone calls every day from their constituents.

You can increase your Congress members’ commitment to climate action by starting a **Dialing Congress Campaign (DCC)** (formerly known as the Grand Canyon project) in your district or state.

### To get started, do these two things at your chapter meeting this month

1. Ask which of your volunteers can make one call per month to contribute to your chapter’s DCC success and make a note of their names for later.
2. Form a DCC Team with several volunteers who can then divvy up the tasks described below.

### Your DCC Team gets to do the fun stuff

- Review the DCC Guide on Community at [cclusa.org/dialing-congress](https://cclusa.org/dialing-congress). You can also see some key excerpts from the guide on pages 5-6 of this Action Sheet.
- Determine who will create two simple Google “forms,” one for volunteers to sign up as dialers for your DCC, and a second one for your dialers to report their calls.
- Coordinate your DCC with other chapters in your district or state.
- Make a plan to advertise your DCC to the volunteers on your chapter roster, and perhaps contact them individually to invite them to fill out the first google form.
- Decide who will: schedule your dialers, notify all your dialers when it’s their turn to call, and remind them.
- Ask who can write a few simple scripts every month to send to your dialers along with your Congress member’s phone number.
- Determine who will contact the volunteers who didn’t report making their call to help them over whatever barrier they have to calling or reporting.

### More information

You can learn more about this lobbying approach on the [April 11 CCL Training](#) or by watching the recording after April 11.

# Economic impacts of pricing carbon

## LASER TALK PRACTICE

Our laser talk practice offers some useful talking points about carbon pricing impacts that you can use while tabling and presenting, and in your lobby meetings.

### Exercise

Pair up with another volunteer and take turns reading aloud the laser talk paragraphs below and then ask each other open-ended questions (usually start with What, How, Where, When or Who).

### **Laser Talk: Won't a carbon fee be bad for the economy?**

A properly designed carbon policy will be good for the economy. The Energy Innovation and Carbon Dividend Act [\[1\]](#) will have a positive impact on our well-being, especially if we consider the avoided costs of climate change and the health benefits from reduced air pollution.

An impressive *98 percent* of economists agree that a price on carbon will promote efficiency and innovation. [\[2\]](#) A 2013 review by Resources for The Future [\[3\]](#) held that the impact of various carbon tax plans on GDP would be “trivially small,” and a 2014 analysis of the Carbon Fee and Dividend by REMI [\[4\]](#) predicted that over 20 years, it would actually increase job growth.

Neither of those studies accounted for how much money we will save by avoiding fossil fuel damages. [\[5\]](#) According to a 2016 government report, every metric ton of carbon dioxide (CO<sub>2</sub>) emitted now will cost tomorrow's economy from \$12 to \$120, and that cost could double by 2050. [\[6\]](#) We currently emit over 200 metric tons of CO<sub>2</sub> per second. [\[7\]](#) In 2017, a string of climate-related disasters cost our economy over \$300 billion. [\[5\]](#)

If we include the health costs of fossil fuel air pollution, which have been estimated at \$188 billion annually, [\[8\]](#) it's clear that burning fossil fuels is already costing our economy upwards of \$250 billion a year. This was confirmed by the Fourth National Climate Assessment [\[9\]](#) issued by our government in November 2018. When someone claims a carbon tax will depress the economy, they fail to consider how returning the money back to U.S. households stimulates it, and also fail to account for the huge costs of doing nothing.

# Dialing Congress Campaign Guide

## What is this campaign?

Some CCL chapters have successfully used an ongoing daily system that ensures their member(s) of Congress receive a small number of phone calls every day from different constituents. If you'd like to move your member of Congress on an issue via a steady drumbeat of daily calls, then you may want to launch a Dialing Congress Campaign in your chapter or district or state.

## Why it is important?

We are sometimes told by members of Congress and their aides, "We don't hear much from constituents about climate change, and nothing is more powerful in getting our attention than written letters and phone calls." This way, MOCs are hearing from their constituents every day about climate change.

A key goal is to hear someone in your congressional office say, "We seem to be receiving a lot of calls asking my boss to enact climate legislation." And then use this opening to meet with the member of Congress.

## What are the benefits?

At least two times per year, CCL has a Call Congress Day on which every member of Congress receives a surge of calls from CCL volunteers. With the Dialing Congress Campaign project, members of Congress see that there is both a steady stream of support from constituents punctuated by the occasional flood of calls on our national call-in days. These phone calls also give volunteer constituents the opportunity to inform their MOCs of climate-related topics, or educate them on the Energy Innovation and Carbon Dividend Act.

## How does it work?

Your chapter's Dialing Congress Campaign will sign up and support volunteers to regularly call their Members of Congress, with enough volunteers participating so that every week day is covered by 3-5 volunteers. Any group of CCL volunteers can set up a steady long-term drumbeat of phone calls to a member of Congress using the following four steps:

1. Create and promote an online signup sheet/form where volunteers can enroll to become a member of the calling team. Each person commits to calling once a month, such as every first Monday.
2. Create a calling schedule that describes, (1) who will call on what days, (2) the phone numbers to call and the script, and (3) a simple way to report that they have called.
3. Implement a reminder and follow up system to make sure volunteers remember when to call, as well as have the information needed to make the calls.
4. Create a way for team members to report that they made their calls and ensure that members who don't make their calls receive a friendly one-on-one reminder or check-in.

## Where to begin:

Registering for the Dialing Congress Campaign:

- Create a Google Form for volunteers to register and specify details regarding the project.
  - You might copy this example: <https://goo.gl/forms/hMMYj9P2Jh8UYzZt2>

Reporting calls for the Dialing Congress Campaign:

- Create *another* Google Form for volunteers to log the call(s) that they have made.

- Include a link to the form within the Reminder/Follow-Up email
  - You might copy this example: <https://goo.gl/forms/U5wldSwwQgbX9h6A2>

### **Advice and tips for administrators/organizers**

- Keep your emails to participants as short as possible, and put the most important information at the top using bullet points.
- Remind your group leaders to regularly ask for new volunteers. Sending a report to group leaders on how many calls were made each month or quarter can help motivate more participation.
- Having a partner or small committee to share the work can keep you going too!
- In your advice or script for your callers, stay focused on climate. Don't bring in other issues, not even as an appreciation, because it will muddy the focus of the call.

### **Supporting your callers**

It's normal that some people sign up and don't call. People have many distractions to pull them away from their good intentions. 50% is a good rate, but you are welcome to do better than that! Try these tips to get the most number of people calling:

- Send personal reminders to people who don't report their calls. The more connected they feel to you, the more they won't want to let you down by failing to call.
- Let participants know how many calls were made each month and how it related to your goals.
- Newer participants often need more encouragement, so pay extra attention to them. Once someone has done it 3-4 months in a row, they have formed a habit that keeps them going.
- Be sure to share any encouraging news from your members of Congress, such as lobby meetings held or good positions taken or signs of decreased opposition.
- If someone has not reported any calls for 3-4 months, call and ask if they have any suggestions for how to make it work better for them or if they would like to be removed from the campaign.

### **Outreach Tactics**

The hardest part of generating a sustained number of calls is often getting enough people to sign up to make the calls. Sending an email to your chapter's CCL roster is a great start, but what do you do after that? Below is a list of ideas you could try to get more constituents to sign up to call their member of Congress.

- Call CCL volunteers who live in that district and ask them to sign up to call
- Ask chapter members to invite their friends to sign up to call. You could make a friendly competition for who could get the most people they know to sign up.
- Attend a local community event like a neighborhood association meeting, make an announcement about what you are doing, and pass a [paper sign up sheet](#) around.
- Set up one-on-one meetings with people who know lots of people in the district, and ask that person to help recruit 5-10 sign ups.
- Go to a public event like a festival or a farmers market with sign up sheets.