



Citizens' Climate Lobby Citizens' Climate Education



ACTION SHEET, JUNE 2019

Monthly Meeting, Saturday, June 8, 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



Dr. Shi-Ling Hsu, CCL Advisor, book author, and University Professor

Dr. Shi-Ling Hsu is the John W. Larson professor and Associate Dean for Environmental Programs at the Florida State University College of Law. He is the author of **The Case for a Carbon Tax: Getting Past our Hang-ups to Effective Climate Policy**, which remains the most comprehensive general treatment and argument for carbon taxation. He teaches and writes in the areas of environmental and natural resource law, climate change, law and economics, and property. Professor Hsu holds an M.S. in ecology and a Ph.D. in agricultural and resource economics and was an EPA Star Fellow from 1996-98.

Actions

1. Tweet your members of Congress on June 11th Lobby Day
2. Plan a CCL summer party
3. Bonus Action: Write letters to the editor about a holiday
4. Exercise: Talk to a friend about CCL

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. There's a Spanish version of the Action Sheet there too!

Tweet your members of Congress on June 11 Lobby Day

LOBBY ACTION

No matter where you are on June 11, you can support the CCLers who are lobbying on the Hill or participating in our Hometown to the House event by tweeting your members of Congress on our first ever **Tweet Congress Day**.

The easiest Action

- Sign up for text alerts at cclusa.org/text, and we'll text you a link to the tweet tool on June 11.
- Get a free Twitter account at twitter.com if you don't already have one and set up your profile.
- Use our online tool cclusa.org/tweet, which makes it super easy to send your first tweet to Congress. Mark your calendar to tweet Congress on June 11.

Add more traction to your Action

- Tweet directly from your Twitter app or twitter.com so that you can attach a photo of yourself, your chapter or your lobby team.
- Here are example tweets for you to edit and post.

House bill cosponsor

.@congress-member-twitter-handle On June 11 @citizensclimate volunteers from your district will be in DC to thank you for your support of the Energy Innovation Act, H.R. 763. Will you ask a colleague to join you as a cosponsor? #GrassrootsClimate energyinnovationact.org

House bill non-cosponsor

.@congress-member-twitter-handle On June 11 @citizensclimate volunteers from your district will be in DC to talk with you about the Energy Innovation Act, H.R. 763. I would love to see you support this legislation to put a #PriceOnPollution! #GrassrootsClimate energyinnovationact.org

Senator

.@congress-member-twitter-handle On June 11 @citizensclimate volunteers from your state will be in DC to talk with you about the Energy Innovation Act, H.R. 763. I would love to see you cosponsor this bill when it is reintroduced in the Senate. #GrassrootsClimate energyinnovationact.org

And even more June 11 social media

- Support our "Hometown to the House" public event in DC from wherever you are by monitoring CCL's Facebook / Twitter / Instagram to share / like / comment / retweet, etc., some of the posts.
- Search on social media for #PriceOnPollution, #GrassrootsClimate, or #CCL2019 so that you can all share / like / comment / retweet posts from volunteers and staff in D.C.

Need a little training?

- [Watch these two short CCL videos](#) and read our [Twitter Guide](#) for tips on how to send your first tweet
- If you have more social media questions, join CCL's Social Media Action Team at bit.ly/CCLsocial

Plan a CCL summer party

CHAPTER ACTION

Plan a picnic, potluck, BBQ, or similar gala for June or July to celebrate our progress and invite your family, friends and neighbors to meet your CCL buddies and learn about our work. In addition to having fun together, you can also feature stories from some of the volunteers who went to D.C.

Consider inviting grassroots community leaders such as your mayor, city council members, chamber president, or large local employers, to begin or deepen your relationship with them, and to get them ready to lobby in-district with you.



At your meeting

- Decide where to host the party and make plans for who will bring what.
- Think about all the guests you want to invite, who will invite them, and when to follow up.
- Identify who is best at creating Evites and make a plan to distribute the Evite link.
- Sketch out an agenda for the party that includes time for storytelling.

Bonus Action: Write letters to the editor about a holiday

Use Father's Day, Flag Day or the 4th of July as a news hook in a letter to the editor that cleverly transitions to climate legislation.

Action

- Select a holiday and dash off an outline for a letter to the editor or op-ed that concludes with a climate impact, bill or solution.
- Share ideas for how to work “bipartisanship” and the names of Congress members into the outline so that published pieces get noticed by the media monitors in the Congressional offices.
- Consider citing the [U.S. Chamber's first ever climate statement](#) that concludes, “Inaction is not an option.” Then share your letter with your local Chamber to engage them in a climate discussion.
- Discover area newspapers and submit to multiple papers simultaneously using cclusa.org/eicda-write

Additional Resource

[Writing effective letters to the editor](#)

Watch the main D.C. Conference sessions from home!

Another way to use social media is to share CCL's [Facebook page](#) and let your friends know that many D.C. Conference sessions on June 9-10 will be livestreamed. Here's the [list of sessions that will be streamed](#).

Talk to a friend about CCL

COMMUNICATION EXERCISE

During the summer, we are often out and about and running into friends at the local Farmers Market. Since most people rarely hear or talk about climate, summer is a great chance to break the silence by asking them what they think about climate change and telling our friends about volunteering with CCL. So keep your business cards or quarter page flyers handy in your summer bag, and practice how to open the conversation.

These one-on-one conversations are also an opportunity to practice your listening skills.

Practice exercise with a partner

Pretend you just ran into a friend who asked you what you've been up to lately. Pique their interest with a short sentence about something you did about climate change, and turn it back to them with a question.

For example: "I decided to get more active about climate change, and I signed up to call my members of Congress once a month. It feels good to be doing something instead of just reading about bad news. Are you noticing more news about climate change these days? I'm curious what you think about the issue."

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

Some more tips for your conversations:

Start the conversation with an open-ended 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 feel defensive).

Reflect back what you hear from them. Whatever they say, say it back in your words or theirs. This both lets them know you've heard them and encourages them to say more.

Ask for more details. The more you draw them out, the more you can understand what will be useful for you to share with them, so ask a follow-up question or two.

Ask permission to share what you've been doing with CCL or learning about climate. "Can I tell you a bit about what I've learned so far this summer?" Asking helps them to be more engaged in what you share.

Plan for your follow-up. If your conversation goes well, ask if you can contact them again about going to a CCL meeting or other climate change event with you (or something else that fits the situation), and make sure you have or get their contact information. Don't leave it to them to take the next step!

Additional resources

[Climate Conversations With New Acquaintances](#)
[Effective Listening Skills](#)

Resources and call recordings in [The Effective Communication Action Team](#)