



Citizens' Climate Lobby Citizens' Climate Education



ACTION SHEET, NOVEMBER 2019

Monthly Meeting, Saturday, November 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 meeting ID.

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



Prof. Andrew Hoffman, University of Michigan

Solving climate change — and saving civilization as we know it — will require a major systemic shift in our culture. Andrew Hoffman maintains that we are in a societal moment akin to a new era of enlightenment. He joins us to talk about the system-level changes to our thinking needed in the Anthropocene and the role of business in the great rethinking of our economy. Hoffman is the Holcim (US) Professor of Sustainable Enterprise at the University of Michigan. He has published 16 books, including *How Culture Shapes the Climate Change Debate* and *Re-engaging with Sustainability in the Anthropocene Era: An Institutional Approach*.

Actions

1. [Create Facebook Fundraisers to amplify our Year-end Appeal!](#)
2. [Use the new Calculator to compute your carbon dividend](#)
3. [Bonus action: See and share November Lobby Day on social media](#)
4. [Communication exercise: Practice saying people could support your CCL work by donating](#)

Preparing for your November meeting: Suggestions for Group Leaders to do ahead of time

1. Arrange for 1-2 volunteers to share why they donate to CCE/CCL
2. Practice the steps below for creating a Facebook Fundraiser with a Facebook user in your chapter
3. Recruit someone to become your group's expert on the new Calculator and show it to your chapter

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

Create Facebook Fundraisers to amplify our Year-end Appeal!

GRASSROOTS ACTION

Our famous year-end fundraiser kicks off on **Giving Tuesday** — December 3 — and runs through the end of the year. This year we’re encouraging every CCL volunteer to make a donation, even if it’s a small amount, and we’re inviting volunteers who use Facebook to create a Facebook Fundraiser. It’s easy!

Our goal is to raise **\$500,000 in total** and **\$100,000 on Giving Tuesday alone** — one fifth of our total goal on the very first day! As you know, all donations are used to ensure that you have the organizational support you need to build political will.

During your gathering

- Ask a few people to share how CCL has empowered them and why Giving Tuesday is important to us.
- Invite everyone to put December 3 (Giving Tuesday) in their calendar for making their own donation.
- Determine who will edit the example email below and send it to everyone on your chapter roster early on December 3. Be sure to include in the email this link citizensclimate.org/give

Also at your gathering create Facebook Fundraisers for CCL - Facebook has made this super easy

Creating a large number of Facebook Fundraisers with 100% of every donation going straight to CCE will raise the visibility of our important Year-end Appeal to a whole new level. Ask volunteers in your chapter who use Facebook to follow the steps below to create a Fundraiser on their Facebook page. Watch our [eight minute video](#) on CCL Community’s “[Raise Funds for CCL Nationally](#)” training page.

See how easy it is to create a Fundraiser for CCL:

1. On your Facebook page, pull down the “Create” menu and select Fundraising.
2. Select Nonprofit, and then search for and select Citizens’ Climate Lobby.
3. Fill in “How much money do you want to raise” with a goal like \$500.
4. Fill in the “When should your fundraiser end” with December 31, 2019. Click Next.
5. Customize the text in the “What is the title of your Fundraiser” or leave the default.
6. Customize the text in the “Why are you raising money,” or leave the default. Click Next.
7. You can upload your own photo as the Cover Photo, or leave the default - CCL’s FB header image. Click Create.
8. Click “Get Started” to: invite your friends to contribute, donate, and share the fundraiser on your timeline.

Example email to customize and send to your chapter roster

Dear CCL Supporters in CCL Chapter [CHAPTER NAME]

Thank you for working to support Citizens’ Climate Lobby (CCL). As you know, we’re having a huge impact. But it takes money, too. Right now we are fundraising for Citizens’ Climate Education, the 501(c)(3) sister organization and educational arm of Citizens’ Climate Lobby, so all donations are tax-deductible!

This year, CCL is asking ALL supporters to donate something, even if it’s just a small amount. You can make your donation of any amount via the CCL website, at www.citizensclimate.org/give. Our goal is to raise \$100,000 today, on Giving Tuesday, and \$500,000 by the end of the year.

Thank you for considering a gift to CCE. Every donation counts and every bit helps!

Use the new Calculator to compute your carbon dividend

LOBBY ACTION

The **Personal Carbon Dividend Calculator** — CCL’s online tool for estimating the financial outcome of the Energy Innovation Act for an individual household in the first year — just got some new features! It is more accurate and easier to use, and is now available at energyinnovationact.org on the “[How it works](#)” page (look in the top right corner). Improvements to the calculator include:

1. Updated emissions base for 2020
2. All children now receive a dividend
3. Option for shared residence
4. Adjusted for program administrative costs
5. Result shows dividend and net benefit
6. Adjusted for increased population

At your gathering

Recruit someone ahead of the meeting or during the meeting to become your local expert on [the Calculator](#). At the meeting, give everyone a few minutes to try it out using their smartphone, tablet or laptop. Then hold a discussion about what you learned and how the Calculator could be used in your local work. Also, talk about what to say in case the result comes out negative.

Would a volunteer like to run the calculator for the average household in your district and distribute the results to your grassroots, media and lobby teams?

When would you use this tool? The Calculator will be handy to answer questions from friends, family, potential supporters and others who need a clearer idea of how H.R.763 works. Situations where you may want to showcase the Calculator for an average household in a particular Congressional District or town:

- In a lobby meeting with your member of Congress or their staff
- While tabling or presenting, or meeting with prominent community leaders
- In an editorial board meeting or in op-eds or letters to the editor

Resources

- CCL Community’s [Using the Carbon Dividend Calculator](#) training page (click ‘Watch’ to see the recording).
- If your question has not been answered, post it on the [Calculator Forum on Community](#)

See and share November Lobby Day on social media

BONUS SOCIAL MEDIA ACTION

(1) Check out [CCL’s Facebook page](#) (@citizensclimatelobby), or [CCL’s Twitter profile](#) (@citizensclimate), or [CCL’s Instagram profile](#) for content related to November Lobby Day. You can like, comment on, or share what we’ve posted. (2) When volunteers return from November Lobby Day, post one of their photos from the event to social media, tagging your Representative and Senators and reminding them that climate is a priority and to support the Energy Innovation Act. Be sure to include the hashtag **#GrassrootsClimate** to emphasize that. **Never tweeted?** Get a free Twitter account at twitter.com/signup and [watch these two short videos](#) for help posting your first tweet.

Practice saying people could support your CCL work by donating

COMMUNICATION SKILLS EXERCISE

Have you ever had someone thank you for your work on climate change? I bet many of us have had that experience. We can just say thank you back to them for the appreciation... OR we can view that as an opportunity to encourage their support.

With a partner, say out loud why you give your time and/or money to CCL and practice inviting someone who admires your volunteering to support us. You can use the words here or make up your own role play!

In this season of giving, here's how such a conversation might go:

Friend: I really admire you for all that climate work you do. I feel too busy to do it myself.

CCLer: Volunteering for CCL helps me keep my spirits up and gives me hope that we might be able to turn things around. Plus, I've met so many great people there! [or insert your own reason why CCL means a lot to you]

Friend: That's pretty cool.

CCLer: You know you could help a little bit too. One thing you could do is donate, since I know you don't have a lot of time. Every little bit helps and 64% of CCL's budget is funded by people like you and me. You can even donate in honor of someone you love, like me!

Friend: You know, I might just do that. What do I have to do?

CCLer: Go to citizensclimatelobby.org and click on the donate button. I can text the link to you. [or go to my facebook fundraiser if you made one]