



# Citizens' Climate Lobby Citizens' Climate Education



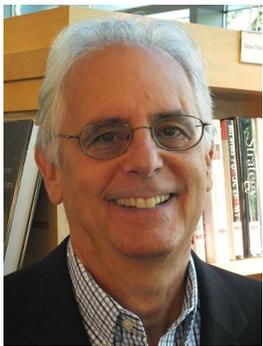
## ACTION SHEET, AUGUST 2019

Monthly Meeting, Saturday, August 10, 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



### Sam Daley-Harris, Civic Courage

Just how powerful and influential is grassroots advocacy? Our guest this month, Sam Daley-Harris, will share examples of organized citizen lobbying that had a major impact on national policies and priorities. Sam is the founder and CEO of [Civic Courage](#), a nonprofit that coaches organizations to improve the effectiveness of their advocacy work. In 1980, he founded RESULTS, an organization working to end hunger and poverty, which later became the model for Citizens' Climate Lobby. Sam is also the author of [Reclaiming Our Democracy: Healing the Break Between People and Government](#).

### Actions

1. Focusing your Grasstops Outreach (continued from July)
2. Connect with a local chapter of a national organization
3. Bonus Action - share this survey with youth activists or fill it out if you are a youth activist
4. Communication Exercise: Starting a relationship with a local organization

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!

# Focusing your Grasstops Outreach (continued from July)

## GRASSTOPS ACTION

To make the greatest impact with your finite time and energy, the July Action Sheet suggested that your group do research to determine which local community leaders will have a significant influence on your members of Congress. This month, review your existing grasstops outreach plan along with whatever new information has been gathered since your July meeting, and then get ready to engage with the prominent community leaders on your priority target list.

### Take action

As a group, or with your grasstops engagement team, review or make your list of community leaders who are persuasive to your members of Congress and then narrow down your target list to just the community leaders you know, or your contacts know. If you don't have enough connections, is there a volunteer who feels moved to make cold calls to your priority list?

To get ready to engage with a community leader, do the first few steps below from CCL Community's "[Engaging Community leaders](#)" training page (you can [watch the video](#) later when you have time).

- Review the five talking points about the Energy Innovation Act. Prepare to describe the Energy Innovation Act and its benefits and to explain CCL's mission and methodology for getting it enacted.
- Learn about the Community Leader. Check out their LinkedIn and company profile so that you can arrive prepared with appreciation and common values.
- Connect and discover their level of interest in climate change. During your first meeting, express appreciation, ask questions, and look for where you might work together.
- Identify some specific actions. When the relationship is ready for it, work with your community leader to determine what they can do to show their support for the Energy Innovation Act to their members of Congress.

**Note** - It's a good idea to coordinate with CCL chapters in your district or state to avoid duplicating effort.

### Tell us about your Grasstops Outreach

Sharing one sentence about your Grasstops Outreach plan will allow us to be informed about what chapters are working on and to share what we hear on group leader calls. Here's the form [cclusa.org/actionfeedback](https://cclusa.org/actionfeedback).

### Resources

- CCL Community's [Focusing Your Grasstops Outreach](#) training page
- CCL Community's [Working with Business Climate Leaders](#) training page
- CCL Community's [Bringing Community Leaders to your Lobby Meeting](#) training page
- [Grasstops Engagement Action Team](#) and the [Business Climate Leaders Action Team](#)

# Connect with a local chapter of a national organization

## GRASSROOTS ACTION

National organizations with a climate position may have local chapters in or near your town and collaborating with them on climate education and outreach could be a win for you, their local chapters, and the public.

For each local chapter of a national organization that you decide to approach this month, open the dialogue by appreciating their work, identifying shared values, and agreeing on the need for many approaches to solving the climate crisis. Once the relationship is right for it, begin discussing activities that you will have fun or find useful to do together.

### Action

If this is your first time reaching out to other local organizations, consider designating an organizational outreach leader or set up a team. Your outreach leader or team can see a detailed training on how to approach and engage potential allies on CCL Community's [Working with Other Organizations and Allies](#) training page, and [here's the training video](#).

At your gathering, huddle with other volunteers interested in organizational outreach to work through these planning steps:

1. Start by doing some homework and making a list of national organizations that have chapters in your locale. You might start with the League of Women Voters, Indivisible, Audubon, or see [this longer list of national organizations that have local chapters](#).
2. Find out who in your group belongs to or has connections with those chapters and encourage those people to make a request for a meeting.
3. Learn more about the organization and their leadership and identify a few connections between what they do and what CCL is doing.
4. Finally, figure out which of you will make the pitch or presentation once a meeting is scheduled.

**Note** - See the Communication Exercise below to practice a first conversation with a local organization.

### Resources

- CCL Community's [Communicating with Progressives](#) training page
- CCL Community's [Communicating with Conservatives](#) training page
- CCL Community's [Getting Started with Community Outreach](#) training page

### **Bonus Action - share this survey with youth activists or fill it out if you are a youth activist**

The House Select Committee on the Climate Crisis is collecting data and stories from the front lines of the climate justice movement. Complete the survey at [cclusa.org/hsgccc-survey](https://cclusa.org/hsgccc-survey) to help raise the visibility of the Energy Innovation Act, H.R. 763 to the members of the House Select Committee on the Climate Crisis.

# Starting a relationship with a local organization

## COMMUNICATION SKILLS EXERCISE

In the action above, you identified a local chapter of a national organization that might be a good ally once you've built a relationship. Perhaps it's one you belong to already!

### Exercise:

1. Find a partner, pick a role and read through the dialogue below together. Then discuss whether you could see yourself doing this and with whom. How would your ideal conversation go with the local organization you're thinking of?
2. Imagine you sent an email, scheduled a call, and are talking with the director of a local organization on the telephone. What are the most important things to ask and say? It might be tempting to cram everything you have to say about CCL and the Energy Innovation Act into one long paragraph without stopping to breathe, but you haven't yet asked about the organization's thoughts on climate change and activities in the community. So you decide to prioritize the relationship and make just one simple ask: to meet in person to talk more.

### Dialogue:

CCL Volunteer: Hello director. I've heard lots of good things about your organization. People are really excited about your upcoming event. I'm \_\_\_\_\_, and I'm enthusiastic about the things your group says on the environment because that's one of my biggest worries. Would you please tell me a little more about your connection to the environment?

Director responds with some story, for example: I grew up hiking and fishing, and I want to make sure my kids will be able to do that too.

CCL volunteer: Ask for details to build the relationship and to activate a pleasant memory of something they love, for example: Where do you like to go hiking?

Director responds with a story about someplace they like.

CCL volunteer: That sounds nice. I don't hike much myself, but I like soaking up nature at the river near my home. I wanted to talk to you today because I thought we might have this appreciation of nature in common. I also work a lot on the issue of climate change with a group called Citizens' Climate Lobby, which is committed to bringing people together from both parties with a practical approach. Is there a time when we could meet in person and see if there are ways that our organizations might work together?

Director: That sounds like a good idea. We should keep talking. Send me some dates when you're available, and I'll coordinate a time so that my events manager can join us.