



Citizens' Climate Lobby Citizens' Climate Education



ACTION SHEET, FEBRUARY 2020

Monthly Meeting, Saturday, February 8, 2020

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.



Bob Inglis, Executive Director of republicEn

Our February guest, Bob Inglis, is no stranger to Citizens' Climate Lobby. A member of CCL's advisory board and the governing board of Citizens' Climate Education, Bob served as a Republican Congressman from South Carolina from 1993 to 1999 and again from 2005 to 2011. During his tenure, Bob introduced the Raise Wages, Cut Carbon Act — a revenue neutral carbon tax. After leaving Congress, he started republicEn.org, an organization devoted to persuading conservatives to address climate change with market-based solutions. Bob has been a featured speaker at CCL national and regional conferences, coaching volunteers on how to effectively engage conservatives on climate change.

Actions

1. [Make an outreach plan for the 50th birthday of Earth Day](#)
2. [Enroll everyone in our new Monthly Calling Campaign](#)
3. [Bonus Social Media Action: Stage a snowman protest, post a photo, win a prize!](#)
4. [Communication exercise: I heard you say \(reflections\)](#)

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!

Make an outreach plan for the 50th birthday of Earth Day

GRASSROOTS AND MEDIA ACTION

April 22 is the 50th anniversary of Earth Day and will offer loads of opportunities for media, outreach, and for new volunteers to learn by doing - all aimed at educating your community about the Energy Innovation Act. Start planning now to take full advantage of Earth Day happenings in your community and in the media. Get organized and get outside your comfort zone - where the magic happens!

Media action menu - especially important the week before Earth Day

Letter to the editor (LTE) - Earth Day will be in the news everywhere, and submitting multiple LTEs on one topic increases the chances that one of those letters will be chosen. Make a plan for lots of people to write lots of letters during the week leading up to Earth Day. Writing in pairs or in a group is fun!

Op-ed - In early April, CCL will send out an op-ed template about Earth Day. You can add local details and submit it to your newspaper with a double byline ("By Mark Reynolds and *Local Volunteer*"). Decide who will do this and be sure to consider sending it to smaller and online papers.

Press release - If your group is doing something you think is newsworthy, send a press release a week or two ahead of time. You can also reach out to local reporters (TV, radio and print) to see if they would like to do a story on your group or your activities. See 'Resources' below.

Outreach action menu - do as many as you have capacity for and be sure to submit field reports!

Tabling - Ask someone in your chapter to look into local Earth Day events and how to secure a table at those events. Tabling is terrific for collecting constituent letters, distributing flyers, and engaging people in your community who you wouldn't otherwise meet. If you are in a metro area or tabling at a big event, try out [paperless grassroots outreach](#) to save paper, reduce the number of names that you have to decipher and type in, and decrease the number of field reports for you to submit.

Presentations - Send presentation proposals to clubs, groups, and schools, for example, environmental clubs, service and civic organizations, local chapters of NGOs, and student clubs. And be sure to follow up with a phone call! Also contact teachers to propose presentations in Environmental Science classes.

Film screenings - Consider hosting a panel discussion or a small fundraiser before or after the film.

Grasstops - When you run into prominent community leaders during your Earth Day outreach, suggest a coffee meeting so that you can give them an update on the bill and discuss ways they can help.

Higher education - For detailed guidance on engaging professors, universities, colleges and young adults, see Clara Fang's [Higher Education Earth Week Toolkit](#).

Resources

- CCL Community [Grassroot Outreach](#) trainings
- CCL Community [Working with Print Media](#) training page
- CCL Community [Working with Broadcast Media](#) training page
- Watch this [Paperless Grassroots Outreach CCU](#) live on Feb 13, or, after Feb 13, [watch the recording](#)

Enroll everyone in our new Monthly Calling Campaign

ALL LEVERS ACTION

CCL has adopted the exciting Grand Canyon Project as our official tool for making monthly calls to Congress and renamed it **Monthly Calling Campaign** (MCC). There are 1,500 members of the public and CCL volunteers already using this system, each committed to making one call per month so that their members of Congress receive a **steady drumbeat** of calls about climate. Let's explode the number of people making calls so that every member of Congress gets one or more climate calls per day from constituents!

At your chapter gathering

1. Sign up callers - Ask who can commit to making one call per month and have them go to the mobile-friendly site cclusa.org/mcc to sign up. Callers are assigned a regular calling day and alerted via text or email with a link to a script and phone number when it's their day to call.
2. Find a district or chapter administrator - The strongest campaigns are locally run because you can tailor the scripts to your member of Congress and take charge of reminding your callers. Chapters in the same congressional district should work together. Go to admin.cclcalls.org/signup to apply to be an admin.
3. Include MCC in your outreach - Add the MCC to all of your 2020 plans for grassroots outreach - tabling, presenting, house parties, film screenings, etc. to sign up members of the public to commit to call.

For bigger chapters - how to get more callers and motivate participation

1. Call or email your chapter roster - Organize some volunteers to personally get in touch with everyone on your chapter roster to explain the MCC, ask if they can commit to one call per month, and sign them up.
2. Publish the number of calls - Ask your chapter's MCC admin to post on your chapter's forum on Community a monthly report with the number of calls made and your chapter's progress in generating calls. This can help to motivate participation, especially if you share encouraging news from your MOC.
3. Print handouts and sign up sheets - Get ready for your outreach events by printing some [quarter page MCC flyers](#) and some [sign up sheets](#). When people sign up on paper, enter them at cclusa.org/mcc.

Resources

- CCL Community's [Starting a Monthly Calling Campaign](#) training page
- MCC Admins can join the [MCC Admins Action Team](#) and ask questions in the team's Forum

Stage a Snowman Protest, post a photo, win a prize!

BONUS SOCIAL MEDIA ACTION

Snowmen (snow persons) stand to lose a lot from climate change. Join our photo contest for the most creative snowman "climate protest" and win a cash prize up to \$500. If you don't have actual snow nearby, make a snowman using natural materials. Post your photo on Instagram and include **@citizensclimate** and the hashtag **#SnowmanProtest**. If you need help getting started on Instagram, [watch this video](#) or [read the training page](#). For more details and rules, see citizensclimatelobby.org/snowman-protest/. Submit your entry before our **Feb 23 deadline**.



I heard you say ... (reflections)

COMMUNICATION EXERCISE

Reflections are an important, but underutilized communication skill. A simple reflection is done by saying back in your own words what you heard someone say. You can also add what you appreciate or the values you heard in what they said.

Why bother to do this? It lets people know you've heard and understood them, and lets them clarify any misunderstanding you might have. Reflections build trust and a stronger relationship because people feel heard and validated by your effort to understand them.

Pair up with another volunteer at your chapter gathering

One person will practice first by asking their partner an open question about anything climate-related. Remember, an open question can't be answered yes or no, and requires more of a response. It often starts with What or How. Then they will listen to what their partner says and reflect back to the partner what they heard.

For example, I might ask my partner: What do you personally think about the part of the bill that pauses some regulations? Then I listen to what they say, and then I say it in my own words.

What did it feel like to have someone reflect your thoughts back to you?

The exercise

Partner 1 asks a climate-related question starting with What or How

Partner 2 responds in a few sentences. Partner 1 listens

Partner 1 reflects back in their own words what they heard

Partner 2 says how that felt

Switch roles and repeat