



# Citizens' Climate Lobby Citizens' Climate Education



## ACTION SHEET, MARCH 2020

Monthly Meeting, Saturday, March 14, 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.



### CONFERENCE CALL GUEST: Hannah Picard

National Network for Ocean and Climate Change Interpretation

Hope is a precious commodity in conversations about climate change. Our speaker this month, Hannah Pickard, trains people in proven communications techniques that shift the national conversation about climate change to be more positive, civic-minded and solutions-focused. She is the Network Manager for the National Network for Ocean and Climate Change Interpretation. NNOCCI currently supports climate communicators in 184 institutions in 38 states. As we go out in our communities to lead presentations,

Hannah's coaching can help us to inspire audiences to take action and be part of the solution.

### Actions

1. [Supercharge your onboarding of new volunteers](#)
2. [Special Grassroots Action: While doing Earth Day outreach, register people to vote](#)
3. [Become a monthly Evergreen Donor](#)
4. [Bonus Social Media Action: The Far middle - where the Left and Right work together!](#)
5. [Laser Talk exercise: Jobs: Fossil fuels versus renewables](#)

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

# Supercharge your onboarding of new volunteers

## GROUP DEVELOPMENT ACTION

With an 80% jump in new CCL supporters joining in the past year and Earth Day right around the corner, this is a good time to appreciate the people in your chapter who support new volunteers and to evaluate your chapter's capacity and process for welcoming and engaging them. We've heard from a number of chapters that the faster you connect with new people and let them know how to get involved in taking action, the better the results. This month, see if you can foster a whirlwind experience so that new people are quickly caught up in your chapter's excitement and forward momentum.

### At your gathering

Discuss for a few minutes what is good about the welcome that your new volunteers experience:

- Invite everyone to say one thing that they liked about their own "joining CCL" experience
- Ask new volunteers to briefly describe their skills and what they generally like working on
- Invite the person or team that currently handles welcomes to say what the process is

Next, make a plan to create or update your new volunteer onboarding process:

1. If you have the capacity and you haven't already, form a welcome wagon committee
2. Schedule a time this month for the committee to work together. The [Getting New Volunteers Engaged](#) training has a lot of useful ideas to bring to the meeting. For example:
  - a. Quickly engaging new people with even a small task is key to bringing them into your chapter.
  - b. Text messages may work better than emails with younger volunteers.
  - c. Asking new volunteers in a 1-on-1 conversation why they joined CCL and what they want to get out of it builds their motivation.
3. Ask the committee leader to report back on their updated onboarding process at next month's gathering.

### Resources

CCL's [Volunteer Opportunities Handout](#), [New Volunteer](#) page, and [Chapter Organizing](#) resources

## While doing Earth Day outreach, register people to vote

### SPECIAL GRASSROOTS ACTION

We like to say that democracy is our solution to climate change, so let's help people register to vote! We are in the process of adding a "Register to Vote" option under "Take Action" on the main CCL web page. It will be ready by March 31, in time for your Earth Day tabling and through the election season. We will be connecting to a national online voter registration platform so that all the work of understanding individual state election laws and procedures will be done for you. Using it will save you time and avoid the possibility of breaking any state laws!

# Become a monthly Evergreen Donor

## YOUR RECURRING DONATION WILL HELP US ACTIVATE MORE VOLUNTEERS

Despite tensions in D.C., Congress is talking about climate solutions more than ever, and we are all working hard to advance the Energy Innovation Act. To support this work, CCL runs two fundraisers per year. Our monthly Evergreen Donor appeal in March is especially important because it provides the steady and reliable income that enables us to fully focus on advocating for our climate solution.

As a special incentive to become an *Evergreen Donor*, all new and existing monthly contributions to CCL and tax-deductible Citizens' Climate Education will be automatically **matched dollar for dollar for the next 12 months** thanks to funds provided by a group of our Climate Guardian Donors.

We hope that setting up a recurring monthly donation makes giving easier by saving you time and energy.

### At your monthly gathering

As with so many things at CCL, our best fundraising ideas such as Climate Guardians and Facebook Fundraisers have come from you, our volunteers and chapters. To help make this fundraiser a big success, we encourage you to apply your creativity to build critical mass. Here are some ideas to try:

- Set a monthly goal for your chapter such as \$100 or \$1,000, and then ask each person at your gathering if they can make a small monthly contribution to help to reach the goal. When they say yes, ask them to go to [cclusa.org/march-donate](https://cclusa.org/march-donate) to sign up as an *Evergreen Donor*.
- Throw a house party and ask folks if they can become *Evergreen Donors*.
- Ask everyone to invite a few people who admire their CCL work to consider becoming *Evergreen Donors*.
- Invite volunteers to post on their social media why they are an Evergreen Donor and share the fundraiser link [cclusa.org/march-donate](https://cclusa.org/march-donate) with their social media friends.

Here's a short description of the fundraiser to talk about at CCL gatherings, to include in meeting minutes, and to share with friends, family and allies. Feel free to personalize it with why you donate!

**This month our goal is to raise \$25,000 in new monthly donations for Citizens' Climate Education, which will be used to activate volunteers in 2020. Your monthly gift will be matched dollar for dollar for the next 12 months! To become a monthly *Evergreen Donor* with a recurring tax-deductible gift of \$5, \$25, \$100, or more, per month, go to [cclusa.org/march-donate](https://cclusa.org/march-donate).**

## The Far Middle - where the Left and Right work together!

### BONUS SOCIAL MEDIA ACTION

CCL is launching a marketing campaign called the Far Middle, which is about authorizing our members of Congress to start working with their colleagues, no matter their party. The first piece of the campaign is the video on the [farmiddle.com](https://farmiddle.com) website. We'll soon be running ads, posting more clips on social media, etc. After you watch the video, share it on your social media and include the hashtag **#FarMiddle**. If you need help getting started on social media, [check out this new training page on Community](#).

# Jobs: Fossil fuels versus renewables

## LASER TALK EXERCISE

In meetings with members of Congress, local elected officials, and even with our neighbors, the topic of jobs is often raised when discussing climate policy. Being ready with some talking points can help us agree on values and pivot to a discussion of the Energy Innovation Act.

### Exercise

Pair up with another volunteer and take turns reading aloud the laser talk paragraphs below and then say aloud in your own words what you remember and want to use.

### Laser Talk - Won't making fossil fuels more expensive kill jobs?

Renewable energy actually creates more jobs than an equivalent amount of fossil energy. Fossil fuel jobs have shrunk mainly because of mechanization, not regulation. For example, in 1980 producing a ton of coal per hour required 52 miners; by 2015 that number dropped to 16. Even though more coal was being mined, coal mining lost 58 percent of its jobs between 1980 and 2015. [1]

In 2018, there were 2.4 million jobs in clean energy and energy efficiency, compared to only about half that in fossil energy. [2] Even without a price on carbon, installers and service technicians for solar and wind are in such demand that those careers are forecast to grow 11 to 13 times faster than the U.S. average. [3,4]

Our country will still need energy, whether it comes from low- or zero-carbon sources or from the old polluting sources of the past. Today, the energy technologies of the future create more jobs per energy dollar spent than those of the past and will likely continue to do so even as the new technologies mature. [5] Not only are wind and utility-scale solar power already cost-competitive with electricity from fossil fuels in many locations, [6,7] they provide 50 percent more jobs for the same amount of energy. [8]

And it's not just renewable energy jobs! A 2017 study of a carbon tax in British Columbia that returns most revenue to taxpayers [9] showed that, over a six-year period, job gains in labor-intensive sectors like retail sales outpaced job losses in energy-intensive sectors like air travel. There were more employment opportunities with the carbon tax than without it.