



Citizens' Climate Lobby Citizens' Climate Education



ACTION SHEET, FEBRUARY 2021

Monthly Meeting, Saturday, February 13, 2021
10:00 a.m. Pacific / 1:00 p.m. Eastern

Three Ways to Join

- To connect by video conference, go to cclusa.org/meeting (NOTE: this links to meeting ID# 95498355745)
Note: To improve audio/video quality, close all applications and other browser windows
Note: To turn on closed captions and adjust their size, see this [Zoom help page](#)
- To connect by phone: If you have unlimited calling, call 1-646-558-8656; otherwise you can call toll-free at 1-877-369-0926. Enter 954-9835-5745 as the meeting ID
- To watch a livestream go to: cclusa.org/livestream

MONTHLY MEETING GUEST

Diane Randall, FCNL General Secretary



CCL works closely with a number of organizations that support carbon pricing. One of those is the Friends Committee on National Legislation (FCNL), which encourages and supports members to engage with lawmakers on peace and justice issues. Joining us is Diane Randall, General Secretary of FCNL, who leads their staff to educate and lobby for policies and legislative priorities established by FCNL's General Committee. Diane has led FCNL's program expansion, including adding lobbyists and new programs to engage grassroots citizens, young adults and more Quakers to lobby for peace, justice and a sustainable planet.

Actions for your online chapter gathering

1. [Exercise your LTE muscle and show support for carbon pricing!](#)
2. [Get the word out to your community about CCL](#)
3. [Social Media Bonus Action: Join Twitter to tweet in our Presidents' Day Tweetstorm](#)
4. [Communication exercise: Asking: Get what you need by asking for it](#)

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!

Exercise your LTE muscle and show support for carbon pricing!

MEDIA ACTION

As Congress and the President discuss moving forward on climate legislation, we need to keep putting in front of them the popularity of carbon pricing. Letters to the editor are a critical way to do that.

At your gathering use our tried and true approach to writing LTEs

Take five minutes to start outlining or drafting LTEs using the CCL approach:

- Open your traditional or online newspaper or whatever news feed you use.
- Select an article that offers an opportunity for a response that advocates for our climate solution. Use the article to demonstrate not just your own support for carbon taxes, but support from other people. Our big message: Carbon pricing is popular!
- Work into your letters strategic examples of support from the grasstops*, whether for carbon pricing, carbon fee and dividend or the Energy Innovation Act.
- Write your LTE using an outline like the one on this CCL Community [Writing Effective LTEs](#) training page and submit it, (1) using our LTE tool, cclusa.org/lte, or (2) directly to your newspaper, logging the submission yourself in the Action Tracker cclusa.org/actiontracker.

You can always refer to our CCL Community [LTE Topics](#) resource for additional timely ideas.

Get more chapter members involved

Exercising your chapter's LTE muscles will also pay dividends 😊 in April when newspapers are receptive to printing Earth Day LTEs and op-eds. Start even more people working out with one of these LTE writing ideas:

- Encourage new volunteers to work with a buddy to write their first letter.
- Consider setting up a small [coworking letter party](#) where everyone can write individually in a group.
- Support each other by reviewing fellow volunteers' letters and giving feedback.
- If your newspaper has decreased its space for opinions, discover new, small and online-only newspapers and [submit an LTE to all of them](#) using our online LTE tool cclusa.org/lte (be aware that larger newspapers may require that your LTE be exclusive to them).

When you are published

1. Celebrate with your chapter and share your letter with your Senators and Representative, if appropriate.
2. With the hashtag **#GrassrootsClimate**, share on your social media a link to, or a picture of, your letter and be sure to include the social media handles of your Senators and Representative.
3. Update the status of your LTE to "published" in the Action Tracker.
4. Post published LTEs in the Forum of your Chapter's page on Community so everyone on your chapter roster sees LTE success in the Daily/Weekly Digest they receive in email.

Additional Resources

CCL Community's [LTEs and Op-eds](#) Sitewide Forum and [Print Media Action Team](#)

* Find endorsements to cite in your LTE at energyinnovationact.org/endorser-map or the CCL Community [bill progress page](#)

Get the word out to your community about CCL

GRASSROOTS OUTREACH ACTION

Climate change is high on the agenda of our new President and could be moving forward this year, perhaps during the summer. Let's get ready with a focus on boosting your chapter's capacity for action by stepping up our Grassroots Outreach. Then use the Communications Exercise below on making requests to practice asking for the help you'll need.

Select and plan one or more of these online Grassroots activities

- Promote **CCL's Wednesday night informational session**. Set up a coworking session for people to keep each other company while they invite their friends to the info session. cclusa.org/intro
- Promote our **March 7th special online Climate Advocate Training** to non CCLers who want to jump in, and to your newer members who haven't taken it yet. This CAT will cover our history, methods, the five levers, lobbying roles and will include a lobby meeting role play. cclusa.org/marchcat
- **Plan your own online "Get to know CCL event."** Pick a time, determine who will present about CCL, perhaps couple it with something social, and get your chapter members to bring their friends and family. Sign up all the attendees for our Monthly Calling Campaign cclusa.org/mcc and text action alerts cclusa.org/text so they are ready to mobilize when a vote comes.
- **Plan a big Earth Day Fair with other local groups** that lets allies showcase their organization and builds relationships among them. See this [sample event schedule](#) for more details or watch this CCL Community [Online Outreach](#) training video. Or you might make this a short [film screening](#) followed by a panel.
- **Propose online CCL presentations to local organizations**. Other organizations in your locale may be seeking speakers for their Earth Day events, so send out presentation proposals to green groups, environmental clubs at your colleges and high schools, professional associations, political clubs, faith groups and their committees, and service organizations like Rotary. And keep your eyes peeled for potential endorsers during the event! Here's the CCL Community [Scheduling Presentations](#) training.

Note: Be sure to report your online Grassroots Outreach in the Action Tracker, cclusa.org/actiontracker

Additional Resources: CCL Community [Grassroots Outreach](#) topics page, CCL Community [Bulletin post](#)

Join Twitter to tweet in our Presidents' Day Tweetstorm

SOCIAL MEDIA BONUS ACTION

Presidents' Day is an opportunity to get climate trending on Twitter. If you haven't already, [join Twitter](#) (it's free) so that you can post in our Presidents' Day Tweet Storm on February 15. If your chapter meets after February 15, ask everyone on your chapter roster to tweet on Presidents' day in your February meeting announcement email or text. In your tweet, ask President Biden and VP Harris to work toward bipartisan climate solutions in Congress that include carbon fee and dividend as the backbone. Our tweet POTUS tool cclusa.org/tweet-potus has this sample message ready for you to post. If you'd like to post on a different social media platform, like Instagram, be sure to include @POTUS and @VP handles in your posts. If you need help getting started on social media, check out the trainings available on the CCL Community [Social Media for Volunteers and Chapters](#) topics page.

Asking: Get what you need by asking for it

COMMUNICATIONS EXERCISE

If you need it, ask for it. That's what Jean Ritok taught us in her [breakout session on December 5th](#) and in this [participant handout](#). Asking will often get you what you need when speaking to a community leader, a fellow volunteer or your members of Congress. In this exercise, we'll learn some principles of asking and then practice asking a fellow volunteer for something related to our CCL work.

If you use breakout rooms (see [Zoom's training page on "Breakout Rooms"](#) to learn how)

1) Paste the Principles of Asking below into the chat so that people can read it from there. Attendees can also find the Principles of Asking on the last page of this Action Sheet at cclusa.org/actionsheet.

2) Read these instructions to your group:

I've pasted the Principles of Asking in the chat. In the breakout room, read the Principles out loud to your partner, write down an ask related to your CCL work and read it to your partner. Then switch so both of you get to practice. You'll have six minutes total for practicing, so each person will have three minutes.

3) Put everyone into breakout rooms, two people per room, for six minutes. When everyone comes back together, ask a few people to share what they found useful. Ask attendees to pledge to make the ask they practiced and by when they will do that.

If you don't use breakout rooms

Have someone read the Principles of Asking below out loud, prompt everyone to write a script for a CCL-related ask, and then open it up for a few people to read their script.

Principles of Asking

Two principles for making your "asks" more powerful are:

- Be clear and specific about what you need and when you need it - the outcome - and ask for 100% of it.
- It empowers and *honors* people when you give them a request and then give them the space to freely choose how to respond: accept, decline or counteroffer.

For example, you might ask a fellow volunteer:

- The Climate Advocate Training is an opportunity to help our newer members get up to speed. Would you be willing in the next two weeks to call this list of 10 of our newbies to encourage them to attend?
- There is an opportunity for someone from our group to talk about CCL and our work at our promotional event, and some of us were thinking you'd be perfect. What do you think, would you like to do that?

Now, write a script for your own request with these principles in mind and share it with your partner. Bonus points if you start with an appreciation.