



Citizens' Climate Lobby

Citizens' Climate Education



ACTION SHEET, MARCH 2021

Monthly Meeting, Saturday, March 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

Jennifer Burney, UC San Diego

We often say, "Listen to the scientists and create policies based on science." This month we hear from Jennifer Burney, Associate Professor, Marshall Saunders Chancellor's Endowed Chair of Climate Policy and Research at the School of Global Policy and Strategy, University of California, San Diego. Her research focuses on simultaneously achieving global food security and mitigating climate change. She designs, implements, and evaluates technologies for poverty alleviation and agricultural adaptation.

Actions for your online chapter gathering

1. [Subscribe to be a monthly Evergreen Donor!](#)
2. [Social media bonus action: Share our fundraiser video](#)
3. [Go big on media this month and next](#)
4. [Go big on businesses and invite them to our biz conference](#)
5. [Communication exercise: Practice quoting a trusted messenger on carbon pricing](#)

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!

Subscribe to be a monthly Evergreen Donor!

YOUR MONTHLY DONATION NOW MATCHED 3-TO-1 FOR 3 MONTHS

Momentum is building in Washington, D.C. for climate solutions, and we want to ensure carbon pricing is at the forefront. We're pressing Congress even harder for carbon fee and dividend legislation and to keep doing that, we need increased monthly support. **Our goal is to raise \$10,000 in new monthly recurring donations by the end of March.**

When you subscribe to donate on a monthly basis to Citizens' Climate Lobby (CCL), you become what we call an Evergreen Donor. **And starting this month, all monthly donations (new and existing) will be matched 3-to-1 for 3 months!** This means that every \$1 you give as a recurring monthly donation to CCL (or tax-deductible sister organization, CCE) will unlock \$3 in matching funds from March through May, thanks to a group of our generous Climate Guardian Donors.

Evergreen Donors make it easier for us to fully focus on our climate solutions work. Increased revenue from this campaign will help us to scale up our grassroots outreach and strengthen our influence so that we can seize every new opportunity in 2021.

Subscribe to be an Evergreen Donor by making a monthly gift pledge to Citizens' Climate Lobby. Go to cclusa.org/donate-to-ccl to sign up. You can also help us reach our goal in the following ways:

1. Invite a few people who admire your CCL work to consider becoming Evergreen Donors.
2. Set a chapter goal of five or ten new Evergreen Donors and work together to achieve that goal.
3. Share your screen during your chapter gathering so that everyone can enjoy the quirky fundraiser video on our fundraiser [landing page](#) and then point out the donation thermometer.
4. Host a virtual party for chapter members, friends and family to share CCL progress and goals. Include a few stories from chapter Evergreen Donors about why they are glad to support CCL, share the video and show them the donation page.

Share our fundraiser video SOCIAL MEDIA BONUS ACTION

Use our new [Evergreen Donor Social Media Toolkit](#) to share our March fundraiser video and ask your networks to donate. You can create your own post or share one of our posts. Those who subscribe before the end of March will have their gift matched 3-to-1 for three months. 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.

Climate action didn't have a subscription package. Until now.

Sign up to become an Evergreen Donor.



Go big on media this month and next

MEDIA RELATIONS ACTION

As Congress shifts its attention to climate legislation, a strategic priority for CCL is to get members of Congress and the public noticing the growing support for carbon pricing. All forms of media can be our vehicle, so this month and next apply your cumulative chapter muscle to your media lever and pull hard! Start now and reach a crescendo during Earth Week, when media outlets will be looking for material.

Do one or more of these media actions in March and April and especially the week before Earth Day

- **Submit an op-ed** - CCL's [latest op-ed template](#), "Climate is on the agenda this year. A carbon tax should be too" explains the benefits and broad support of carbon pricing and in April we will send out an Earth Day version of the template. 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.
- **Write an op-ed with an endorser** - Raise up the voice of a trusted messenger by working with a local business, elected official, faith leader or other community leader to author and place an op-ed in support of carbon pricing. Start with the guidance on our CCL Community [Opinion Columns](#) training page.
- **Send a press release** - If your group is doing something you think is newsworthy, download and customize a [press release template](#) and submit it in advance of your event to "earn" media coverage. See our [Generating News Coverage](#) training page to learn how to 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.
- **Set up radio and TV interviews** - Make a list of news/talk shows that may interview someone from your group on Earth Day and ask a volunteer to contact the producer of each show to propose the dialogue. To get ready to be interviewed, see the CCL Community [Preparing for Media Interviews](#) training page.
- **Meet with Editorial Boards** - We will have an Earth Day media packet to pitch to editorial writers, and those pitches are best made in meetings scheduled with editorial boards in the weeks leading up to Earth Day. Designate someone in your group to request a meeting. The ultimate goal is to get the newspaper to write an [editorial endorsing the Energy Innovation Act](#) or carbon pricing in general.
- **Write more letters to the editor (LTEs)** - Earth Day will be in the news everywhere, and submitting multiple LTEs on one topic increases the chances that one will be chosen. Make a plan for lots of people to [write letters](#) this month and next. Writing individually while at a small Zoom co-working party makes it fun, and if you submit your LTE using our online tool (cclusa.org/lte), it will be logged automatically.

Notes: (1) Be sure to have people post, share, like, and retweet media successes in social media, including the handles of your Senators and Representative, and also log media successes in the Action Tracker. (2) Be sure a media manager is designated in your [Chapter Roster Tool](#) so that your chapter will receive ongoing media support and resources.

Additional Resources

- CCL Community [Media Relations](#) topics
- CCL Endorsement [Hall of Fame](#) resource and the Energy Innovation Act website energyinnovationact.org

Go big on businesses and invite them to our biz conference

GRASSTOPS ENGAGEMENT ACTION

According to our D.C. team, local businesses, local elected officials, and faith leaders are among the best at persuading Senators and Representatives that carbon pricing is popular. Local businesses create jobs and economic activity in the district and state, so this month we're focused on engaging lots of them, getting their endorsement and a video testimonial, and inviting them to our [April 13 CCL Business Conference](#).

Identify key business in your district and state

- Revisit your spreadsheet of local business endorsers or start a new one. On the spreadsheet, list the local businesses that have endorsed climate action, carbon fee and dividend, or the Energy Innovation Act and add a column for who will reach out to them. Then ask attendees to each suggest one more business.
- Coordinate with other chapters. Organize a meeting with other chapters in your state to make a list of businesses that have a significant number of employees and amount of revenue. You might review your state's Chamber of Commerce website or do a web search for "top employers" to find this information. Which of these businesses can you engage through volunteers' friend and colleague networks?
- Make a plan to contact them. Grasstops outreach can be hard to get started. Buddy up with someone, or make a coworking date to keep each other company on Zoom while you write and send your emails.

While meeting online with a business, ask for three things

1. Register for CCL's first ever Business Advocates for Carbon Pricing Conference. Businesses that attend will learn, (1) the legislative environment in Congress for climate bills, (2) the latest status of climate legislation, and (3) how they can show their bill support to Congress. All businesses are welcome to register and get details on our free online 2-hour April 13th conference at [cclusa.org/bizconference](#). Be sure to follow up with the businesses that attend soon after the conference to help them take next steps.
2. Endorse the bill if they haven't already. Go to [energyinnovationact.org](#) to learn about the bill and to submit an individual or organizational endorsement.
3. Make a 1-2 minute video testimonial. Any business is welcome to record a 1-2 minute endorsement video on their phone and share it with their MOCs via social media. For your most prominent businesses, we have a new video tool that asks a series of easy questions, so all your business owner has to do is answer the questions out loud. When they're ready to record, send them to [energyinnovationact.org/testimonial](#).

Notes: (1) Be sure to have people post, share, like, and retweet on social media your chapter's endorsements and video testimonials, tagging the handles of your Senators, Representative and Senate leadership. (2) Be sure that at least one volunteer is designated as a Chapter Grasstops Engagement Manager (GEM) in your [Chapter Roster Tool](#) so that your chapter will receive ongoing grasstops support and resources. (3) Consider inviting business leaders who are trusted messengers to your next lobby meeting.

Additional Resource

CCL Community's [Encourage Existing Endorsers to Champion Their Support to Congress](#) training page

Practice quoting a trusted messenger on carbon pricing

COMMUNICATIONS EXERCISE

We use trusted messengers a lot to convey support for our work, and there is a growing collection of people and statements we can use in our LTEs and elevator pitches. For a good example of using them in an op-ed, check out the recent [carbon pricing support op-ed template](#) on Community “Climate is on the agenda this year. A carbon tax should be too.”

Let’s practice citing a public source of support for carbon pricing and then saying briefly in our own words why carbon fee and dividend is the kind of carbon pricing we support. For example:

Janet Yellen said in her confirmation hearing that she is “fully supportive of effective carbon pricing.” I agree with her. The Energy Innovation and Carbon Dividend Act is my favorite form of carbon pricing because it will quickly lower emissions while putting cash in people’s pockets so we don’t solve this on the backs of low-income families.

Note that we don’t say she has endorsed the bill, but rather that the bill is an example you like of the kind of thing (carbon pricing) that she supports.

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

- 1) Paste the two support statements below into the chat. Attendees can also find the two statements on the last page of this Action Sheet at cclusa.org/actionsheet.
- 2) Read these instructions to your group:

I’ve put in the chat two carbon pricing support statements from trusted messengers. With a partner, pick a carbon pricing support statement you might want to use sometime and practice saying it and then pivoting to why the Energy Innovation and Carbon Dividend Act is the kind of carbon pricing you like. Be careful not to claim the person supports the Energy Innovation Act unless they have explicitly endorsed it!

- 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.

If you don’t use breakout rooms

Have someone read aloud one of the carbon pricing support statements below and then ask everyone to write down what they would say next to pivot to the Energy Innovation Act and why it’s the kind of carbon pricing they like. After a couple of minutes, open it up for a few people to read their scripts.

Carbon pricing support statements from trusted messengers

- In 2019, the U.S. Conference of Mayors passed a resolution that said Congress should “pass legislation that imposes a price on carbon emissions sufficient to reduce emissions in line with ambitions detailed in the Paris Agreement.”
- “Representing more than 200 CEOs from America’s leading companies, the new Business Roundtable position on climate change reflects our belief that a national market-based emissions reduction policy is critical to reducing greenhouse gas emissions ...”