

FOR GROUP LEADERS

How to use this March Action Sheet

Now is the time for our work within every state to be strategically coordinated. If you're not already, start collaborating with your State Coordinator and other chapters in your state as we all put extra focus on locking in 60+ votes from both parties in the Senate. You may have heard from your State Coordinator that they are determining the key initiatives needed to increase the support or lessen the opposition of each of your Senators. You can help by taking into account guidance from your SC and the strategic updates in the [2021 Chapter Action Guide](#) as you prioritize the actions in this Action Sheet and all the levers you pull.

This month's **Evergreen fundraiser** is the first of just two campaigns planned for 2021. It's important because our monthly donors help provide reliable revenue year-round. At your gathering, share your screen and play the fundraiser video at cclusa.org/donate. Afterwards, ask a few people to say why they volunteer with CCL and then invite those who are able to subscribe to be monthly Evergreen Donors.

In addition to the fundraiser action, we've given you two more big things to do, so they will carry over into the April Action Sheet also!

First, our legislators need to see more public support for carbon pricing so we're **Going big on media this month and next** to raise up supportive voices in traditional, online, and social media so that they are highly visible to Congressional offices. Be sure that your Liaisons see your media successes too!

Second, let's **Go big on businesses and invite them to our biz conference!** Ask your volunteers to connect with local businesses they know, especially those that will be strategic messengers to their MOCs, and invite them all to register for our free online 2-hour Business Advocates for Carbon Pricing Conference on April 13. CCL's BCL Action Team is planning the conference with the goal of increasing visible support for federal climate legislation. Plan to follow up with businesses that attend soon after the conference.

Lots of people and organizations are getting on the carbon pricing wagon lately, and we want to steer that wagon in the direction of carbon fee and dividend, so we're broadening our messaging to include carbon pricing and carbon tax. Your volunteers will have a chance to practice carbon pricing messaging in the **Practice quoting a trusted messenger on carbon pricing** Communication Exercise.

A sample meeting agenda (suggested time is 50-80 minutes)

1. Welcome round: What's something you do safely outside of your house? 5-10 minutes
2. Give people the link to sign up for our Monthly Calling Campaign, cclusa.org/mcc, and encourage them to go there now and sign up while others share an action they took last month - 10 minutes
3. If attendees have seen Jennifer Burney's presentation, invite them to share something they learned or are thinking about after hearing her speak. If you have a big group, use breakout rooms - 5-10 mins
4. Do the three actions and the bonus action in the Action Sheet - 5-10 minutes each
5. Do the Communications Exercise in the Action Sheet, either in breakout rooms or as a group - 10 mins
6. End with each person stating what action they will take in the next month - 5-10 minutes