



Citizens' Climate Lobby Citizens' Climate Education



ACTION SHEET, APRIL 2021

Monthly Meeting, Saturday, April 10, 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

Rev. Franklin Ruff

Pastor of First Baptist Church, Stillwell, KS



At a time when distrust and animosity between our political parties appears to be at an all-time high, we need to take a step back and find ways to work together so we can solve the big problems facing our nation. We hear this month from Rev. Franklin Ruff, pastor of the First Baptist Church in Stillwell, Kansas, who is also the Red Co-Chair of the Braver Angels Kansas City Alliance. Rev. Ruff is a conservative who

says, "One of the things we can do to make [our country] better is look and see the humanity of others and to be humble." He'll talk about how to bridge differences and listen to each other to find common ground.

Actions for your online chapter gathering

1. [Send a satchel of postcards to President Biden](#)
2. [Pump up the volume of your outreach through Earth Week](#)
3. [Special Lobbying Congress bonus action: Write Congress about the reintroduced Energy Innovation Act](#)
4. [Social media bonus action: Post on social media why you like CCL](#)
5. [Communication exercise: Practice citing a conservative or liberal trusted messenger](#)

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!

Send a satchel of postcards to President Biden

LOBBY ACTION

The Administration and Congress will enact climate legislation this year, so let's load up the White House mailroom with postcards to let President Biden know that carbon pricing with a dividend is broadly popular. By installing the **MyPostcard App** on your phone, you'll be able to create a personalized postcard that will be printed and delivered to the White House through the U.S. Postal Service. Our goal is 3,000 postcards and your first postcard is FREE when you use the link cclusa.org/postcard on your phone, and the friend code "CCL".

Ask everyone to install the MyPostcard App and create a postcard

Before your gathering, ask someone who's a mobile phone wizard to be your chapter's **app expert** and then allow time at your meeting for your app expert to install the app on iPhone and Android while everyone follows along and installs the app on their own phones.

At cclusa.org/postcardhelp there are instructions, links to resources and a [10-min video](#) that you could show.

1. Set a postcard goal for the number that your chapter will send and track progress in the Action Tracker
2. Get the MyPostcard app on your phone: (a) open a web browser on your phone and go to the URL cclusa.org/postcard, (b) click "DOWNLOAD & CLAIM", "Install" and "Open", (c) tap the gray profile icon top left and click "SIGN IN" or "LOGIN", (d) click one of the options to register, enter the friend code CCL and verify your email (if you don't want to register, you can go to mypostcard.com and pay \$3/card to send postcards without an account).
3. Log in to your account, click the big green box labeled "Postcards" and click PERSONALIZE NOW.
4. Click "Select" next to Classic or another style and then click the blue plus sign "+".

Add a photo, add a message, address your postcard and send it

5. Select Camera or Gallery to add a photo to your postcard, click the pink arrow and click "Write".
6. Click "T" or "Text" on the left and write a short message that concludes by asking the President to include a carbon price with a dividend in the climate package. Include your name and address if you'd like a reply
7. Click "Address" on the right, add the following new recipient or contact, and click "Selected Recipients".

President Biden, The White House, 1600 Pennsylvania Ave NW, Washington, DC 20500

8. Continue through the preview steps and then click "Buy with Credits" and "Buy Now".

Post it on your social media and log it in the Action Tracker

9. Post the image and message you used for your postcard to **your social media** and tag @POTUS.
10. Log your postcard action in the [Action Tracker](#) as a generic action type by clicking **Log an Action** and then clicking the green **Log a generic action report** link located below the action type boxes.

Increase your impact

Everyone can double their impact by helping a friend or family member to send a postcard. And be sure to designate someone to post on [your chapter's forum](#) asking your whole chapter roster to write postcards!



Pump up the volume of your outreach through Earth Week

GRASSROOTS, GRASSTOPS AND MEDIA RELATIONS ACTION

During the lead-up to Earth Day, keep going on the outreach actions you started in February and March, inspired by Action Sheet actions for those months. These media, grassroots and grasstops actions manifest CCL's strategic priority: show Congress that carbon pricing is enthusiastically supported by constituents and national, state and community leaders.

At your gathering

Review your chapter action plan and progress pulling the levers below and decide how your chapter will peak its outreach work during Earth Week, April 18-24. You can find details and resources for the actions below in the February and March Action Sheets available at cclusa.org/actionsheet (scroll down to see them).

Grassroots Outreach

Unlike in-person tabling, online events are never rained out so keep on scheduling "Get to know CCL" events, signing people up for our Monthly Calling Campaign (cclusa.org/mcc), submitting presentation proposals to local organizations and schools, and inviting people to CCL's Wednesday night [info session](#). Also check to see if local enviro organizations are seeking speakers or doing things for Earth Week that you can collaborate on.

Grasstops Engagement

Increase visible support for federal climate legislation by getting endorsements for the **reintroduced Energy Innovation and Carbon Dividend Act** from local, county and state electeds; faith leaders and conservatives; and businesses. Before April 13, invite businesses to attend our CCL Business Conference at cclusa.org/bizconference. After April 13, connect with local businesses that may have missed (or attended!) the conference and work with them to show support: endorse the bill if they haven't already; make a supportive statement in traditional, online or social media or in a letter to their members of Congress; or record a 1-2 minute video testimonial at energyinnovationact.org/testimonial by answering some easy questions.

Media Relations

Traditional and online media will be eager to publish stories and letters about climate and the environment as Earth Day gets closer, so this is the perfect time to submit LTEs and op-eds, send press releases to local reporters, set up radio and TV interviews, and meet with editorial boards. You and your chapter's Media Manager(s) will receive a variety of Earth Day media materials via email to help you. Including a community leader in your media relations work can be a win-win-win for you, the media and the community leader.

Notes: Be sure to: (1) ask everyone to post, share, like, and retweet chapter successes in social media including the handles of your Senators and Representative, and share with your liaisons, (2) log actions in the [Action Tracker](#), and (3) have a designated Media Manager and a Grasstops Engagement Manager checked in your [Chapter Roster Tool](#), so that your chapter will receive ongoing support and resources.

Additional Resources

- CCL Community [Grassroots Outreach](#) topics
- CCL Community [Grasstops Engagement](#) topics
- CCL Community [Media Relations](#) topics
- The updated Energy Innovation and Carbon Dividend Act website energyinnovationact.org

Write Congress about the reintroduced Energy Innovation Act

SPECIAL LOBBYING CONGRESS BONUS ACTION

The Energy Innovation and Carbon Dividend Act has been reintroduced in the House as H.R.2307, and Congress needs to hear loud and clear that their constituents love this legislation. Use our online action tool cclusa.org/write to write to your Senators and Representative, and then share the link cclusa.org/write on your social media, encouraging your connections to write too! Our online action tool will give you an example message to edit and will log your action so that you don't have to. If you'd like to see some nationally prominent endorsers to cite in your message, check out our [Hall of Fame: Carbon Pricing Supporters](#) resource on CCL Community. For more information about the newly reintroduced Energy Innovation Act, check out the [recording of our April 1st Legislative Update Webinar](#) and cclusa.org/bill.

Post on social media why you like CCL

SOCIAL MEDIA BONUS ACTION

On Earth Day, everyone is thinking about what they can do to take better care of our planet. Mark your calendar for Earth Day - April 22nd - and use this opportunity to post on your favorite social media about why you like being a part of Citizens' Climate Lobby. In your post, invite your friends to join you as a volunteer and include the hashtag #GrassrootsClimate. 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.

Practice citing a conservative or liberal trusted messenger

COMMUNICATIONS EXERCISE

Listeners are more likely to hear a message when they trust the messenger, so we use trusted messengers a lot to convey support for our work. And as carbon pricing has grown in popularity, there is a growing collection of people and organizations we can cite.

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 policy is the kind of carbon pricing we support. For example:

Larry Fink, Chairman and CEO of global investment manager Blackrock, said in his 2020 letter to CEOs, "... we signed the Vatican's 2019 statement advocating carbon pricing regimes, which we believe are essential to combating climate change." I agree with Larry Fink. The reintroduced Energy Innovation and Carbon Dividend Act is my favorite form of carbon pricing because it will quickly reduce America's emissions while creating jobs and helping low- and middle-income Americans via a carbon dividend.

Notice that we say that the bill is an example you like of the kind of thing he supports, but you don't say he has endorsed the bill, because he hasn't.

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, one conservative, one liberal. 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 and Carbon Dividend 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

- **[Liberal]** In their February, 2021 report, the National Academies of Sciences, Engineering, and Medicine recommended that Congress, "Implement a carbon price of \$40t/CO₂ in 2021 rising at 5 percent per year, targeting emissions from all uses of fossil fuels and industrial processes with GHG emissions. At these levels, existing research suggests equity and competitiveness concerns can be ameliorated."
- **[Conservative]** In a January, 2021 statement, the U.S. Chamber of Commerce wrote that they, "support a market-based approach to accelerate GHG [greenhouse gas] emissions reductions across the U.S. Economy."