



# Citizens' Climate Lobby Citizens' Climate Education



## ACTION SHEET, MAY 2021

Monthly Meeting, Saturday, May 8, 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](https://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](https://cclusa.org/livestream)

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## MONTHLY MEETING GUEST Andrés Jimenez, Green2.0



People of color are likely to be the most impacted by environmental and climate degradation. And yet, they are typically the most underrepresented in environmental organizations and the national conversation about cleaning up our environment. Our guest this month is Andrés Jimenez, Executive Director of Green2.0, an organization dedicated to increasing the diversity of voices being heard at the table when it comes to environmental justice. Before joining Green2.0, Andres was Senior Director of Government Affairs for Citizens' Climate

Lobby. Before that, he was Associate Director of Government Relations at Ocean Conservancy. He has also worked on the Hill in the offices of Rep. Linda Sanchez and Rep. Howard Berman.

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### Actions for your online chapter gathering

1. [Special communication exercise: Practice saying the four bill talking points \(acronym NAMS\)](#)
2. [Get primed for our June Conference and Lobby Week](#)
3. [Nurture chapter members, new and veteran](#)
4. [Meet with mayors to build relationships and support](#)
5. [Social media bonus action: Watch, like and share CCL's bill reintroduction video](#)

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

# SPECIAL COMMUNICATION EXERCISE

## Practice saying the four bill talking points (acronym NAMS)

When talking about the newly reintroduced Energy Innovation and Carbon Dividend Act, H.R.2307, we want to stay focused as much as possible on our tested high-level messaging because listeners are more likely to care if we tell them the kitchen table benefits instead of how it works. To make it easy to remember our four talking points, think NAMS - **N**et zero, **A**ffordable, **M**oney in your pocket and **S**aves lives.

Let's practice with a partner rattling off the bill's four benefits so that we can be ready to talk to community leaders, the public, the media, friends, family and congressional offices.

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

- 1) Paste the four talking points below into the chat. Zoom chat has a limit of 1,000 characters so you'll have to paste it in two pieces. Attendees can also find the four talking points on the 2nd page of this Action Sheet at [cclusa.org/actionsheet](https://cclusa.org/actionsheet).
- 2) Read these instructions to your group:

I've put in the chat our four talking points about the newly reintroduced Energy Innovation and Carbon Dividend Act, H.R.2307. With a partner, take turns reading the four talking points out loud. Afterward, see if you can remember the names of the four talking points using the acronym NAMS. Net zero, Affordable, Money in your pocket and Saves lives.
- 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 like about the talking points.

If you don't use breakout rooms

Have someone read aloud our four talking points about the newly reintroduced Energy Innovation and Carbon Dividend Act and ask who can say the names of the four talking points using the acronym NAMS.

### **The four talking points**

Net Zero by 2050 - This policy will reduce America's carbon pollution 50% by 2030, putting us on track to reach net zero by 2050.

Affordable Clean Energy - America leads the world with technology innovation. With this policy, the government sets the direction, and businesses respond in order to provide abundant, affordable and reliable clean energy. This clean energy innovation will drive us faster toward net zero carbon pollution.

Puts Money in your Pocket - This policy is affordable for ordinary Americans because it puts money in your pocket. The money collected from the fee is given as a monthly dividend, or "carbon cash back" payment, to every American to spend with no restrictions. Most low-and middle-income Americans will come out financially ahead or break even.

Saves Lives - This policy will improve health and save 4.5 million American lives over the next 50 years by reducing the pollution which Americans breathe. Poor air quality is responsible for as many as 1 in 10 American deaths today and sickens thousands more.

(data sources are available at [energyinnovationact.org/data-sources](https://energyinnovationact.org/data-sources))

# Get primed for our June Conference and Lobby Week

## LOBBY ACTION

We're doubling down on asking our MOCs to enact an economy-wide carbon price while they work on climate legislation this summer. Help keep the Energy Innovation Act front and center by getting everyone registered for our June Conference, creating a strategic plan for your lobby meetings and doubling your district's Monthly Calling Campaign (MCC) during the month of June.

**Make a plan to get everyone registered for our June Conference at [cclusa.org/june](https://cclusa.org/june)**

Conference attendees will hear the latest legislative updates and get training on grassroots, grasstops and media actions they can take this summer to push carbon pricing forward. These help to build chapter cohesion and energy, so be sure everyone knows to register. The conference agenda will be updated as the conference gets closer at [cclusa.org/pushforaprice](https://cclusa.org/pushforaprice), and the registration page is at [cclusa.org/june](https://cclusa.org/june).

- Ask your attendees to register for Saturday and sign up for a Sunday seminar during your meeting
- Designate someone to send an email like [this example](#) to your chapter roster with the conference info
- Notify your local allies about the conference's lineup of terrific keynotes and guest speakers

**At your gathering, debrief on your last lobby week and plan your June Lobby Week**

- Ask your Liaison or lobby meeting leader(s) to give a short synopsis of their March meeting(s) and what needs to happen to win over the MOC or, if they are already a cosponsor, how can you turn them into a champion who will recruit additional cosponsors.
- Invite attendees to suggest strategic community leaders who might be included in the lobby teams and make a list of materials for delivery to the Congressional office before or during the meeting that show support from community leaders and other constituents.
- Start planning for your June lobby meeting(s) and how you will win over your MOC(s). If yours is the only chapter in your district, you may want to use our [Meeting Plan Template](#).
- Lobby team members should RSVP for and attend the June 3 [Primary and Supporting Asks](#) and June 10 [CCL's Legislative Plan](#) webinars.

**Instead of calling on a single "Call Congress Day," double your Monthly Calling Campaign calls in June**

We think it will be more powerful for you to double the number of calls your MCC makes in June (compared to May) than to have our usual June Call Congress Day. You can boost your MCC calls by increasing both, (1) the percentage of enrolled MCC callers who call (best payback on your time), and (2) the number of enrollees.

- Notice who's calling. MCC Admins tell us that the best way to increase the percentage of enrollees who call is to offer help to the enrollees who didn't call on their calling day. Calling enrollees lets them know that their calls are noticed and important and that support is available. Districts have achieved a 50% calling rate this way. If you don't have a district MCC, ask someone to take on that role at [admin.cclcalls.org](https://admin.cclcalls.org).
- Ask any attendee who is not yet enrolled in your MCC to go to [cclusa.org/mcc](https://cclusa.org/mcc) to enroll during your meeting
- Ask each attendee to pledge to get one additional CCLer or non-CCLer to enroll at [cclusa.org/mcc](https://cclusa.org/mcc)
- Watch [CCL Dallas's 1-minute MCC video](#) to see how they are getting more callers 😊.

**Additional resources**

- CCL Community's [Preparing for CCL's June Conference](#) and [Upcoming Lobby Trainings](#) training pages

# Nurture chapter members, new and veteran

## CHAPTER DEVELOPMENT ACTION

We have a lot of work to do over the next few months to ensure that every member of Congress knows that carbon pricing is popular, and your chapter can best help with this work if each chapter member has a clear set of tasks and everyone is energized by the progress they see in the Action Tracker.

### **Help everyone have the right size job for themselves through the summer**

Dust off the 2021 chapter action plan that your chapter developed in January and:

- Update the plan to include the new grassroots, grasstops and media projects you've started that support the reintroduced Energy Innovation and Carbon Dividend Act of 2021.
- Ensure that someone is designated to coordinate each of your chapter's projects and each leader has a list of tasks, helpers and plans for making progress over the summer. If a leader needs more troops, call a few people on your chapter roster to ask if they can help with a specific task.
- Schedule time for chapter veterans to meet briefly and individually with active chapter volunteers to agree on their job description and personal action plan for the next few months.

### **Peruse and praise chapter members' accomplishments in the Action Tracker**

You might start by asking a few attendees to say what they like about the Action Tracker or how it has helped them to take more actions. Then post the link [community.citizensclimate.org](https://community.citizensclimate.org) in the chat so that everyone can follow along in their own Action Tracker if they want to, and ask someone to share their screen and go to the Action Tracker's [Action Dashboard](#).

- Adjust the "Past 365 Day" filter to see other time periods, then uncheck some of the actions in the legend such as "Contact with Legislator" to see actions at a more detailed scale.
- Go to the [Chapter Actions](#) view and set the Filter by Action Type to Media/Publications to highlight and praise your letter and op-ed writers.
- What actions do you see logged between your chapter meetings? Writing and calling Congress? Contacting President Biden? Encourage attendees to log any missing action right then and there.

### **Additional Resource:**

- CCL Community [Chapter Action Guide](#) resource
- CCL Community [Using the Action Tracker](#) training page

# Meet with mayors to build relationships and support

## GRASSTOPS ENGAGEMENT ACTION

Mayors have clout, and it's likely that one of your attendees knows a mayor or knows someone who knows a mayor, so let's meet with lots of them, build relationships and gain their support. If you get a bill endorsement or a testimonial video in the first meeting, that's great. If not, keep meeting.

### At your gathering

Work to discover someone who can easily talk to their mayor or introduce you to someone who can.

- Ask who knows a mayor or has a connection who knows a mayor and designate those people to get in touch and schedule a call or Zoom to discuss CCL and the Energy Innovation and Carbon Dividend Act. Contacting, scheduling and meeting is best done by constituents whenever possible.
- If no one knows a mayor, ask attendees to look on LinkedIn.com, type in their mayor's name and see if they have a "mutual connection" who can make an introduction.

### Get ready to meet with your mayor

- Prepare like you would for a lobby meeting. Learn about the mayor's background, be ready with an appreciation or a value that you have in common and write down some open-ended questions.
- Do the Communication Exercise above and review the bill's [Q&A Page](#) and [Handling challenging questions](#).

### At the meeting

- Express appreciation, ask questions and discover their level of interest in climate solutions. When they're ready, educate them on the Energy Innovation and Carbon Dividend Act.
- It may take more than one meeting to be sure you're on the same page with your mayor on climate and climate policy, so take your time building the relationship.
- If your mayor is ready to endorse the bill, ask them to complete and submit the webform at: [energyinnovationact.org/endorse](http://energyinnovationact.org/endorse). If they'd like to do more to show their support, ask them to make a short testimonial video at [energyinnovationact.org/testimonial](http://energyinnovationact.org/testimonial). There are details in [this document](#).

### Log your meeting in the Action Tracker

- After each meeting, log it in the Action Tracker as type "Grasstops Meeting" and be sure to include the word "mayor" in your answer to the question "Whose endorsement or support are you seeking".

## Watch, like and share CCL's bill reintroduction video

### SOCIAL MEDIA BONUS ACTION

On CCL's social media profiles, we've posted a new video about the reintroduction of the Energy Innovation and Carbon Dividend Act. Will you watch it and help share it? You can get this video out to your network by liking, sharing and retweeting CCL's posts on: [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#). Need help getting started on social media? Check out this CCL Community "[Social Media for Volunteers and Chapters](#)" topics page!