

# PRICING POLLUTION™

CAMPAIGN TOOLKIT



The Climate  
Reality Project®

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# INTRODUCTION



There's a revolution underway. One that will change how we power our lives the same way the smartphones transformed the way we communicate.

All over the world, from California to China, carbon pricing is making the utilities and companies burning the fossil fuels driving the climate crisis pay the true cost of their choice. After all, with hurricanes getting more devastating, wildfires getting more destructive, and kids getting sicker and sicker thanks to climate change, it's only fair.

Sound radical? Think about it this way: You'd never enjoy a great night out at a restaurant and then skip on the bill, leaving the staff to pay for your meal. But that's exactly what Big Polluters have been doing to the rest of us for decades – making all kinds of money while leaving the rest of us to pay the costs of a warmer world.

Using basic market mechanisms to create a fair approach to energy, carbon pricing simply asks that the companies contributing to climate change pay the real costs of the damage it does.



Carbon pricing isn't about punishing companies – it's about creating the world we want. When the real costs of burning fossil fuels and emitting carbon pollutions come into play, the market takes over.

Those that choose clean energy sources like wind and solar don't incur the market costs of carbon emissions – so more and more companies do the math and choose clean energy. Demand for wind and solar keeps growing, which means prices keep falling for all of us.

The result: less carbon pollution fueling the climate crisis. More jobs in a sector that already employs 9.8 million worldwide. Better access to affordable energy solutions. And a sustainable future for the planet.

Let's create a better way to power our lives and our economies. Let's create the incredible future we deserve. Let's do it with carbon pricing.

This toolkit provides basic resources for members to advocate for a price on carbon in their states. We're in an unprecedented moment. Federal backsliding on climate change means we need to motivate state lawmakers to take bold steps. Throughout this toolkit, we'll walk you through how to leverage your position as a member and the momentum already building to put a price on carbon in your state.

# CARBON PRICING: THE NUTS AND BOLTS

Carbon-pricing instruments use market mechanisms to drive mitigation of greenhouse gas (“GHG”) emissions, which are the primary drivers of climate change. By incentivizing markets to reduce greenhouse gas emissions through taxes or allowance trading systems, carbon-pricing instruments have the potential to decarbonize the world’s economic activity and unleash technological innovation, often while generating revenues that can be put to productive use.

Carbon-pricing instruments are receiving increasing support. In 2017, carbon-pricing instruments covered an estimated [15 percent](#) of global emissions and growing. Best of all, there’s real momentum to put a price on carbon – over the past decade, the number of jurisdictions with carbon pricing initiatives [has doubled](#), and will only accelerate moving forward (especially with the addition of China’s new carbon market, which launched at the end of 2017).

## *So, what are carbon-pricing instruments?*

Broadly, four market-based carbon-pricing instruments undergird efforts to reduce carbon globally: (A) emissions taxes, (B) emissions-trading systems, commonly abbreviated as ETSs, (C) fuel or input taxes, and (D) hybrid instruments. Globally, there were [47 carbon pricing initiatives](#) either implemented or scheduled for implementation in 2017, of which 24 were ETSs and 23 were carbon taxes.

## **Emissions Taxes**

Emissions taxes are taxes levied on emissions, typically carbon, and applied either **upstream** or **downstream**. Emissions taxes therefore are explicitly linked to the carbon content of fuels but do not guarantee a standard level of emissions reduction – they simply make polluting more expensive and incentivize polluters to find ways to emit less.

An emissions tax is generally easier to implement than other carbon-pricing instruments, because it has a relatively low administrative complexity. The operation of an emissions tax is fairly simple. It only requires the state to monitor and report emissions and collect and distribute tax revenue. However, it can sometimes be difficult to set an effective emissions tax rate and that rate frequently changes in response to context and economic circumstances. As a “tax,” emissions taxes can face political opposition from conservative and business communities.

## **Emissions – Trading Systems (ETS)**

An emissions-trading system, often referred to as “cap and trade,” involves setting up a market for tradable emissions allowances and then capping the total amount of emissions allowed across that market. Emissions-trading systems seek to reduce the production of GHGs through economic incentives that progressively increase the cost of emitting GHGs and foster the economic competitiveness of low-carbon footprint alternatives. Theoretically, these market-based instruments are more efficient than “command and control” approaches like a flat tax, because actors can attempt to find the least expensive way to reduce emissions with limited government intervention and minimal regulatory disruption.

An ETS operates on the basis of pre-determined annual limits for emissions, and they create economic constraints for the production of GHGs. Each year, entities failing to purchase or surrender sufficient allowances to cover their emissions face fines, while those that reduce emissions can either keep spare allowances to cover future needs or profit from their sale.

## **Fuel Tax**

Fuel tax is the direct taxation of a fuel—in this case fossil fuels—that aims to discourage its purchase and use. Fuel taxes differ from emissions taxes by their focus on the fuel input instead of the emissions output. That is, a fuel tax often does not take into account the actual carbon content of the fuel.



## Hybrid Instruments

Hybrid instruments are a mix of an emissions tax and an ETS and are an increasingly popular option. Recent research has found that, in the presence of cost uncertainty, the hybrid system enjoys efficiency advantages when it combines features of taxes with those of emissions-trading instruments. The flexibility of hybrid instruments may be more palatable than fixed quotas to governments wary of possible additional costs.

[\*For more information on carbon-pricing instruments, read the full-length Handbook on Carbon Pricing Instruments.\*](#)

## What Kind of Carbon Pricing Does Climate Reality Support?

The Climate Reality Project supports putting a price on carbon, and we believe each jurisdiction needs to decide which approach works best for that jurisdiction, regardless of whether it's a national, state, or local carbon-price regime. However, we believe an open, inclusive process is essential to ensuring a carbon-price regime truly reflects the interests of all stakeholders, and is just and equitable. We'll work with stakeholders to pass carbon-pricing legislation, whether a tax, cap and trade, or a mixed system, that mitigates climate impacts and promotes social justice. We also believe that a price on carbon should adhere to the following principles:

- Drives significant investment in clean energy, conservation, and sustainable, resilient communities—to reduce climate pollution more quickly and address the impacts of climate change.
- Bolsters economic stability and equity in the transition to clean energy.
- Prioritizes communities hardest hit by pollution and climate change so that they receive a significant share of resulting clean energy and infrastructure investments.
- Provides financial assistance to low-income families to make low-carbon options realistically available and accessible to all.
- Provides support to workers and communities during the transition to a clean energy economy.

# HOW TO BUILD YOUR CAMPAIGN

All the information you need to start, plan, launch, and celebrate your carbon pricing campaign can be found in this *Carbon Pricing Campaign Toolkit*. Be sure to follow the steps detailed here and reach out to our carbon-pricing campaign team with any questions at [pricingpollution@climatereality.com](mailto:pricingpollution@climatereality.com).

Before you begin, we recommend that you familiarize yourself with [Climate Reality's Carbon Pricing Handbook](#), a good introduction to different kinds of carbon-pricing mechanisms. This background will be helpful as you're starting to get the lay of the land for a carbon-pricing campaign in your state.

There are a number of other resources that will be helpful to you as you run your campaign. For more information, email [pricingpollution@climatereality.com](mailto:pricingpollution@climatereality.com).

- [Campaign Planning Training Series Webinar](#)
- [Contacting an Influencer Guide](#)

***Let Climate Reality know when you start planning and running your campaign and how you are doing.***

We want to help! Please let us know if you are interested in starting a carbon-pricing campaign in your state so we can give you guidance on your campaign plan and answer any questions you may have.

# KNOW THE LAY OF THE LAND

This section focuses on researching your state's existing regulations of CO<sub>2</sub> emissions (if any), the major players and recent history of carbon pricing in the state, and how you can move forward with your carbon-pricing campaign. Start by taking a big picture look at the problem in your state through background research.

## Your State and Climate Science

When you're doing your research, you should start with the big picture: How does [your state or local area](#) experience the impacts of climate change? How do its citizens feel about climate change and climate action? (The [Yale Climate Opinion Maps](#) are a great resource for this.) What are the major sources of CO<sub>2</sub> emissions in your state? The [World Resource Institute](#) and the [EPA](#) are great places to find out.

What is the makeup of your state legislature? Which legislators are consistent climate champions? Which are consistently opposed to climate action? Which are in the middle?

## Setting the Scene

When you're planning your campaign, you'll first want to find out if your state already has a price on carbon, or if it is a participant in a cap-and-trade scheme like the Regional Greenhouse Gas Initiative? What [other policies](#) regulating carbon emissions or promoting clean energy are in place?

When you're launching your campaign, you likely won't be starting from scratch in the decision of what kind of carbon-pricing mechanism to pursue. California has an existing cap-and-trade program within the state, and [ten states](#) are currently members of the Regional Greenhouse Gas Initiative, the first mandatory market-based program in the United States to reduce greenhouse gas emissions from the power sector.

Several other states currently have active carbon-pricing campaigns advocating for one of the mechanisms above. The choice and design of a carbon-pricing instrument should always be driven by your state's circumstances and political context. Political challenges to carbon pricing often cut across multiple jurisdictions and generate opposition. But we actually have a lot of hope for carbon-pricing implementation from the bottom up: Even in the private sector, businesses are increasingly supportive of carbon pricing—[as of 2017, over 1,300 companies were either using or planning on using a carbon price internally.](#)

To get the lay of the land, check out some of the great resources that live online. The [Center for Climate and Energy Solutions has a great map](#) with information about existing state-level solutions.

## Where are We Now?

Once you know the history of carbon pricing in your state (if any), you'll want to learn about what active campaigns are going on to put a price on carbon. Get to know if any legislation has been introduced related to carbon pricing in the past few years. What was the outcome? Who were the main supporters and opponents, and are they still in office? Has there been any executive action related to putting a price on carbon? What happened?

[Climate Xchange has resources](#) that can tell you about existing campaigns that can help you design your campaign and build your coalition. For help getting started, email [pricingpollution@climatereality.com](mailto:pricingpollution@climatereality.com).

After you've done your preliminary research, familiarize yourself with the legislative and regulatory processes in your state. [Find out who your state legislators are](#). Learn a bit about them. Are any of them typically champions on climate issues? If so, set up a meeting to talk about the possibilities they see for carbon pricing in the state. If not, find out who the climate champions in the state capitol are and set up a meeting with them.



## Map it out

Learn about your community. Who is part of the community that your campaign is focusing on? How does your community feel about climate action?

Identify why the problem is an urgent one. Why is this an urgent problem your community needs to address? Why do we need a price on carbon now?

Discover the solution to the problem. What is already happening in your community that would either help or be an obstacle to your campaign? Are there already existing or planned efforts to implement a carbon-pricing mechanism?

<p><b><u>What is the problem?</u></b></p>	<p><b><u>Who is the community?</u></b></p>
<p><b><u>Why is this urgent?</u></b></p>	<p><b><u>What is the solution?</u></b></p>

# IDENTIFY YOUR GOAL

Now that you know the lay of the land in your state, you need to set your campaign goal. This goal needs to be specific, measurable, achievable, and time-bound.

**Specific:** What exactly is the victory you want to achieve? Not just to solve the climate crisis, but to pass a specific bill (for example). This also means you should have specific intermediate goals that you know you'll need to hit in order to reach your overall campaign goal.

**Measurable:** You should know up front what success will look like and what metrics you'll use to measure it. Maybe you can measure your success if a bill passes out of committee. Maybe you can measure the success of your intermediate goal if you win over one swing vote to commit to vote yes on your bill. Maybe your short-term goal's success can be measured if you collect 1,000 petitions in support of your bill.

**Achievable:** Your goals shouldn't be so easy to achieve that it doesn't take any work to get done, but it should be something that could, given your campaign plan and strategy, be achieved within a timeframe you determine.

**Time-bound:** Your goal should have a timeframe by which you want to achieve it. This may change as political context shifts, but you want to start out with an ambitious and realistic timeframe to reach your goal. (For example, we want our bill to pass out of committee before March 15, 2018.)

**SCENARIO:** Your newly elected (hypothetical) governor, Gov. Adams, talked a big game as a climate hero on the campaign trail, proposing linking your state with an existing inter-state cap-and-trade program. He's been in office for three months now but hasn't yet made an effort to do so.

**GOAL:** To get Gov. Adams to pursue legislation or issue an executive order linking the state to an existing inter-state cap-and-trade program by the end of the summer of 2018.

**SCENARIO:** Your governor has said he or she will happily sign legislation to put a price on carbon, but no bills to do so have been able to make it out of committee at the state house.

**GOAL:** To pass a tax on carbon emissions in the legislature in 2019.

**SHORT-TERM GOAL:** To pass a bill providing for a tax on carbon emissions out of committee during the 2018 legislative session.

## IDENTIFY YOUR TARGETS

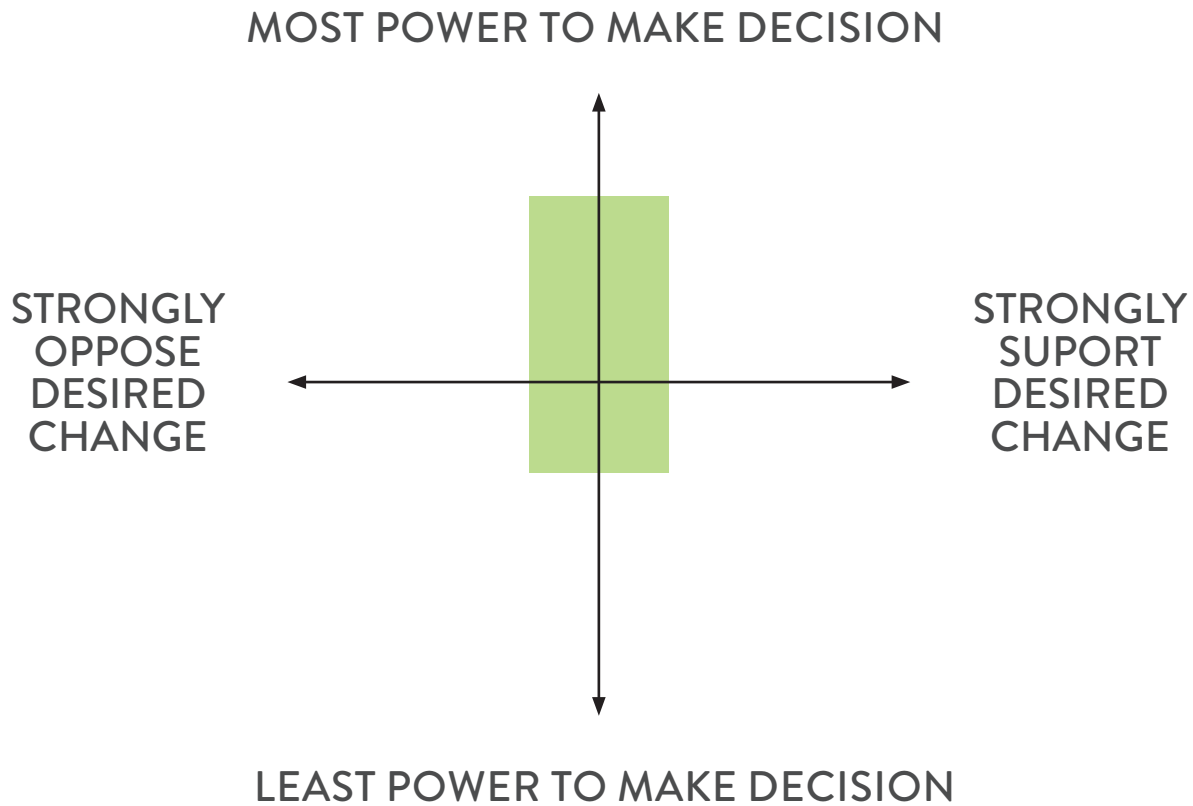
*In this section, you will learn how to choose your target or targets based on who the final decision-makers are. These are likely to be in the executive or legislative branch of your state government. Then, you will learn how to identify which decision-makers are the **right** ones for your campaign to target to get a win.*

Research the people and places that are key to achieving your goal. Who is the ultimate decision-maker and who can influence them? For example, if your decision-makers are your state legislators, map out which ones are likely to already be on your side, which are against you, and which could be swing votes. Those swing votes are likely your primary targets.

Research their positions and possible avenues to get them on board with instituting a carbon-pricing mechanism. Other legislators might be able to influence them, and would be secondary targets of your campaign.

Who is your target? \_\_\_\_\_

Your target is the final decision-maker. Identifying who this is will take a bit of research – keep your goal in mind, and make sure you know whether you’re advocating for your state to pursue a carbon price via legislative action, executive action, or regulatory process.



### Your target could be:

- A key vote on the Energy and Environment Committee
- A key vote in the full state Senate
- The governor
- Your state air quality control board or public utilities commission

### What is your target's record on climate issues? Renewable energy issues? Other energy issues? What influences your target? Some possibilities include:

- Recognition: Having their work appreciated by the community, the global community at large, etc.
- Moral and ethical arguments: Caring deeply about the impacts of the climate crisis on their community/business/resort/university and wanting to protect what they have.

- **Relevance:** The more we escalate the pressure to stop letting polluters poison our air and climate without any cost, the more state decision-makers will be motivated to keep up.
- **Future planning:** Emphasize the long-term economic interests of pricing carbon pollution.

## **What parallel issues does your target care about?**

- Community or economic development?
- Clean air and water?
- Technological innovation in your state?
- Volatile fuel prices?



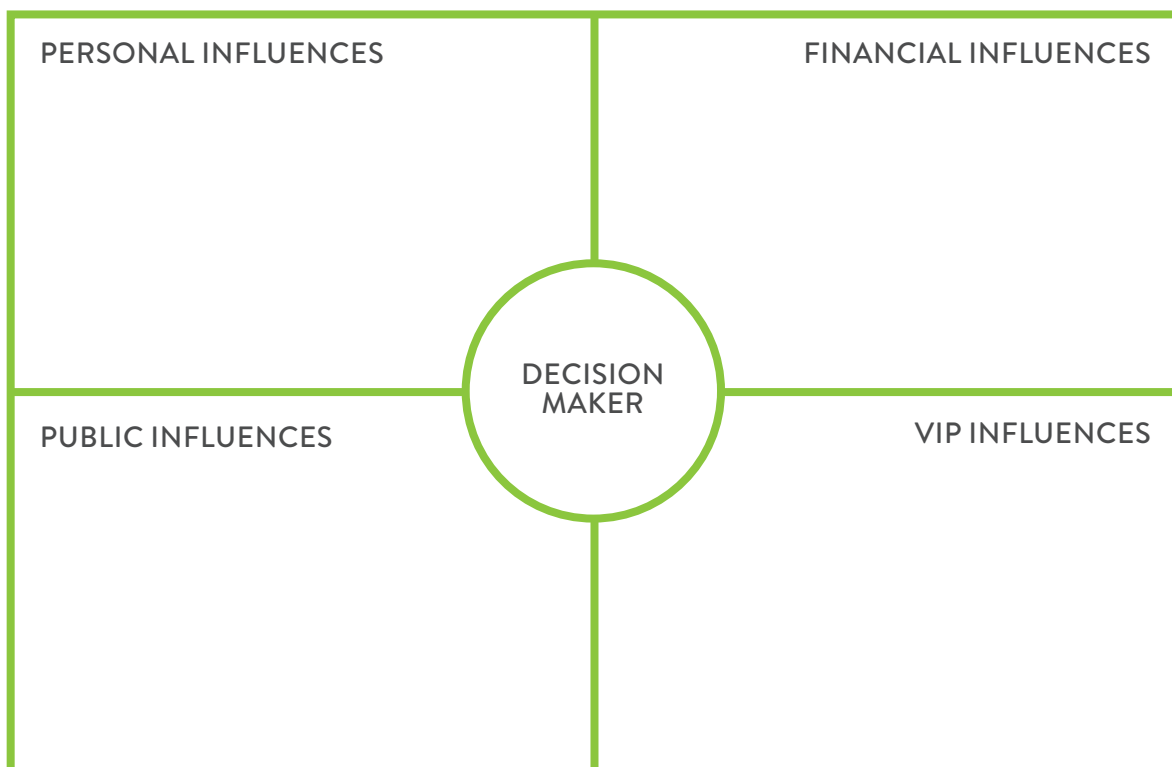
# CREATE YOUR POWER MAP

*In this section, you'll learn about how to work with other people who have relationships with your target to advance your goal.*

Power mapping is a way to visually understand the relationships in your community and how they can influence your target. Then, you can start moving those relationships in favor of your goal.

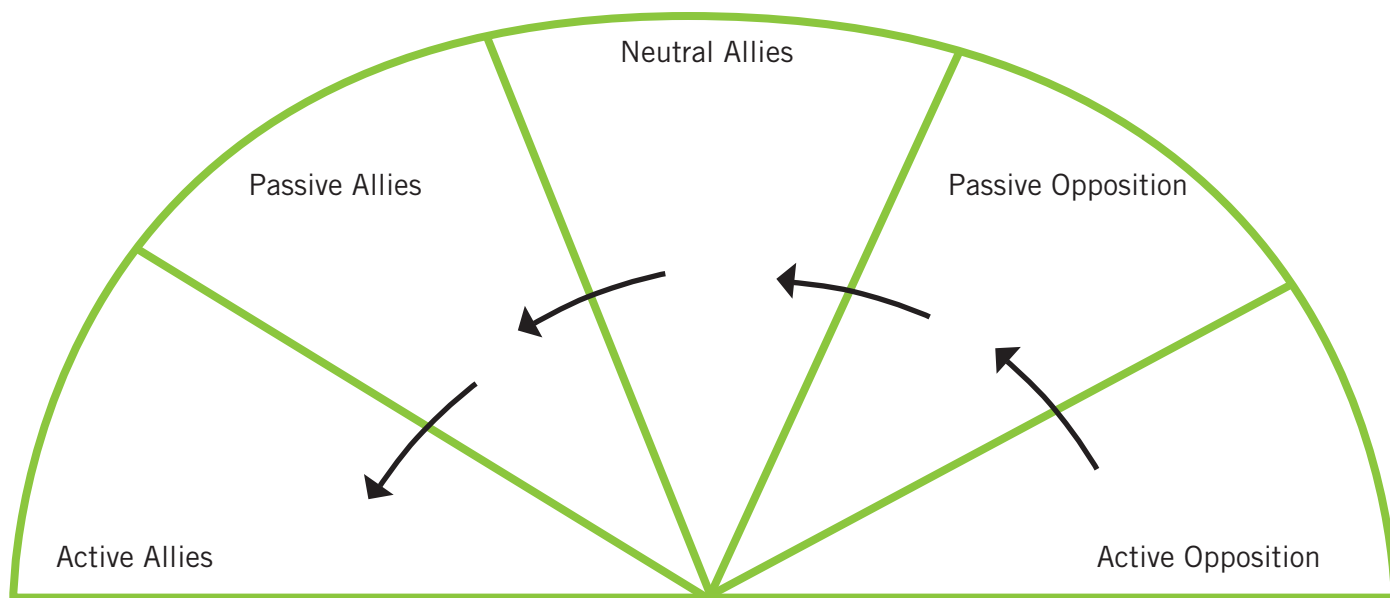
There are several ways to power map. The first is a box in which you can categorize each of these people into four types of influences: public, VIP, personal, and financial.

- Public influences: media, majority of community members, and voters.
- VIP influences: experts, other elected officials, respected businesses, respected faculty, established organizations, athletes, and celebrities.
- Personal influences: family, friends, community, and churches.
- Financial influences: investors, prominent businesses or industries, board members, and patrons.



Another tool that is helpful is the Spectrum of Allies. While running a campaign, sometimes we speak of people in two groups: those who are with us on the issue and those who are not. The fact is, people often lay along a spectrum between support and opposition. We can break down our communities or specific groups of people into categories along this spectrum. We can visualize the community as a range from active allies and passive allies to passive opposition and active opposition.

The Spectrum of Allies also provides insight into how we can move people (our targets included) along the spectrum, with the goal of making them active allies. We know it is unlikely that we will be able to move someone who is in active opposition to our goal all the way to active ally in one jump. However, we could move someone who is neutral to passive ally through strategic tactics and actions. Eventually, they may become a very active ally.



*Use this campaign research worksheet to make sure you've done all your homework and are ready to get started building your campaign plan.*

# BUILD YOUR CAMPAIGN PLAN

*This section takes a look at building a campaign from the ground up. Once you've identified your goal, chosen your target, and learned about that target, you're ready to build your campaign plan and move forward to victory!*

We build campaign plans to make sure it's clear what we're trying to achieve, create an ideal timeline, and assess the resources we need to make it happen. By having a written plan, you can make sure the tactics you're using will influence your target and help you achieve your goal.

## How to build your campaign plan:

**SET A CLEAR GOAL.** What are you trying to accomplish (measurable), and by what date?

**DETERMINE YOUR STRATEGY.** Now that you have a clearly defined target and know where they are situated in their community, you will choose the right strategy that will support convincing your decision-maker/target to commit to your goal. In picking the right strategy, you decide what measurable actions and tactics will be effective in order to win the campaign.



First, decide how you'll approach your targets. Consider these three approaches:

- **Hero:** Make your target look like a hero. They care about the issue, but by helping you, you get them the recognition they want.
- **Cover:** Your target/decision-maker likely cares about this issue but is unable to say "yes" because they are being pressured from outside parties. They need to have support from their constituents to go back to their colleagues/board/council and say it is out of their hands and the constituents have demanded action.
- **Pressure:** Your decision-maker likely does not agree with you on the issue or is unwilling to move. In this situation, you need to put pressure on them to make them change their mind and commit. Show there is an overwhelming number of constituents that demand action. As representatives, they cannot ignore constituents.

**DETERMINE YOUR TACTICS.** What are the actions you will take that support your strategy to win over your target? These actions will ultimately help you achieve your goal. Tactics need to flow directly from your strategy and need to be thought of in terms of your decision-maker. Why do they care and how will this move them to the outcome you want? You might...

- Collect petitions addressed to your decision-maker.
- Make phone calls with other volunteers to the decision-maker's office about the issue.
- Send letters (perhaps even handwritten ones) to the decision-maker. (This is most effective when a large number are delivered all at once and when the press is aware it's happening.)
- Put together "grasstops" meetings with a decision-maker. ("Grasstops" are members of an organization or community who have a high professional or public profile and can raise public attention or influence decision-makers through established connections. They are the VIP influences from your power map.)
- Organize or speak at town hall meetings or panel discussions.
- Start business petitioning/canvassing (i.e., going door to door at businesses and asking them to sign a letter in support of your campaign).
- Use the media:
  - Hold a press conference during important campaign moments.
  - Write a letter to the editor (LTE).
  - Write an opinion editorial (op-ed).

## PLUG TACTICS AND ACTIONS INTO A TIMELINE AND ASSIGN ROLES.

By creating a timeline, you can break down when you should perform each tactic to influence your target. Remember to mark down important dates like city council meetings and votes and local events where you can gather petition signatures.

### TIPS:

- Write your campaign plan in pencil. Things will change! The plan is your best guess of what it will take to win, but you will learn more as you go that may result in a change in timeline or tactic – and that’s okay.
- Set clear goals for each tactic. How many petition signatures do you need to show broad public support? How many businesses should you have sign on to influence the target? By when do you want to collect all of that support? Keeping a timeline for goals is a critical piece for setting a good goal.
- Recruit people to help you. Campaign plans should be bigger than what one person can do. Recruit friends, family, neighbors, and other issue supporters to take on parts of the campaign to make it a true success.



# RECRUIT AND ORGANIZE VOLUNTEERS

*Now that you've built your campaign plan, you might be feeling overwhelmed about how you're going to get all of this done. Never fear! This section looks at how to recruit and organize volunteers to reach your goal.*

## Some best practices:

- Reach out to as many different groups as possible, including environmental groups, religious groups, student groups, and more. You want to recruit as diverse a set of volunteers as possible.
- Have a clear campaign story and ask. When talking about carbon pricing, it can get complicated fast. Focus on the problem (the climate crisis), the solution (a price on carbon), and what individuals can do to help.
- Follow up with interested volunteers as soon as possible and plug them into the campaign.
- Give people real leadership. As you find volunteers who want to take on more responsibility, give it to them. Have different volunteers act as lead on different tactics of the campaign.
- Continue to recruit new volunteers – the more the merrier! Never stop recruiting. There is always more to do and plenty of work for all.



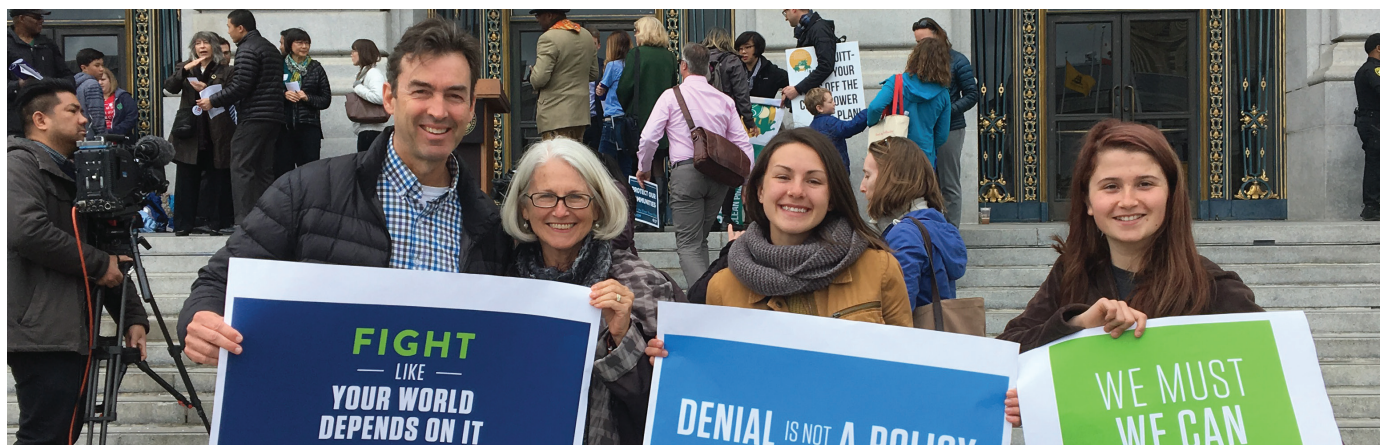
## Where Can I Find Volunteers?

You can find potential volunteers wherever there are people. Start with your friends, neighbors, classmates, and maybe coworkers. Here are a few additional places that are great for recruiting:

- Local farmers' markets or fairs
- Community group meetings
- Church groups
- Community events
- Local grocery stores
- Campuses
- Social media

## Keeping Volunteers Engaged for the Long Run

- Move up the leadership ladder. Your top volunteers should be running their own piece of the campaign. They could run petitioning or coalition building, media outreach, etc. Take time to help them coordinate their section by setting clear goals, training them on the tactics, and following up to make sure they're doing it well.
- Determine communication moving forward. Will the group meet once a week? Hop on a conference call every other week? Determine the means of communication and stick to it.
- Build in short-term wins for the campaign. Getting a state to implement a carbon-pricing mechanism will take time, and the wait can be discouraging for new volunteers. Set short-term goals and celebrate them. (Ex. Getting 40 people to the city council or board meeting is a big win.)



# BEST PRACTICES TO HELP YOU WIN

## BUILDING A COALITION OF SUPPORT

### What is a Coalition?

A coalition can be simply defined as the people and/or organizations that are working together for a common goal. Coalitions come in different shapes and sizes with a variety of different outcomes or goals. One of the main purposes of building a coalition is creating intentional relationships that can strengthen your campaign and community through collaboration. Building a coalition can increase your message's reach and connection across other issues facing your community. You might even discover that other groups are already working on a similar campaign or have some expertise that could add value to the work you're doing. Additionally, other organizations can give you a new perspective on your campaign and issue.

### Why are Coalitions Important?

When you are campaigning for your state to put a price on carbon, you want buy in from diverse groups around the state. Bringing together voices from all parts of the community will help you make sure you are addressing everyone's needs. Sometimes, environmental issues and campaigns silo each other and operate without collaboration or communication. This is not only an inefficient use of resources like time, volunteers, and funding, it also does not create meaningful and long-lasting change. Coalitions are not always easy to build or manage, as there might be competing goals and conflicting personalities. Winning your campaign and creating meaningful change can take time and be frustrating. But in the end, your community will be stronger for it. The same concept applies to coalition building. It can be time-consuming and might be challenging, but it also can be one of the most effective tools for organizing your community.

## Four Types of Coalitions

**ENDORSEMENT COALITIONS:** This type of coalition is born when different organizations or businesses endorse your campaign. This coalition can demonstrate broad support for your campaign and lend credibility to your cause. The groups you bring together can be used effectively when they are able to bring in other influential members and show public support. Though endorsement coalitions can be made quickly, they are not easy to turn into long-term relationships. Endorsement coalitions are given a specific ask, and nothing more, typically.

**NOMINAL COALITIONS:** This type of coalition is made of different groups working on similar issues, communicating regularly about similar campaigns. The primary goal of this coalition is to serve as a network of communication about ongoing activities, events, and mobilization. Consider putting your events or announcements into another organization's email lists or on their website.

**CAMPAIGN COALITIONS:** This type of coalition forms when groups working on similar issues adopt specific goals to work on together. Campaign coalitions are good for sharing resources and can address issues of competition between campaigns on similar issues. These coalitions set strategies, timelines, and targets together. Campaign coalitions can create deeply rooted, meaningful bonds as they come together on a shared and common goal.

**SOLIDARITY COALITIONS:** When groups working on different issues are united by shared analysis of the problem and vision, they form a solidarity coalition. These groups are in it for the long haul together, as building solidarity is inherently transformational and can create long-term, lasting change within the community. Solidarity must be built on intentional relationships with space and time for relationship-building. These relationships are transformational over transactional. An example of this type of coalition is when an organization focused on labor issues partners with a renewable energy campaign since building onsite generation projects can create local sustainable jobs.

## Working with Decision-Makers

If you are starting a campaign to implement a carbon-pricing mechanism in your state, you will likely need to meet with an elected official. These meetings give you a chance to introduce yourself and the carbon-pricing campaign. You'll also be able to make the strong ask for the decision-maker's support of putting a price on carbon. meet one-on-one with an elected official

### Meeting One-on-One with an Elected Official

#### STEP ONE: RESEARCH

Do your research. Learn everything you can about what the state has already done – and what they haven't and why. You will want to be fully informed about existing climate action efforts. Is there a current committee on energy or environment? Who might be sympathetic to the campaign? What is the elected official passionate about? Can you find something out about what they do in their free time? Where do they work?

#### STEP TWO: MEETING PREPARATION

Preparing for the meeting is one of the most important steps. This is where you combine your research and the campaign goal to plan for expected outcomes and set a draft agenda. You must also look into your local/state/federal lobbying laws. It doesn't take much effort, but it is critical to know the rules on lobbying in your area. In the US, in addition to federal Internal Revenue Service (IRS) restrictions, each state has some form of lobbying disclosure and registration requirements. If you would like to engage in influencing legislation, you should research (1) state and/or local lobbying laws and (2) state and/or local campaign finance laws, and determine whether your activities are regulated under these state or local laws.

As part of your preparation, ask yourself: What is the purpose of the meeting? Why are you meeting with this person? Why is this meeting important?

## STEP THREE: IDENTIFY DESIRED OUTCOMES

What should be the outcome of this meeting?

Sample outcomes:

- To get the elected official's support for carbon-pricing legislation.
- To get the elected official to co-sponsor carbon-pricing legislation.
- To get the governor's office to agree to support a bill if it passes.
- To get an elected official to make a public statement in support of carbon-pricing regulations.

**Note:** In pursuit of these outcomes, be sure to make your asks strong and direct. If your first ask does not get a “yes,” make sure to have a backup ask. What is the next thing you can ask to move your campaign forward?

## Testifying or Giving Public Comment

During the regulatory process of implementing a carbon price, there are often opportunities for public input through public testimony at hearings

## STEP ONE: PREPARE TO TELL THE STORY

Write out and practice what you are going to say at the meeting. We suggest...

- Introduce yourself and what you are there to talk about.
- Define the problem in your community. [How exactly will the climate crisis affect your community?](#) How will this affect your life and the lives of the people around you? This is a good opportunity to not only present the facts about climate change but to also share your personal story.
- Discuss solutions. This is the opportunity to talk about why you support a price on carbon and to infuse some economic and environmental facts that support your case.
- Highlight the urgency of putting a price on carbon by answering the question “Why now?”
- Make your ask. Close your testimony or comment with a direct ask for the board you're testifying before to support (or oppose, as the case may be) the regulation before them.

## STEP TWO: BEFORE THE HEARING

- Practice your presentation. (You could host a pot luck so everyone has a chance to practice and give feedback.)
- Invite your coalition partners, volunteers, and supporters to pack the room to show public support. Think about creative ways they can show solidarity, like wearing the same color or carrying signs (if that's allowed).

## STEP THREE: AT THE HEARING

- Dress professionally.
- Be there early to introduce yourself to the council members.
- Have materials to leave for the board.

## Dealing with setbacks

Meaningful social change almost always faces initial resistance and setbacks. These changes can be uncomfortable and involve upending the status quo.

Typical barriers to social change can include:

- Social barriers: lack of community support, social norms, and group conformity
- Cultural barriers: tradition, culture, customs, religion
- Economic barriers: lack of property rights, corruption, fiscal infrastructure
- Political barriers: ideology, values

Overcoming these obstacles isn't always easy and may require creative solutions. Here are a few ways you can overcome barriers you may meet on your campaign.

## NAME THE CHALLENGE

Be transparent with the folks working with you on the campaign about the nature of the setback or challenge you're facing. Acknowledge that it exists and the impact it's having.

## REGROUP

Reach out to all of your coalition partners. Try to set up a time you all can meet to talk about your next steps.

Include the entire community – and people from diverse communities – into the process. Go out and solicit feedback from a diverse range of community groups and people with a stake in the issue. Have coffee with community leaders and actively listen to their feedback.

## REVISIT THE PLAN

Return to your campaign plan and see what needs to change. Review each part of the plan to keep what's still relevant and scrap or rework what doesn't fit the new context of your campaign.



# WINNING!

## WINNING THE WIN

### How to get across the finish line

- Set a date. Once you have support from your target, figure out when your win is going to become a reality. You may be beholden to a legislative calendar, so work with your legislative champions and stay in the loop every step of the way.
- Build a buzz of support around the vote. Organize a flood of emails and calls into the target’s office, hold a community event with a panel of experts to show how much support there is, and turn out big numbers to the vote.
- Count votes/supporters beforehand. Make sure you have the support to win! Never assume someone is going to vote yes unless they gave you a hard yes. A “maybe” tends to be a “no.”



## Celebrating the Win

If your target/decision-maker agrees to support a price on carbon, we want to celebrate them. Have your volunteers send thank you emails, post about it on social media, and host a press event with the target to celebrate. Here are tips to help you get started on planning your press conference and media outreach.

## How to Organize a Press Conference

- Set the logistics – time, day, location.
- Line up speakers. Have them speak for two to five minutes.
- Prep your materials – press advisory, press release, run of show, and any handouts for the media.
- Make sure the media turns out by sending your advisory as far in advance as possible and again the day before the vote. Make pitch calls and follow up with reporters.
- Be prepared for the event. Arrive early, and have a greeter and sign-in sheet for reporters (this helps you remember who to follow-up with later to ensure your story gets published). Don't start more than five minutes late.
- Follow up with reporters after. Send the press release to everyone on your media list, both those who showed and those who didn't, and call all reporters to make sure they have all the information they need.



# YOU WON! NOW WHAT?

Congratulations! You have not only won your campaign, but you have also added your state to the national movement to make polluters pay for poisoning our air and our climate. You're standing up for the values you believe in and the planet we share.

## Spread the word

- Get loud. Share the news far and wide, pitching to statewide and national media sources.
- Celebrate your commitment to climate action in your social media and marketing. Because when word gets out, more and more people will want to be part of your success.
- We can help: Talk to us at Climate Reality about how we can help spread the word about your great work putting a price on carbon in your state or local area.





Founded and chaired by former US Vice President and Nobel Laureate Al Gore, The Climate Reality Project is dedicated to catalyzing a global solution to the climate crisis by making urgent action a necessity across every level of society.

Today, climate change is standing in the way of a healthy tomorrow for all of us. But we know that practical solutions are right in front of us. We can create a healthy, sustainable, and prosperous future by making a planet-wide shift from dirty fossil fuels to clean, reliable, and affordable renewable energy. At Climate Reality, we combine digital media initiatives, global organizing events, and peer-to-peer outreach programs to share this good news with citizens everywhere and build overwhelming popular support for policies that accelerate the global transition to a clean energy economy.

To learn more, visit [www.climaterealityproject.org](http://www.climaterealityproject.org)