

100% COMMITTED

Campaign Toolkit



**The Climate
Reality Project®**

INTRO & TABLE OF CONTENTS

Climate Reality Leaders and other volunteers can launch their own... *100% Committed* campaigns and get their communities, area businesses, or universities to pledge to transition to 100-percent renewable electricity.

This toolkit begins with a step-by-step guide to building your *100% Committed* campaign. We then dive deeper into some best practices and tips that will help you win. Finally, we'll talk about what to do once you've secured your victory.

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HOW TO START YOUR CAMPAIGN

1. THOROUGHLY READ THIS TOOLKIT.

All the information you need to start, plan, launch, and celebrate your *100% Committed* campaign can be found right here. To build a successful campaign, be sure to work through each step of the “How to Build your Campaign” section.

2. LET CLIMATE REALITY KNOW WHEN YOU START AND HOW YOU ARE DOING.

We want to help! Please let us know you are interested in starting a *100% Committed* campaign in your community so we can give you guidance and answer any questions you may have.

You can email us at CommittedTo100@climatereality.com letting us know you are interested.

3. WE WILL FOLLOW UP SOON!

Someone at Climate Reality will follow up with you soon to talk more about your *100% Committed* campaign. We are excited to work with you and help you transition your community or campus to 100-percent renewable electricity.

HOW TO BUILD YOUR CAMPAIGN

1. DO YOUR RESEARCH, KNOW YOUR COMMUNITY

This section focuses on researching your community or campus and how you will run a *100% Committed* campaign. Start by taking a big picture look at the problem and your community or campus through background research to ground your campaign in a deep understanding of the issue.

Get to know the electricity landscape in your area. Do you know where your community gets its electricity and what fuels power it? Consider the ways your community will benefit from getting more of its electricity from renewables and curbing its reliance on dirty, expensive fossil fuels.

Learn about your community. Who is part of the community that your campaign is focusing on? How does your community or campus feel about renewable electricity?

Identify why the problem is an urgent one. Why is this an urgent problem your community needs to address? Why is it important to transition to renewable electricity today?

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 renewable electricity projects?

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

2. IDENTIFY YOUR TARGET

In this section, you will learn how to choose a target based on who has the most influence in your community or makes final, actionable decisions and what will influence them to make a decision.

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-maker is the mayor or university president, then they are your primary target. Research their position and possible avenues to get them on board with 100-percent renewable electricity. Council or board members might be able to influence them, and would be secondary targets of your campaign. Other cities or universities that have made the commitment might offer good information/provide a great example to share with the them.

Who is your target? _____

Your target is the final decision-maker. This could be:

- An elected official.
- A business leader, CEO, or president of a company.
- University president or chancellor.
- A sustainability manager or someone else working in government/business/university with a say in that body's climate action.

What is your target's record on climate issues? Renewable energy issues? Other energy issues?

What influences your target?

- 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 commitments, the more pressure communities/businesses of similar size and stature will be motivated to keep up.
- Future planning: Emphasize the long-term economic interests of going 100-percent renewable.
- Others?

What parallel issues does your target care about?

- Community or economic development?
- Tourism?
- Clean air and water?
- Competitive admissions/stature?
- Volatile fuel prices?
- Others?

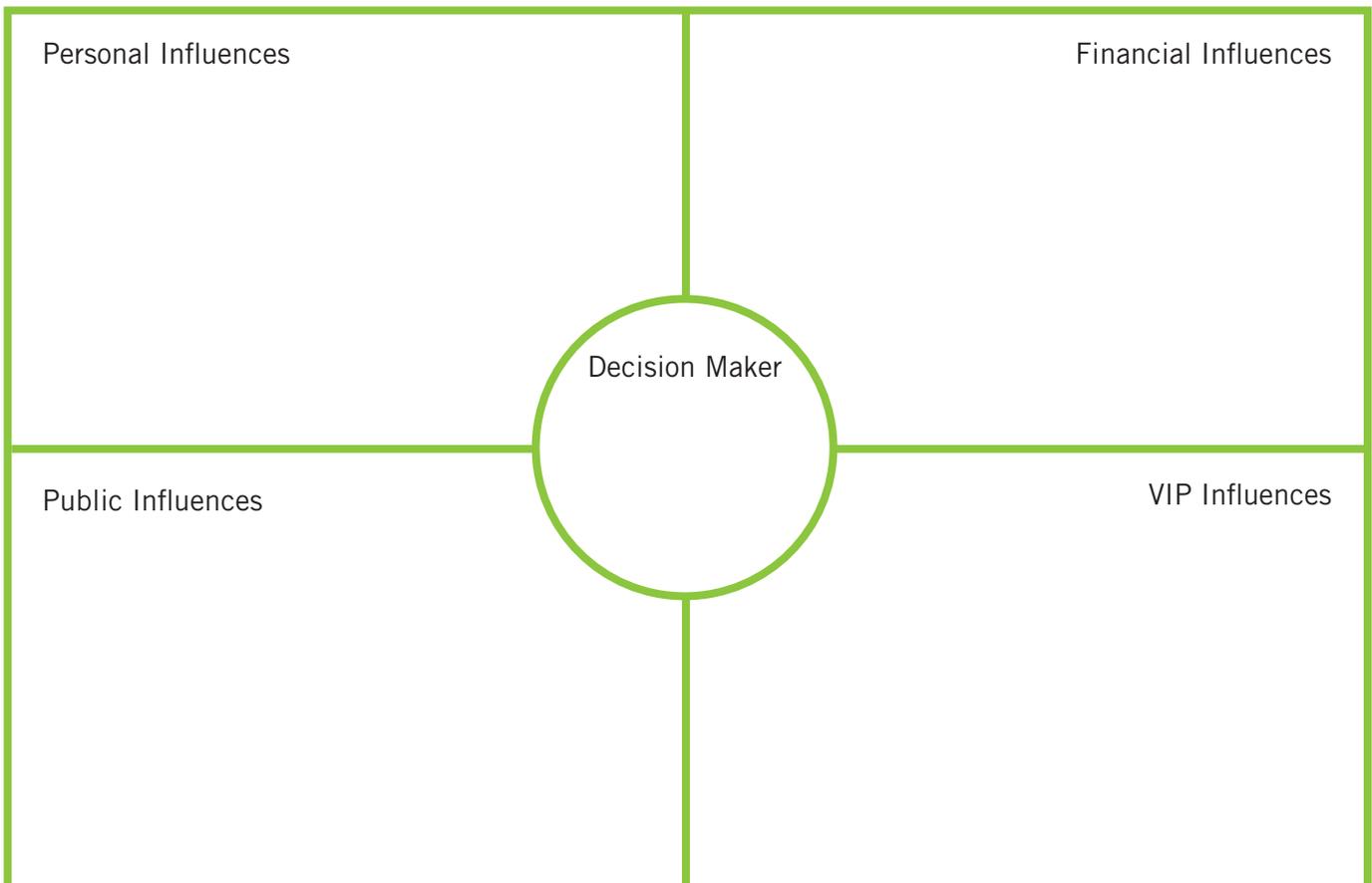
3. CREATE YOUR POWER MAP

In this section, you'll learn about how you can 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.

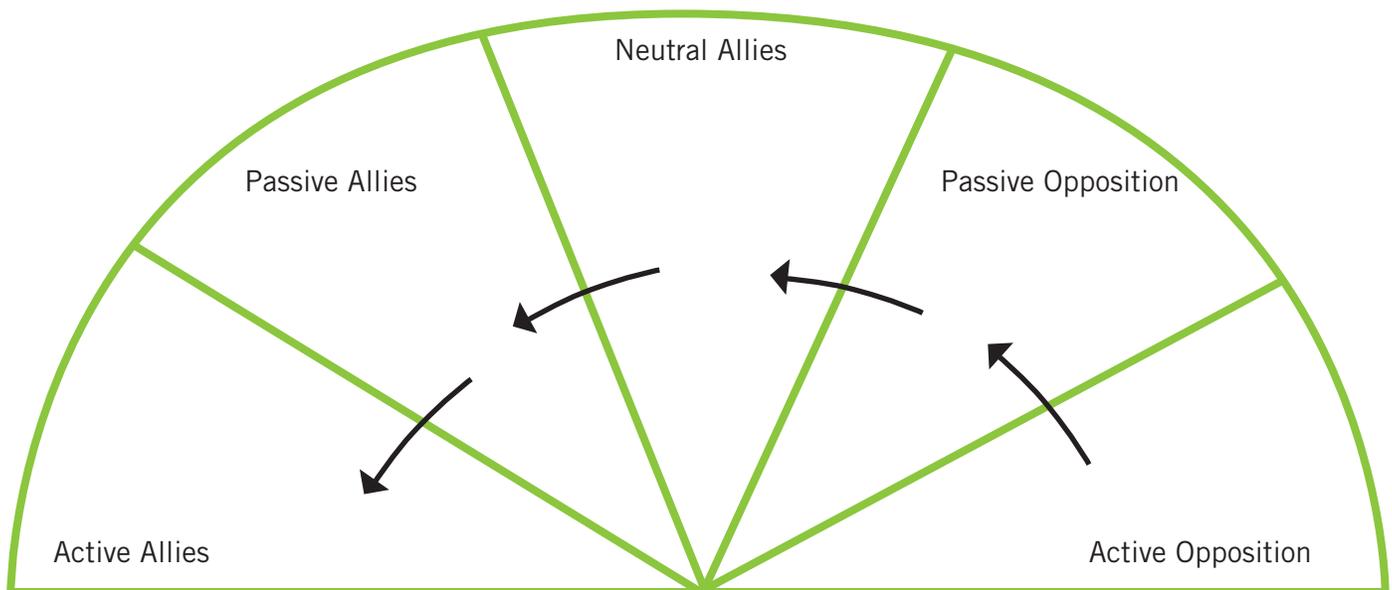
There are several ways to power map. The first is a box in which you can categorize each of these people into four types of influences: public, VIP, personal, and financial.

- 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 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.



4. BUILD YOUR CAMPAIGN PLAN

This section takes a look at building a campaign from the ground up. Once you've chosen your target, know what influences that target, and how they make a decision, 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 A 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.

SET 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.

1. Collect petitions addressed to your decision-maker.
2. Phone calls with other volunteers to the decision-maker's office about the issue.
3. Send letters (perhaps even handwritten ones) to the decision-maker. (This is most effective when a large number are delivered all at once).

4. Grass top meetings with a decision-maker. (“Grass tops” 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.)
5. Town hall meeting/panel discussions
6. Business petitioning/canvassing (i.e., going door to door at businesses and asking them to sign a letter in support of your campaign).
7. 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:

1. 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.
2. 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.
3. 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.

5. 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 help you make this campaign a reality.

SOME BEST PRACTICES:

1. 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.
2. Have a clear campaign story and ask. When talking about renewable electricity, it can get complicated fast. Focus on the problem (the climate crisis), the solution (commitment to be powered by 100-percent renewable electricity), and what individuals can do to help.
3. Follow up with interested volunteers as soon as possible and plug them into the campaign.
4. 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.
5. 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. Here are a few places that are great for recruiting:

- Your friends, neighbors, classmates, and maybe coworkers.
- Local farmers' markets or fairs.
- Community group meetings.
- Church groups.
- Community events.
- Local grocery stores.
- Campuses.
- Social media.

[SAMPLE RECRUITMENT ANNOUNCEMENT \(FOR A CLASS OR GROUP MEETING\)](#)

KEEPING VOLUNTEERS ENGAGED FOR THE LONG RUN:

- 1. 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.
- 2. 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.
- 3. Build in short-term wins for the campaign.** Getting a whole community to commit to 100-percent renewable electricity can 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

1. HOW TO PETITION AND BUSINESS CANVASS

PETITIONING

WHY WE PETITION:

- It shows public support. Petitioning gives us a clear number of people who are with us on this issue.
- It is a great way to recruit volunteers and follow up with them to do more.
- It's a powerful tactic to move your target by either pressuring, supporting, or providing political cover.
- It's a great way to educate the community about what's happening and what they can do collectively.
- It trains people in activism skills.
- It builds community and a movement.

HOT TIPS:

- Have a friendly greeting.
- Stick to the script.
- Have a strong ask. Make sure everyone fills out the petition fully, and see if they'd be interested in volunteering with the campaign.

OTHER THINGS TO KEEP IN MIND:

- Not everyone will say yes, and that's all right!
- End each contact on a good note. Maybe they won't sign today, but maybe they will tomorrow because of their great interaction with you.
- Have more than one clipboard (especially in busy situations).



I AM PRO SNOW volunteers petition at Arapahoe Basin Ski Area.

[SAMPLE SCRIPT & PETITION](#)

BUSINESS CANVASS/BUSINESS PETITIONING

The purpose of business petitioning is similar to why we collect individual signatures: it builds significant momentum and support that you can show to the decision-maker as proof that the community is behind the campaign. Businesses hold a lot of influence in their communities, and gaining their support will be strategic to receiving support from the broader community. They also have more contact with everyday individuals than you can have in one day, so business buy-in can increase the visibility of the campaign. Not only will this elevate your campaign, but it can also build relationships in the community and expand your network of supporters.

To clarify, you are not asking these businesses to commit to transition to 100-percent renewable electricity or become a partner of The Climate Reality Project. You are asking them to support your efforts to get their community to commit. However, if they want to become a partner and want to make the commitment, you can definitely leave the door open for that later.

TIPS FOR ASKING FOR BUSINESSES PETITIONS:

- Practice your elevator pitch before you go into the store.
- Bring a friend or volunteer to help support.
- Ask in person: it is best to go to the store in person and ask the manager or owner directly.
- Bring the one-pager: if you are unable to speak to a decision-maker, leave materials for them to review.
- Have a follow-up plan. If you are not able to speak to a decision-maker or if they did not make a decision, ask when you can come back or follow-up.

2. 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 COALITIONS CAN BE IMPORTANT:

When you are campaigning to have your city make the commitment to 100-percent renewable electricity, you want that commitment to be representative and meaningful for your entire community. 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, but 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 take time and might be challenging, but it also can be one of the most effective tools for organizing your community.

FOUR TYPES OF COALITIONS:

Here are four types of coalitions that you can create. Note: you can have more than one coalition on your campaign.

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. An example of this coalition would include a local business publicly supporting the campaign by putting *100% Committed* signs up in their store stating their support.

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.

3. WORKING WITH GOVERNING BODIES

If you are starting a campaign to commit your community to 100-percent renewable electricity, you will need to meet with an elected official and/or a relevant department. These meetings give you a chance to introduce yourself and the *100% Committed* campaign, and make the strong ask for the community to commit to 100-percent renewable electricity. Every city, town, village, or business is different, but there are a few key ways you'll interact with elected officials in your campaign.

MEETING ONE-ON-ONE WITH AN ELECTED OFFICIAL

STEP ONE: RESEARCH

Do your research. Learn everything you can about what the municipality or local area has already done – and what they haven't and why. You will want to be fully informed about existing renewable electricity 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? Are there council members who will be opposed to 100-percent renewable electricity?

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. This is where you 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 restrictions, each state and some counties and municipalities 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. If you're not in the US, you'll still want to research local laws regarding political activity and make sure you're staying compliant.

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?

OUTCOMES

What should be the outcome of this meeting? Sample outcomes:

- To get the elected official's support for the council to commit the community to 100-percent renewable electricity.
- To present at the next city council meeting.
- To form a new committee that will help you achieve your goal.

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?

[SAMPLE AGENDA FOR LOBBY MEETING](#)

[SAMPLE TESTIMONY](#)

PRESENTING AT CITY COUNCIL

After meeting with a city council member, you might be asked to present the campaign to the council or at a committee meeting. You also can ask the appropriate town manager or administrative assistant to put you on the agenda for the next meeting. As every city council is different in size and procedure, before you go, you should check on procedure and resources with the person who invited you or the town manager/assistant.

STEP ONE: PREPARE TO TELL THE STORY

Write out and practice what you are going to say at the meeting. Here is a way to tell the story we suggest using.

- 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 the opportunities offered by renewable electricity. Here is an example:

“Today, the good news is that businesses, governments, and communities of all sizes are taking their futures into their own hands. They’re moving away from the dirty fossil fuels driving climate change and committing to shift to 100-percent clean, renewable electricity. They’re committing to working for a safe, sustainable, and prosperous future for our planet – and they’re committing to doing their part. Making the shift to 100-percent renewable electricity is easier than you think, and we’re here to help show you how. Plus, along with cutting dangerous greenhouse gas emissions and protecting the places and people we love, switching to renewable electricity from sources like wind and solar has a host of other benefits.”

- Highlight the urgency of shifting to renewable electricity by answering the question “Why now?” Your town council might be busy with other items on the agenda, so you need to clearly tell them why they must act now. Ask yourself, what is it about this moment today that is different from last month or last year that makes it vital for the council to act?
- Propose action. Here is where you can launch into your pitch for the town

to commit to 100-percent renewable electricity. Explain the story of The Climate Reality Project, the *100% Committed* campaign, and how your town can make the same commitment as Park City, Salt Lake City, and Moab, Utah, and Aspen, Colorado.

- Make your ask. Just as you did for your meeting with the council member, create a couple strong asks to the council with follow-up dates.

STEP TWO: BEFORE THE MEETING

- Practice your presentation in the mirror.
- Invite your coalition partners, volunteers, and supporters to pack the room to show public support.

STEP THREE: AT THE MEETING

- Dress professionally.
- Be there early to introduce yourself to the council members.
- Have materials to leave for the council, including either the Roadmap to 100 or a one-pager explaining the campaign.

STEP FOUR: AFTER THE MEETING

- Follow up with each council member thanking them, and remind them of the next steps for the commitment.

4. WORKING WITH THE MEDIA

The media is a powerful tool when working to get a target to commit to 100-percent renewable electricity. This section will help you build the buzz for your campaign through targeted media work.

WAYS WE WORK WITH THE MEDIA TO INFLUENCE A TARGET:

- Letters to the Editor: A short, concise response to an article in the paper, usually around 170 words. An easy way to get media coverage and attention for your campaign.
- Op-eds: An editorial piece in the opinion section of the paper that is typically a page long. An op-ed is a powerful way to highlight a strong voice on the campaign (ex. a business owner explaining why businesses support the city going 100-percent renewable).
- Editorials: A response to an issue written by the editorial board of the paper. By meeting with your local editorial board, you could secure an editorial supporting the *100% Committed* campaign.

We will focus on the most frequently used opinion media tactic – op-eds and letters to the editor.

WHY WRITE OP-EDS AND LETTERS TO THE EDITOR?

- The opinion section is one of the most widely read sections in a newspaper.

- By writing about an issue that matters to you, your insights and opinions on the topic will be out there for hundreds or thousands of people to read. It's a great tool for reaching and educating the public.
- Influencers, including business leaders and elected officials, pay attention to opinion pieces, which function as a direct line to local voices.
- Writing a letter to the editor or op-ed is an Act of Leadership! Remember to make sure you report your Acts of Leadership on Reality Hub.

WHY YOU?

- Climate Reality Leaders are knowledgeable about the science of climate change and its solutions. Combine that with your own stories, influence, and commitment to the issue, and you are uniquely suited to speak out on issues related to climate change.
- If not you, then who? Raising your voice keeps the conversation from being dominated by incorrect or inadequate information.

HOW?

- Find an article in the paper you can respond to or craft your own specific message, then decide whether you're writing a letter to the editor (LTE) or an op-ed. An LTE is generally a short (100-200 words), to-the-point

message written in response to an issue that has been in the paper recently or is otherwise current news; an op-ed is generally a longer (600–800 words), more in-depth argument.

- Write and edit your piece (see strategies, outline, and sample below).
- Submit!
 - a. For an LTE, look up your paper’s letter submission process and follow the instructions.
 - b. For an op-ed, write a short pitch explaining why your piece is a good fit for that paper, include your piece, and then send in a single email.
- Follow up within one to three days by sending a short email or making a call to the paper.

STRATEGIES TO IMPROVE THE LIKELIHOOD OF PUBLICATION

- Read the opinion section of the paper before writing to get a sense of what is published.
- Refer to something already printed in the paper.
- Keep it simple; keep it short.
- Make it personal. Tell a story or use an example from your own life.
- When pitching an op-ed, keep it short but be sure to cover why you’re qualified to speak on the issue and why this topic is relevant for this particular paper. Include the text of

your op-ed in the body of the email (avoid attachments).

- Follow the submission process.
- Only submit to one outlet at a time and only use previously unpublished work.
- Follow up after submitting but be polite, and understand that it is common for LTEs and op-eds to be rejected even when they are well-written and relevant.

[SAMPLE LETTER TO THE EDITOR OUTLINE](#)

[SAMPLE LETTER TO THE EDITOR](#)

WINNING!

1. WHAT OUR COMMITMENT MEANS

When a community, business, or college or university joins the *100% Committed* campaign, it not only commits to transitioning to 100-percent renewable electricity, it becomes a partner of The Climate Reality Project. The partner joins a global movement of communities and businesses committed to climate action. In joining this movement, your triumph is no longer just a local victory – it is an

international success that will connect communities around the world to provide support and celebration.

As part of the commitment, the community, business, or campus will sign the [100% Committed Partner Commitment](#) with the *100% Committed* campaign to become an official partner.

To make this victory official and be recognized by The Climate Reality Project, the pledge and the research worksheet must be emailed to this Box Folder: Researc.fb1t43oj9qvj2m95@u.box.com.

Once Climate Reality reviews your victory, we will, in turn, put the partner's logo on the [100% Committed webpage](#) and talk about the victory in any *100% Committed*-related press coverage or releases.



The Climate Reality Project's Organizer Talya Tavor stands with the Park City council and mayor celebrating the city's commitment to 100-percent renewable electricity.

2. WINNING THE WIN

After building support from citizens and businesses across the community and meeting with the decision-maker, it's time to get this campaign over the finish line! While each community has a different process, this section shares some tips to secure a win.

HOW TO GET ACROSS THE FINISH LINE:

- Set a date. Once you have support from your target, have the board of director/council/business set a date for a vote or, if they have unilateral authority, a date for the official signing. (*If you don't have support, ask what it will take to get them on board and rework your plan accordingly.)

- 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 their next public event/meeting/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.”
- Submit Research Worksheet and [100% Committed Partnership Commitment](#) to Box Folder: Researc.fb1t43oj9qvj2m95@u.box.com
- Hold the target accountable. After the vote, hold the target accountable either way. Celebrate if they vote your way – and call them out if they don’t.



I AM PRO SNOW's Lindsey Halvorson and The Wild Center's students and staff celebrating Whiteface, Gore, and Belleayre's (in upstate New York) Commitment to 100-percent renewable electricity on top of Whiteface.

event with the target to announce the historic commitment.

Celebration press events are one of the best tools to thank your target and influence more cities, businesses, and universities to commit to 100-percent renewable electricity.

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 at least two weeks in advance. Have them speak for two to five minutes.
- Prep your materials – press advisory, press release, run of show, and any handouts for the media.



I AM PRO SNOW's Kim Stevens celebrates Moab's commitment to 100-percent renewable electricity with the mayor and city council at a ribbon cutting ceremony for a new solar project.

CELEBRATING THE WIN:

If your target/decision-maker signs on, we want to celebrate them. Have your volunteers send thank you emails, post about it on social media, and host a press

- Make sure the media turns out by sending your advisory a week before and again the day before, and make pitch calls and follow up with reporters.
- Be prepared for the event. Arrive early, 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), and 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.

HOW TO PITCH THE MEDIA:

Reporters have a lot going on, so you need to follow up with them to make sure they know your event is happening and have all logistical information.

Make pitch calls to the media immediately after sending the media advisory, the day before the event, and the morning of the event.



I AM PRO SNOW's Lindsey Halvorson and The Wild Center's students and staff celebrating Whiteface, Gore, and Belleayre's (in upstate New York) Commitment to 100-percent renewable electricity on top of Whiteface.

TIPS FOR PITCHING THE MEDIA:

- Be friendly – ask if they have time or if they're on a deadline.
- Craft a strong pitch – local angle, impressive speakers, great backdrop or location (ex. in front of town hall with solar panels).
- Have a direct ask – “Will you cover our event?”

[SAMPLE PRESS ADVISORY](#)

[SAMPLE PRESS RELEASE](#)

3. YOU WON! NOW WHAT?

Congratulations! You have not only won your campaign, but you have also committed your community or campus to a brighter, cleaner energy future. You're standing up for the values you believe in and the planet we share. You're setting a model for communities, businesses, and organizations around the world to follow. And it's time for the world to know.

SPREAD THE WORD:

- Get loud: Once you've signed up with *100% Committed* and created an action plan, let your community of customers, citizens, members, or colleagues know. Celebrate your commitment to renewable electricity and 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 as a *100% Committed* partner to millions of climate-conscious individuals worldwide. A list of opportunities will be detailed in your signed commitment.
- Keep the conversation going: Share reports on your progress with Climate Reality and share details in social media updates to your community. When the world sees and hears about the real, verifiable progress you're making, others will want to follow your lead. And continue to check in on your partners. Hold them accountable to their commitment.



ADDENDUM

[ROADMAP TO 100%](#)

[SAMPLE RECRUITMENT ANNOUNCEMENT \(FOR A CLASS OR GROUP MEETING\)](#)

[SAMPLE SCRIPT & PETITION](#)

[SAMPLE AGENDA FOR LOBBY MEETING](#)

[SAMPLE TESTIMONY](#)

[SAMPLE LETTER TO THE EDITOR OUTLINE](#)

[SAMPLE LETTER TO THE EDITOR](#)

[SAMPLE PRESS ADVISORY](#)

[SAMPLE PRESS RELEASE](#)



The Climate Reality Project[®]

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