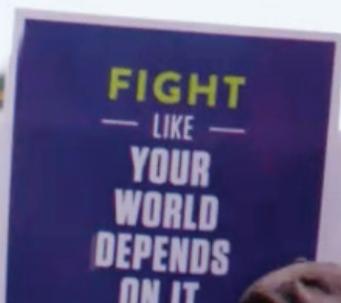




Hours of  
Reality

**BE THE VOICE OF REALITY**  
**ACTION KIT**



The Climate  
Reality Project



BE THE VOICE OF REALITY:  
**TWELVE WAYS**  
TO MAKE A DIFFERENCE

***“It’s time to fight like our world depends on it.”***

**— FORMER VICE PRESIDENT AL GORE**



*When your world is in danger, you’ve got to speak up. When everyone else is quiet and too many leaders are silent on the truth right outside the window, you’ve got to be the voice of reality.*

What does it mean to be the voice of reality? It means speaking up about the urgency of the climate crisis and how we solve it. It means sharing the truth that not only must we change, we can change, as clean energy and other solutions become more accessible, affordable, and widespread by the day.

It means taking practical steps in the world to drive change in every aspect of our lives and at every level of society, showing the planet with everything you say and do that we will change.

Being the voice of reality is about the simple fact that our climate is changing and it’s up to us to solve it.

There are many ways to make a difference, from talking to our friends and family about the climate crisis and its solutions, to voting with our wallets so businesses embrace clean energy solutions, to using our vote so policymakers take action.

This guide offers 12 ways to start. Many of these actions focus on using your voice to communicate and advocate on behalf of our planet...but don’t stop there. Get out into the world, connect with other activists in Climate Reality campaigns and other programs, and join on-the-ground efforts and take action.

Remember: no one else is going to do it for us. No one else will solve this crisis if we stay silent. If we want a sustainable future for our families and our planet, we’ve got to be the voice of reality.



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# ACTION ONE

## TALK ABOUT CLIMATE CHANGE WITH FRIENDS AND FAMILY

Talking to your friends and family members about climate change isn't always easy. But you have the power to inspire them in a way no one else can. Your friends and family members know you. They trust you. They respect you. They might not listen to a politician or organization telling them to act. But chances are they'll listen to you.

When they see you care enough to speak up and act, it can encourage them to act too. That's how awareness grows. That's how real change begins. That's how climate becomes the issue no politician can ignore.

But, how we talk about climate change matters. Especially with people who know climate change is real and haven't acted or – worse – deny its reality to begin with.

### KNOW YOUR AUDIENCE: INACTIVE BELIEVERS

The good news is that the overwhelming majority of people everywhere know the crisis is real and want action. For example, [a recent Gallup poll showed that over 70 percent of Americans want their government to prioritize clean energy over dirty fossil fuels](#). Outside the US, that majority is even greater, [with global median support for action through initiatives like the Paris Agreement at 78 percent, according to another recent survey](#).

What's holding us back, in part, is the fact that too few of us are talking about the climate crisis with the same urgency that we talk about other issues like the economy. Which means politicians and decision makers don't feel they have to listen.

Our challenge as activists is to energize our friends and family members who are already with us to get off the sidelines and into the fight. They may not understand that most people feel just as concerned as they do. They may not know how they can make a difference. Hearing you speak up, knowing they're not alone, feeling the urgency of action, and seeing what they can do can help overcome their hesitation.

We recommend former Vice President Al Gore's *An Inconvenient Sequel: Truth to Power* as an in-depth guide to action, but if you're ready to get started, here are two principles in particular to keep in mind.

### 1. MAKE IT PERSONAL

Social science research consistently shows the importance of connecting climate to the values an audience holds, or to put it more plainly, the people and things they care about.

In 2015, [a research team organized by the Frameworks Institute went one step further, based on a study of 7,000 US voters](#). The team studied what messages inspired people to support policy steps to protect oceans from the effects of climate change. They found the greatest change in support for policy action when the message focused on protecting people from

climate impacts to our health and livelihoods. The second most effective message focused on our responsibility to take care of the planet.

The takeaway: if you're going to talk about climate, talk about what it means not only for our own health and livelihoods, but also those of our families, whether it's the dramatic threat of extreme events like ever-more dangerous storms or long-term threats like rising rates of childhood asthma or spreading disease vectors like mosquitoes. After all, when it comes to what we care about, the health and well-being of the people we love tops the list.

## 2. CHOOSE HOPE

For people to act, they have to have hope that their actions matter.

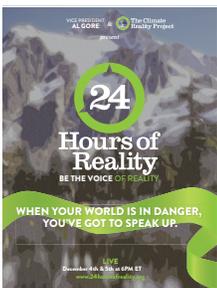
Recognizing the importance of hope, [Ohio University researchers in the US](#) wanted to know what makes people feel hopeful on climate and how this affects their willingness to act. They tested a range of different messages on 245 participants. What they found was that what inspired the greatest hope was a message about a better future without climate change. No surprise, they also found that greater levels of hopefulness led to greater interest in action.

When speaking to your friends and family, emphasize the sustainable future we're all working for, a future where we all can live without increasingly devastating hurricanes or rising seas transforming our world and threatening our families.

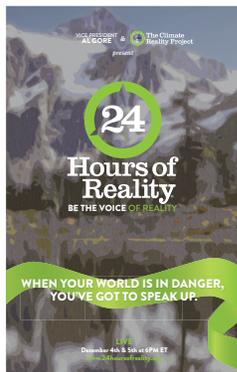
You can give your friends and family reason for hope. Share the incredible progress in clean energy and other solutions all around the world. Point to the millions of people who are just like them and know we have to act. Ensure they know the tools to solve the crisis are already in our hands and it's up to us – and now them – to spread the word and make policymakers act.

## SHOW YOUR SUPPORT FOR CLIMATE SOLUTIONS

Show your neighbors and colleagues where you stand and what you believe on climate. [Download and display our \*Be the Voice of Reality\* poster at home or work.](#)



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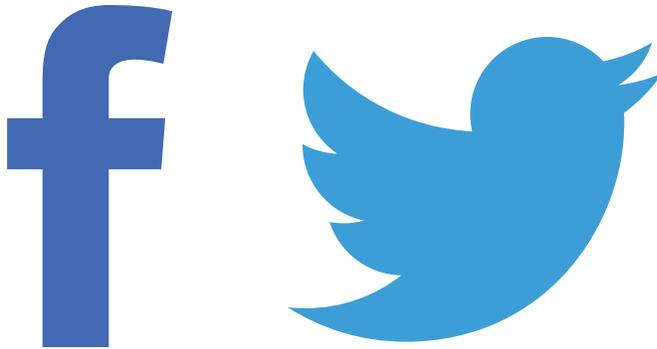
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## READ MORE:

- [An Inconvenient Sequel: Truth to Power, by Al Gore](#)
- [How to Talk to Your Friends About the Climate Crisis](#)

# ACTION TWO

## BE AN ACTIVIST ONLINE



Just as with your friends and family in person, you have a unique power to influence the beliefs and behaviors of your community online. And with social networks like Facebook and Twitter increasingly where people turn to get the news that shapes their opinions – and fossil fuel interests and climate deniers spreading all kinds of myths and misleading stories – it’s more important than ever that

activists speak up and be the voice of reality online. Let your community know that we must, we can, and we will solve the crisis.

While there are many ways to use your voice online, we’d advise you to be strategic and post, share, or comment to achieve one of four goals that help build the movement:

- **Call out denial.** You don’t stand for racist remarks online. You don’t sit quietly when you see misogynistic comments. Don’t let climate deniers spread myths and fake news about the climate crisis threatening our world.
- **Create community.** Chances are the majority of your social network is just as concerned as you are about the crisis. When you post about climate online, you’re showing them that they’re not alone and others like them feel just like they do. When people see their beliefs shared out in the world, they’re much more likely to act on those beliefs.
- **Inspire hope.** Hope is the lifeblood of activism. Many people understand the urgency of the crisis, but how many know that solutions like solar are getting more affordable and widespread every year? [Or that clean energy and efficiency put over 3 million Americans to work?](#) Share stories that point to the real success the movement is seeing and inspire hope in your community that a sustainable future is in our hands.
- **Inspire action.** When you share the ways you’re taking action for the planet, you’re showing people in your community that someone like them is brave enough to act on the courage of their convictions, encouraging them to follow your lead and act too.

## SHARABLE GRAPHICS

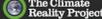
To get started, just click to share one of the graphics included in this kit. Or create and share your own.

“ Believe in the power of your own voice. The more noise you make, the more accountability you demand from your leaders,  
**THE MORE OUR WORLD WILL CHANGE FOR THE BETTER.** ”

FORMER VICE PRESIDENT **AL GORE**

JOIN ME AND **BE THE VOICE OF REALITY.**

**TAKE CLIMATE ACTION NOW:**  
climaterealityproject.org

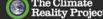
 @CLIMATEREALITY  FACEBOOK.COM/CLIMATEREALITY 

“ Whatever they do in Washington, they can't change the facts, and these are the facts:  
**THE CLIMATE IS CHANGING.  
THE TEMPERATURES ARE RISING.** ”

GOVERNOR **JERRY BROWN**  
Source: <http://wapo.st/2hvvNrS>

JOIN ME AND **BE THE VOICE OF REALITY.**

**TAKE CLIMATE ACTION NOW:**  
climaterealityproject.org

 @CLIMATEREALITY  FACEBOOK.COM/CLIMATEREALITY 

“ Impossible is not a fact, it is merely an attitude...With radical collaboration and stubborn optimism,  
**EVERYTHING THAT IS IMPORTANT IS POSSIBLE.** ”

**CHRISTIANA FIGUERES**  
FORMER UNFCCC EXECUTIVE SECRETARY  
Source: <http://bit.ly/2zjAUzo>

JOIN ME AND **BE THE VOICE OF REALITY.**

**TAKE CLIMATE ACTION NOW:**  
climaterealityproject.org

 @CLIMATEREALITY  FACEBOOK.COM/CLIMATEREALITY 

“ We are going to exit the fossil fuel era.  
**IT IS INEVITABLE.** ”

**ELON MUSK**  
CEO, TESLA, INC. AND CHAIRMAN, SOLARCITY  
Source: <http://bit.ly/2APHAd2>

JOIN ME AND **BE THE VOICE OF REALITY.**

**TAKE CLIMATE ACTION NOW:**  
climaterealityproject.org

 @CLIMATEREALITY  FACEBOOK.COM/CLIMATEREALITY 

## TIPS TO MAXIMIZE YOUR IMPACT ON SOCIAL MEDIA

- **Tag or mention** specific friends that you know are interested in climate solutions.
- **Post more than once.** Share posts on different days of the week and different times of day to be sure your social networks see your message.
- **Write your own!** Use your own voice and facts from reliable sources across the internet to spread the word about the urgency of the climate crisis.
- **Want more?** Follow Climate Reality on [Twitter](#) and [Facebook](#) so you can share the latest updates!

## CONNECT WITH THE COMMUNITY

Looking for climate change influencers to follow on social media? Check out these individuals and organizations:

- Climate Reality – [@ClimateReality](#) on Twitter and [fb.com/climatereality](#)
- Former Vice President Al Gore – [@AlGore](#) on Twitter and [fb.com/algore](#)
- Dr. Katharine Hayhoe, climate scientist – [@KHayhoe](#) on Twitter
- Dr. Michael E. Mann, climate scientist – [@MichaelEMann](#) on Twitter
- The Climate Desk – [fb.com/theclimatedesk](#)
- Climate Central, independent climate change research organization – [@ClimateCentral](#) on Twitter
- National Aeronautics and Space Administration (NASA) – [@NASA](#) on Twitter and [fb.com/NASAClimateChange/](#)
- The Union of Concerned Scientists, nonprofit science advocacy organization – [@UCSUSA](#)
- United Nations Framework Convention on Climate Change (UNFCCC) – [@UNFCCC](#) on Twitter and [fb.com/UNclimatechange](#)

## SHOWING SUPPORT ONLINE



Show the world that you stand for action on climate. [Add our profile frame](#) to your Facebook profile and start a conversation. (Just search for “Climate Reality” if you don’t see it right away.)

## READ MORE:

- [The Beginner’s Guide to Social Media](#)
- [HubSpot Academy](#)

## ACTION THREE

### SHARE THIS GUIDE WITH A FRIEND

If you've read this far, you understand the powerful influence you can have with friends and family, both online and in person. Chances are they're just as concerned as you, and could use some tips in being the voice of reality on the climate crisis. Start by sharing this guide with a friend (or 10) and online and challenge them to take action for the planet.

## ACTION FOUR

### ORGANIZE OR ATTEND A CLIMATE REALITY LEADER PRESENTATION

Climate Reality Leaders are activists trained by former Vice President Al Gore and field leaders in climate science, communications, and other areas to share the truth about what's happening to our planet and how we can solve it with communities around the world.

Today, there are nearly 14,000 Climate Reality Leaders in more than 140 countries giving presentations on the latest in climate science and solutions. If you want to know more about the climate crisis and what you personally can do, there's no better place to start than by attending or hosting a Climate Reality Leader presentation.



A Climate Reality Leader presentation by Rasmiah Malixi.

Climate Reality Leaders know how to make climate science engaging and speak to audiences of all sizes, interests, and demographics. You'll learn more about the crisis than you thought possible and you'll leave energized and ready to act.

### HOW TO ATTEND A CLIMATE REALITY LEADER PRESENTATION

1. Visit [realityhub.climaterealityproject.org](https://realityhub.climaterealityproject.org).
2. Click the green tile that says, "Attend a Presentation."
3. Use the map or search tool to find existing upcoming presentations in your area. If you find one you'd like to attend, you can login or register to RSVP and no further action is needed.

## HOW TO HOST A CLIMATE REALITY LEADER PRESENTATION

Hosting a presentation is easy and all you have to do is provide the audience (groups have ranged from a few people to a few hundred), a venue, and a screen.

1. Visit [realityhub.climaterealityproject.org](http://realityhub.climaterealityproject.org).
2. Click the green tile that says, “Request a Presentation.”
3. Fill out the required form fields and submit. A Climate Reality Leader will follow up with you directly to coordinate.

## ACTION FIVE GREEN YOUR WORKPLACE

Encourage your own business or workplace to do their part by speaking up and recommending changes to make sustainability part of business as usual. The good news is that making sustainable choices can not only help your business cut emissions, but save money too. Here are some easy ways to start:

- **Reduce commutes and meetings if possible.** Turn to telecommuting and videoconferencing when possible to reduce staff commutes.
- **Phase out unsustainable vendors.** Choose web-hosting providers powered by clean energy as well as shipping, catering, and marketing firms that prioritize sustainability.
- **Go digital.** Limit paper usage and printing and instead focus on cloud computing and scanned files.
- **Minimize hardware.** Trade in servers for cloud storage and turn to digital fax and phone services when possible.
- **Embrace smart energy strips.** Plug appropriate electronics into power strips that shut down each night and cut your energy bills.
- **Optimize lighting.** Switch from inefficient overhead lights to compact fluorescent or LED bulbs when possible – you’ll save money on both lighting and air conditioning bills.
- **Minimize waste.** Replace disposable paper plates and plastic tableware with compostable options.

## ACTION SIX

### GIVE A CLIMATE PRESENTATION



Created by Vice President Gore, the *Truth in 10* slideshow is a 10-minute version of his iconic presentation that will help you spread a simple message to your community: the climate crisis is urgent, but the solutions are at hand.

[Download the presentation](#), personalize it, practice it at home, and then go out and deliver it. Start with your friends, your family, your school, your house of worship, your business or community center.

By downloading and presenting this slideshow you're joining climate leaders around the world who have stepped-up to fight for the future of our planet. With this simple action, you can join the tens of thousands of people around the world who are speaking truth to power.

## ACTION SEVEN

### SPEAK TRUTH TO POWER WITH ELECTED OFFICIALS

Be inconvenient – our world depends on it.

Our elected officials represent us. So it's up to us to ensure they represent our interests – instead of powerful fossil fuel corporations. When we speak up together, we can make our leaders listen and pressure them to support clean energy solutions at every level.

#### CONTACTING YOUR OFFICIALS

“It's so critical that people make sure their voices are heard. We've seen how important that is,” [world-renowned climatologist Dr. Michael E. Mann told Climate Reality this fall](#). “We saw it in the case of the [US] health care debate – that the voice of the people still matters. Even in a system that's been gamed by special interests, the voice and the will of the people still matters.”

In countries with representative governments, contacting your elected leaders is an effective way to communicate your opinions on the climate crisis, especially when an action (such as a vote) is pending. Every elected official from a city council member to a senator has an obligation to listen to their constituents. Make your voice heard.

In all communications with your governmental officials be sure to:

- **Let them know that you are a constituent.** Elected officials are most interested in your opinions if you are their constituent, so be sure to say where you are from.
- **Know your facts.** You should be able to describe the topic about which you are calling and state your opinion on what your elected leader should do.
- **Note your expertise.** If you have professional experience on the issue, be sure to mention it. It will establish your credibility.
- **Be brief.** Officials receive a high volume of letters, phone calls, and social media messages every day, so try to keep your contact short-but-impactful.
- **Contact all of your leaders.** Don't forget that you likely have multiple elected leaders representing you on the local, state, and federal levels. You should contact each one.

You can make a major difference by sharing the truth and shaping your leaders' opinion right when your planet needs you most. Below are three ways to get started.

## 1. WRITING A LETTER

Writing a letter tells elected officials that their constituents care enough about an issue to spend the time writing and mailing a message the old-fashioned way. It's a way for officials and their staff to take the temperature of an issue in the community. When they receive enough letters pushing for action on climate, they'll know the people who elect them care deeply and they better respond – or potentially face the consequences on election day.

Be sure to keep it short and sweet, and make it personal, explaining why taking climate action is important to you.

## 2. MAKING A CALL

Calling an elected official's office to urge them to support smart climate policies is a critical way to build pressure on legislators to act.

Although it's unlikely you'll speak directly to the official, their staff tracks the number of calls they receive on various topics, and most legislators do pay attention to communications from their constituents. Ask to speak to the aide who handles the issue you're calling about, if possible, to ensure your message has the greatest impact.

Every country will have its own directory and way to reach national legislators. In the US, you can be connected to your representatives by calling the Capitol Switchboard at 202.224.3121. Australia, India, Canada, the UK, and many other countries have easily findable directories of members of parliament and other representatives online.

Make sure to also visit your state and local government websites for contact information for your state senators and representatives, who may be more receptive to your concerns.

[Click here to see a sample script of a call with an elected official from our I Am Still In action kit.](#)

### 3. USING SOCIAL MEDIA

Social media can be a powerful tool to raise your voice and create change in tandem with on-the-ground activism. Many elected officials are very active on social media – it often serves as their most direct line of communication to their constituents. By engaging them on social media, it publicly shows both officials and others in the community what their constituents care about, empowering your digital neighbors to speak up too.

Like all audiences, elected officials generally respond positively to bold, courteous statements. So try to keep everything short, sweet, and to-the-point. Be sure to tag or mention specific allies that you know are interested in climate solutions and draw on the best practices outlined in Action Two above.

### BUILDING COMMUNITY PRESSURE ON OFFICIALS

Just as important as speaking directly to your legislator or their office, is engaging others in your community through forums like the local or national newspaper and working together to pressure policymakers to support climate solutions. Below are two ways to create indirect – but powerful – pressure on officials.

#### 1. WRITING A LETTER TO THE EDITOR\*

By writing, articles, opinion pieces, and letters to the editor, your reasonable, science-based arguments and personal stories can reach a massive audience and help counter misinformation about climate change – especially if your writing goes viral online. Influence and impact is within the reach of anyone who can write persuasively and passionately.

Lawmakers, CEOs, and other leaders pay careful attention to the opinion pages of local and national papers, making them an important venue for persuading people and affecting public discourse.

Even though special interests have more influence in our democracy than ever before, the opinions of voters can still carry the day – if enough people speak out passionately. You don't need any special qualifications or even a lot of experience to get published. Here are some best practices that will dramatically increase your chances.

- 1) **Be timely:** The first question any opinion editor will ask when you submit a piece is, “Why is this relevant now?” With few exceptions, most pieces that are accepted are tied to a breaking news story or hot-button issue that is generating discussion locally or globally.
- 2) **Be concise:** Research guidelines for letters to the editor and other pieces before submitting one. For an op-ed, 600 to 800 words is standard, while letters to the editor are generally 100 to 300 words.
- 3) **Support your argument:** Back up your points with concrete examples and evidence. Avoid hyperbole and exaggeration. It's also a good idea to refer to your personal experience and story.
- 4) **Know your audience:** Put yourself in your audience's shoes and think about the arguments, sources, and tone that would be most convincing to them.

- 5) **Pick the best outlet:** Choose your publication well. Which outlet will be most credible to your audience?
- 6) **Get feedback:** Always try to get a second opinion before submitting your piece. If you're trying to reach a specific audience, get feedback from a member of that group.

## 2. START A PETITION\*

Nowadays, it has become common practice for people to unite in an expression of support or reproach for a government official or organization. Petitions can directly affect policies or signal to leaders how strongly constituents feel about a particular issue. Every signature adds weight to the concern. If you're a budding climate activist, petitions are also a great way to build a community of like-minded people. Below are some best practices.

- 1) **Identify your target:** Direct your petition to whoever has the most direct influence on the issue.
- 2) **Craft a compelling and concise message:** State the problem and desired outcome clearly, so everyone understands the "so what." Use short sentences and don't go over 200 words.
- 3) **Circulate widely:** Your petition's success lies in getting it out there. Use social media networks to post and share the link. Share around your school or office as well.
- 4) **Deliver:** If your petition is online, it is easy to bring your message to its recipient: hit send. Make sure your petitioners use their social media to follow up with the person or organization you are petitioning. If you have paper to deliver, mailing is an option. Or consider delivering it at an important event, like a shareholders meeting or press conference.

## YOUR VOTE IS YOUR VOICE

In places where everyday citizens hold the power to decide the direction that government takes, it's imperative to exercise that power by reinforcing the initiatives of representatives and officials who support cutting emissions and expanding clean energy choices.

Democracy works when the people speak louder than fossil fuel companies and other special interests. We need policymakers on all levels – from city councils and mayors to governors all the way up to members of Congress, Parliament, and other national assemblies – who will act on climate. You can help make that happen. Every voice counts, so make yours heard.

The first step is getting registered, and the requirements will vary from country to country (and in the US, from state to state). If you're in the US, visit [USA.gov](https://www.usa.gov) to learn more how to vote in your state. Outside the US, search out your government website to learn how to register.

\* Excerpted and reproduced from *An Inconvenient Sequel: Truth to Power* by Al Gore, courtesy of Rodale Books.

## READ MORE:

- [An Inconvenient Sequel: Truth to Power by Al Gore](#)
- [The Indivisible Guide to Climate](#)

# ACTION EIGHT

## VOTE WITH YOUR WALLET



The industries that profit from the destruction of our planet rely on your hard-earned money to justify their fossil fuel habits. One of the most basic and potent forms of power we have is our ability to decide where and how we spend our money. Regardless of your financial situation, there are some simple ways to make sure you're supporting businesses that are part of the solution rather than the problem.

- 1) **Study before you buy:** You already research the products and brands you buy for price. You can also examine their business practices. Look for companies that have made an explicit and authentic commitment to sustainability and eco-friendly practices.
- 2) **Invest with climate in mind:** Investment is a powerful tool to support eco-friendly companies. And if you have investments in polluting companies, divesting can be a strong form of protest, as well as a wise move. Look closely at your investment portfolio to make sure all the companies you invest in follow meaningful “Environmental, Social, Governance” (ESG) criteria.
- 3) **Make more efficient travel plans:** Travel is an area where almost every family can easily reduce its carbon footprint. Look for hotels that have green business practices, such as those who participate in the Green Hotels Association. Some airlines are better than others, or offer carbon offset options. Try to fly less overall.
- 4) **Green your banking:** Keep your money with institutions that support climate advocacy work. Some organizations, including CREDO Action, the Sierra Club, and the League of Conservation Voters, offer their own credit cards, so your interest payments go to support environmental activism instead of Wall Street. Smaller banks and credit unions are more likely to fund clean energy and local advocacy work.

\* Excerpted and reproduced from *An Inconvenient Sequel: Truth to Power* by Al Gore, courtesy of Rodale Books.

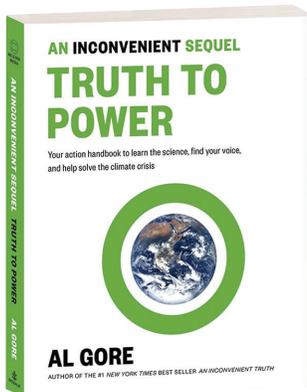
# ACTION NINE

## SEE OR READ AN INCONVENIENT SEQUEL: TRUTH TO POWER

Former Vice President Al Gore's 2017 film, *An Inconvenient Sequel: Truth to Power*, sounded the alarm on the climate crisis at a critical moment. As the rest of the world moves forward in cutting greenhouse gas emissions and choosing clean energy alternatives, the White House is stuck in reverse, prioritizing the interests of fossil fuel corporations over the health of our planet.

The good news is that millions of people, from all corners and all walks of life, are fighting back. *An Inconvenient Sequel: Truth to Power* tells this inspiring story of a global movement growing by the day through the story of Vice President Gore's own personal fight, reminding us what can happen when regular citizens take a stand and calling on all of us to fight like our world depends on it.

Witness this story and see the movement in action by [streaming or picking up your copy of \*An Inconvenient Sequel: Truth to Power\* today.](#)



When you're ready to take the next step in your own activist journey, pick up Vice President Gore's companion book, [An Inconvenient Sequel: Truth to Power](#), an in-depth citizen's guide to driving change and inspiring communities to act in the twenty-first century.

If you're ready to go from citizen activist to world-changer, you're ready to become a Climate Reality Leader.

# ACTION TEN

## BECOME A CLIMATE REALITY LEADER

The Climate Reality Leadership Corps is a global network of nearly 14,000 activists committed to raising awareness of the climate crisis and fighting for solutions in more than 140 countries.

Climate Reality Leaders join the program by attending an intensive, multi-day training with former Vice President Al Gore and an all-star team of communicators, scientists, organizers, elected officials, and more. Through the training, they gain the



knowledge and skills to shape the conversation on climate and drive change everywhere from family dinners to international summits and lead a twenty-first century movement for solutions.

To learn about the next Climate Reality Leader training, visit: [climaterealityproject.org/training](https://climaterealityproject.org/training).

## ACTION ELEVEN

### HELP YOUR COMMUNITY GO 100% COMMITTED

Businesses, cities, colleges and universities, and even states and provinces around the world are moving forward with real, practical steps to cut emissions and shift to 100 percent renewable electricity.

What's driving this shift? Increasingly, citizen activists like you.

**100%**  
**COMMITTED**  
100% RENEWABLE, 100% DOABLE

Today, 100 percent renewable is 100 percent doable. You can help accelerate the transition to a clean energy economy wherever you live by joining Climate Reality's *100% Committed* campaign and helping your community, university, or local business transition to 100 percent renewable electricity. With the cost of clean energy plummeting every year, it's never been easier or more affordable.

Already, people in Salt Lake City, Utah, Park City, Utah, Boulder, Colorado, and an ever-growing list of towns and cities across the US have helped their hometowns commit to shifting to 100 percent renewable electricity. Students at Colorado State University, Plymouth State University, and Hampshire College, among others, have pushed their schools to make the commitment. In Switzerland, celebrated resorts like St. Moritz, LAAX, and Arosa Lenzerheide have also pledged to make the shift. Your town, school, or company could be next.

[Get started on a 100% Committed campaign in your community by checking out our full toolkit.](#)

# ACTION TWELVE

## HELP CLIMATE REALITY RAISE AWARENESS WORLDWIDE

Our work to solve the climate crisis has never been easy. National actions like the White House announcing that the US will withdraw from the Paris Agreement have global consequences, threatening the safety and health of our environment and our planet. Which means we've got to raise awareness and fight for practical solutions worldwide.

Your support and commitment to solutions is more important than ever to solve the climate crisis. That's why we hope you'll take the next step and support our work today.

[GIVE TODAY](#)

Your support will help us mobilize climate activists in communities around the world and train thousands of new Climate Reality Leaders to push for solutions in over 140 countries. We'll work closely with cities, states, businesses, universities, and other private and civic organizations that continue to be committed to the Paris Agreement. And we'll continue educating and activating frontline communities about the climate crisis and clean energy solutions through our Climate Speakers Network.

With you on our side, we'll keep fighting like our world depends on it. Because it does.

# ABOUT THE CLIMATE REALITY PROJECT



Founded and chaired by Nobel Laureate and former Vice President 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.

**We must change. We can change. We will change.**

With glaciers melting, seas rising, and 16 of the Earth's 17 hottest years on record coming this century, we know humanity must change and act boldly to solve the climate crisis.

The good news is that we know we can. Solar, wind, and other renewable solutions are becoming more affordable every year. And all around the world, countries from China to Chile are seizing the moment, working to cut emissions under the Paris Agreement and create a safe, sustainable, and prosperous future powered by clean energy.

At Climate Reality, our job is to ensure we will. Led by Vice President Gore and CEO Ken Berlin, we use twenty-first century digital tools and activist trainings to share the truth about the crisis and empower citizens worldwide to become powerful forces for change.

For more information, visit [www.ClimateRealityProject.org](http://www.ClimateRealityProject.org) or follow us on Twitter at [@ClimateReality](https://twitter.com/ClimateReality).