

# OUR CLIMATE MOMENT™

— LET'S GET TO WORK —

CAMPAIGN TOOLKIT



The Climate  
Reality Project®

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# WHAT IS OUR CLIMATE MOMENT™?

With supportive federal leadership, we have the chance to think big and act boldly. To confront the climate crisis threatening our future. To get workers and families devastated by the pandemic back on their feet. To finally face the racial injustice destroying dreams and lives across the country.

Ready to get started? *Our Climate Moment™: Let's Get to Work* will mobilize activists like you across the United States to build unrelenting pressure on Congress and the Biden administration to act quickly on targeted policy solutions.

The good news is that the White House is with us and the majority of Americans are with us. Whether we succeed or fail now depends on Congress and the Biden Administration.

Thus, in 2021, the *Our Climate Moment™* campaign will mobilize activists across the country to build unrelenting pressure on Congress and the Biden Administration to act quickly on targeted policy solutions that will:

- Rapidly reduce greenhouse gas emissions
- Accelerate a just transition to clean energy and put the US on the path to net zero by 2050
- Create good green jobs across the country
- Invest in the frontline communities hit first and worst by fossil fuel pollution, climate change, and systemic racism, ensuring all Americans enjoy clean air and water and the opportunities to build the future they want
- Supports fossil fuel workers and families through energy transition, creating jobs with a future so no one is left behind
- Reverses disastrous Trump Administration regulations that gutted environmental protections

This is *our* climate moment. We can't afford to waste it. Our chance to end the climate crisis and build a healthy and just nation for all. It starts with the Biden administration and Congress seizing the opportunity and rising to the challenge.

As for making Congress act? That's up to us. So, let's get to work.

This campaign toolkit contains materials and guidance to help chapters meet and build relationships with the members of the 117th US Congress in order to move the needle on climate action at the federal level and demand meaningful administrative actions.

Please note that this kit is not exhaustive; it was created as a way to aid your chapter's federal engagement strategy and to provide best practices for meeting (both in-person and virtually!) with your federal elected officials. If you need assistance in running this campaign, feel free to reach out to us at [chapters@climatereality.com](mailto:chapters@climatereality.com).



# OUR THEORY OF CHANGE

Capitalizing on our climate moment—by passing bold climate legislation, as well as pro-climate executive orders and agency appointments—cannot be successful without a diverse and dynamic coalition of stakeholders and leaders. This campaign focuses on a three-pronged approach of training and empowering US chapter members, leaders, and members to pressure federal officials to take bold climate action; working in coalitions with other groups to advance collective goals and messaging; and amplifying the voices of Americans across the country demanding for a just and green future for all.



## OUR COMMITMENT TO MEANINGFUL CAMPAIGN WORK

The *Our Climate Moment*<sup>™</sup> principles guide Climate Reality campaigns not only as we capitalize on this critical moment for change at the federal level, but also across the entirety of the organization's campaign to fight the climate crisis. We are also guided by the [Jemez Principles of Democratic Organizing](#) for all Climate Reality campaigns.

***We Center Equity:*** We know the climate crisis is a global issue and will affect everyone to varying degrees. Fueled by big polluters, the impacts of the climate crisis will disproportionately affect communities that have contributed the least to its cause. We intentionally center the voices of frontline communities and communities of color, prioritizing work and solutions that promote environmental justice and equity.

***We Create Meaningful Partnerships:*** Climate Reality cannot act alone in the solutions; therefore, we foster strong, strategic partnerships in local communities and beyond. All stakeholders and members of the community contribute to the goals and outcomes of this campaign. Through partnerships and working in coalitions, we organize campaigns that embody inclusivity and community-based solutions.

***We Are Well-Trained, Strategic, and Solutions-Oriented:*** As a part of the Climate Reality chapters program and the Climate Reality Leadership Corps, we are trained and knowledgeable on climate science and solutions via former Vice President Al Gore's presentation. We create well thought-out and developed campaign plans grounded in strategy and solutions to help us win over our entire community.

***We Persevere and Continuously Push Forward:*** We strive to carry on our campaigns with discipline until they mature and pick up traction. We stay engaged until we accomplish a predetermined goal or until we make a clear, intentional decision to reallocate resources. We regularly update and reevaluate our strategies and campaign plans to ensure a clear path to success in this campaign and broader solutions to the climate crisis.

# OUR FIVE PILLARS OF CHANGE

The campaign aims to help jumpstart a just, green recovery for all Americans, and we're prioritizing these five areas of work to help us get there.

Together, we'll build pressure on federal officials to take bold climate action, join forces with fellow environmental advocacy groups in a coalition to win, and make sure all of our voices are heard in demanding a cleaner, greener future.

We've categorized our policy priorities under these five categories to keep our demands clear and focused. As policy opportunities emerge, our priorities may evolve to seize them.

When thinking where to focus, ask yourself, to which pillar are you most drawn? To which do you think is most relevant for you and your chapter?



- ***Pillar One: Just Transition to Clean Energy***

In conjunction with Climate Reality's *100% Committed™* campaign, we're working for policies that transition the US power sector to 100 percent renewable electricity by 2035 and create millions of good jobs and healthy communities nationwide.

- ***Pillar Two: Zero-Carbon Transportation***

Transportation is the largest source of US emissions. We're working for policies that transform the sector, shrink emissions, and make clean transport options like electric vehicles and buses and rapid transit choices available to all.

- ***Pillar Three: Climate Justice and Public Health***

We're working for a just transition that prioritizes the frontline communities hit first and worst by climate change and fossil fuel pollution, fighting to clean up pollution hotspots poisoning our families and ensuring all Americans have clean air and safe water.

- ***Pillar Four: Building Green Communities***

We're not just building back. We're building back better, with climate-smart homes and infrastructure to ensure all our communities are sustainable for the long haul.

- ***Pillar Five: Protecting Democracy***

The past several years have tested the strength of this nation's democracy, but this is our moment to demonstrate we are a nation for all, and we're building a better world for all. Together, we'll restore confidence in our democracy and protect against future voter suppression. This is our moment.

## **RUNNING THE CAMPAIGN**

So how do you get started on this campaign? We're breaking down a step-by-step guide to running a successful and ambitious *Our Climate Moment™* campaign with your chapter. We know this year is busy, but we need everyone's buy-in, so whether you're an engaged constituent or a constituent leading the pack, this is our moment.



# OUR ENGAGEMENT STRATEGY: LET'S GET TO WORK!

## BUILD YOUR CAMPAIGN TEAM

Your level of engagement—and that of your fellow chapter members—will likely ebb and flow with the progression of the campaign, as well as on where you're located! Some states will have more targeted actions towards meaningful federal change. If you have questions about how to get more involved and engaged, reach out to your chapter point person directly.

## LEVELS OF ENGAGEMENT

### LEADING

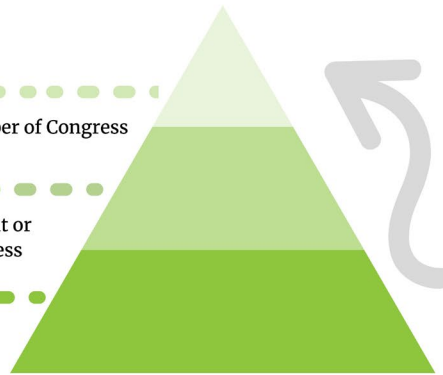
Planning, scheduling, and meeting with your Member of Congress

### COMMITTED

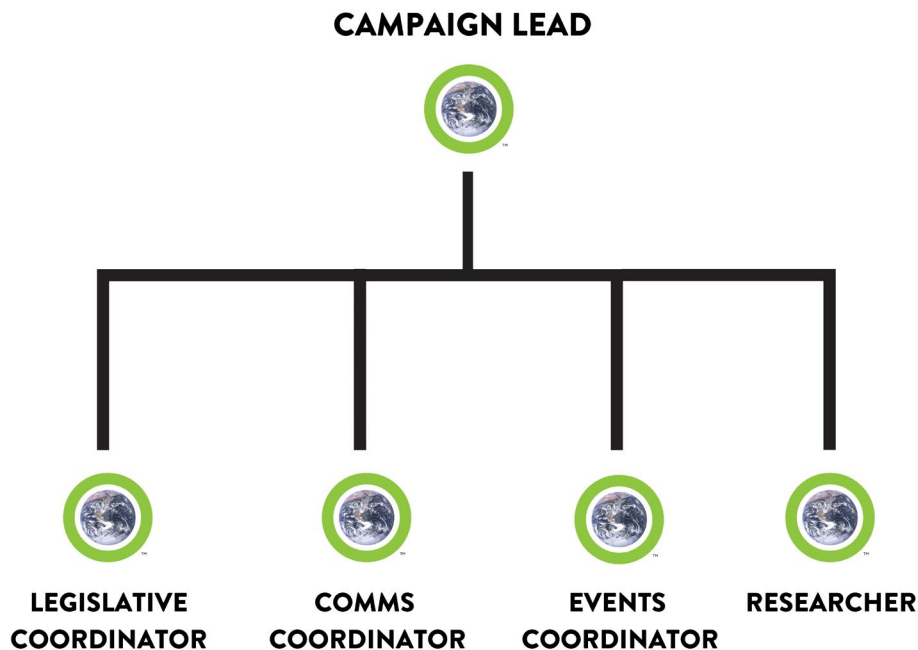
Letters to the editor, opinion editorials, testifying at or attending a hearing, calling your Member of Congress

### ENGAGED

Digital actions like petitions, sign-on letters, social media promotion, comment periods



## RECOMMENDED COMMITTEE STRUCTURE



# OUR RECOMMENDED CHAPTER COMMITTEE STRUCTURE

Within your chapter, you likely have a multitude of campaign teams focused on Climate Reality's flagship campaigns like *100% Committed™* or opposing petrochemical buildout, in addition to a number of committees focused on communications, recruitment, etc.

With so many upcoming priorities and federal actions, we recommend that you create a similar campaign team or working group to ensure the success of this campaign. This group can be responsible for prioritizing actions, researching future days of action, targets, and initiatives, and will be responsible for communication with Climate Reality HQ. Have a good understanding of federal legislation or want to learn more? This committee is right for you!

## **BUILD YOUR CAMPAIGN TEAM AND RECRUITING PLAN:**

While these two items have their own needs and action items, they are closely intertwined. Much like many of the steps laid out here, they fuel each other and are not necessarily a linear process.

Determine and build your campaign team, starting with the core campaign members who will be the campaign leaders. Ask a friend to accompany you in planning for your first decisionmaker meeting or in hosting a comment period party.

A strong campaign team will ensure that you don't get burnt out and will provide backup if life takes you away from the campaign for a little bit. The engagement levels outlined below are not prescriptive to each of the roles, but we provide a recommendation below.

- **Campaign Chair (Leading Constituent):** Responsible for organization and leadership of larger campaign team. Will be primary volunteer responsible for meeting with regional organizer and *Our Climate Moment™* legislative coordinator from Climate Reality staff. Responsible for reporting back to Climate Reality staff on campaign team meetings and successes.
- **Legislative Coordinator (Committed Constituent):** Maps out legislative targets, organizes communications with those targets, sets up relevant meetings, etc. [DISCLAIMER: Climate Reality and its chapters must work under [the restrictions for 501\(c\)\(3\) nonprofit organizations when conducting this work](#)].

- **Researcher (Committed Constituent):** Does local background research as needed for the federal asks and actions.
- **Events Coordinator (Committed Constituent):** Organizes and plans logistics for relevant events to uplift the campaign, including meeting with your member of Congress, campaign team meetings, tabling, virtual recruitment events, etc.
- **Communications Coordinator (Committed Constituent):** Publicizes campaign wins, actions taken, and ongoing work. Works to track the social presence of your members of Congress. This might be someone that is already doing communications for the larger chapter.

## RECRUITMENT

While recruitment can seem like an extra, onerous task as you are trying to get your campaign off the ground, recruiting and building leaders will build people power and strengthen our fight to solve the climate crisis long term. Developing a team of leaders within your campaign early will result in a comprehensive team of organizers to delegate tasks and lead initiatives when you are at the height of the campaign. Some best practices are:

- Follow up with interested volunteers as soon as possible and plug them into the campaign by providing tangible actions.
- 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 types of 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.
- Reach out to different committees or parts of your chapter that you may not have talked to previously. There may be people who just have not gotten as involved before because there wasn't a campaign they were interested in or a leader who involved them like you can!
- Develop leaders. There may be people that present themselves as leaders without knowing it. Take the time to pull them in, give them resources to expand their organizing knowledge, and encourage them to take on bigger projects.

- Community is key. Most of the time people wanting to get involved are looking for a way to combat the climate crisis. That will get them in the door but feeling like they are part of a community and something bigger than themselves is what is going to keep them around for the long term.

## **BUILDING UP LEADERS AND SUPPORT**

Helping chapter members grow up the ladder of engagement will ensure that there is always enough support to keep the campaign's momentum going, no matter how your schedule and capacity changes. Building up the ladder of engagement starts with introductory tasks for new members—this could be as simple as opting in the chapter or signing a petition. After they complete the first task, give them a little more challenging task! The goal is to slowly build up a volunteer's responsibilities and therefore, their commitment and dedication to the campaign and the cause.

Look back on the levels of engagement laid out earlier in this toolkit. What other actions could fall into these levels? Consider recruitment needs, chapter communications, and other actions you may take on as part of your campaign!

Increasing a member's involvement can be challenging and takes some time. Be sure to check out the Ladder of Engagement resource to better guide you through this process.

## **MAP YOUR COMMUNITY:**

Take the time to ensure you are including the *entire* community, not just the part that you're most plugged into. The [Chapter Training Series: Mapping your Community](#) is a great tool to help guide you in this process. This will not only ensure that you are looking at how federal legislation will serve the entire community, but also that you are approaching the campaign in the most equitable and inclusive way possible. Fully understand the resources that you have and need, other organizations with similar missions and/or campaign goals, and who will be impacted in your community by these policies.

Environmental and environmental justice organizations are a good starting point, but it's essential to think beyond them as well. The climate crisis impacts people across all sectors, topics, and people. Talk to people and organizations that work on voting rights, service-based organizations, interest groups, informal

networks, private businesses, frontline communities and organizations, etc. Utilize this information in recruiting and building your core team. Reflect on the *Our Climate Moment™* campaign principles listed above and incorporate them in this process.

To help get you started thinking about your community and your resources, think about these questions:

- How wide and deep does your knowledge go on the topic? Are you familiar with the particular policy issues? Do you have a firm understanding of how the federal legislative process works?
- How many of your chapter members are committed to dedicating time to this campaign? And how much time can they commit?
- How can you ensure that the voices of communities who are directly impacted are heard and represented?
  - Are there impacted people in your chapter?
  - What other people or organizations can you work with in coalition? Are there other environmental groups working on federal engagement campaigns in your district? What about groups organizing for racial justice? Equitable healthcare?
- How can the existing networks of your chapter members help you get connected to people or organizations working on this issue, or related issues?
  - Do you already have a relationship with your members of Congress?
  - Are you also a member of another organization that you can further connect with?
- What will you need to do to increase your capacity to work on this campaign?
  - Is there someone in your group who can lead the campaign?
  - Is there a need for further education or training of your members?
  - Do you need to recruit more members?
  - Do you or your chapter need other skills training? (Check out the [Chapter Training series](#) for a range of skill-based training resources).

## PLAN YOUR CAMPAIGN:

Your campaign plan should be a living document from the moment you decide on a target until the final victory. As variables change, you may need to adjust course—but you can only do that if you have a well-thought-out plan written down with designated roles assigned from the beginning.

We build campaign plans to create clear, strategic goals, establish an ideal timeline, and assess the resources we need to make it happen. By having a written plan, you can ensure the tactics you're using fit into an optimal strategy that will influence your target and help you achieve your goal.

***Set a Clear and Measurable Goal:*** What are you trying to accomplish, and by what date? Being able to set and communicate an explicit, clear goal is essential, so that you and everyone involved with the campaign understand what you want to achieve. Intermediate and short-term goals are important to keep you accountable and on track towards your long-term campaign goal.

*Our Climate Moment™* is unique from other local campaigns in that the long-term goals are pretty clear: achieve a just, green recovery for all Americans. It's up to you and your chapter members to identify which specific pillars you'll want to work on and build your goals from there. Your long-term goals for this campaign should be directly tied to the pillar(s) you are working on.

For example, if your chapter plans to work on [Pillar 5: Protecting Democracy](#), and is advocating for the passage of the John Lewis Voting Rights Advancement Act, your long-term goal could be either “pass legislation through Congress and President Biden that protects democracy and protects against future voter suppression” or it could be more specific such as “pass the John Lewis Voting Rights Advancement Act.”

You will then want to build out your intermediate and short-term goals that will help you achieve your long-term goal.

In the following example, here are long term, intermediate, and short-term goals set for a Climate Reality chapter working on [Pillar One: Just Transition to Clean Energy](#).

LONG-TERM GOAL	INTERMEDIATE GOALS	SHORT-TERM GOALS
Pass legislation through Congress and President Biden for 100 percent clean energy	What will you do this quarter to achieve your long-term goal? <ul style="list-style-type: none"> <li>• Meet with our senators</li> <li>• Secure their commitment to co-sponsoring this bill</li> </ul>	What will you do in the near future to achieve your immediate goals? <ul style="list-style-type: none"> <li>• Organize chapter planning session for all committee members</li> <li>• Hold lobby training and practice for chapter members</li> <li>• Schedule and confirm meetings with Senators</li> </ul>

**Identify Your Target:** Your target will be the member of Congress that you plan to meet with. Think about who your two senators and your representative are. Are they likely to support climate policy? How have they voted on past climate legislation? Are they members of an important committee or caucus? When does their term end?

Think back to your community mapping. Do you have the capacity in your chapter to target all three of your members? Do you have strong connections with one of your senators already? If you are in a large chapter, are there members spread out across several House districts? Are there other chapters in your state that you can work with on these targets?

Be sure that you think about how you and your chapter can be most effective in choosing your targets. If you're unsure what makes the most sense, reach out to your regional organizer to help guide you through this process.

Once you have selected your target(s), it's time to begin researching and building out target profiles.

## SCHEDULING YOUR MEETING

One of the most effective ways to educate and build a relationship with your member of Congress is to schedule a face-to-face (or virtual face-to-face) meeting. Members of Congress want to know which issues are most important to their constituents and making time to meet with constituents is part of their official duties. Furthermore, meeting with a policy staff member is just as, if not more, important. Members of Congress greatly rely on the expertise and recommendations of their staff, who divide and conquer monitoring the myriad of issues impacting constituents. Whether you meet directly with your member of Congress or with their staff, you are taking an important step by building a relationship with them and demonstrating that you are serious about addressing climate change at the federal level. This makes them much more likely to pay attention when you call or email about climate action in the future.

### BEFORE YOUR MEETING:

Before you go into your meeting with your target, you'll want to take some time to develop your specific ask, plan out your agenda, assign speaking roles, and practice.

Use these do's and don'ts to ensure a more successful meeting!

DO'S	DON'TS
<ul style="list-style-type: none"><li>• Be on time!</li><li>• Be professional, respectful, and warm (use their elected official title)</li><li>• Introduce yourself with your personal anecdote of why this meeting is important to you</li><li>• Find common ground through personal anecdotes</li><li>• Thank them for their time with you today, and for their service</li><li>• Leave your card behind! This allows for easy contact</li></ul>	<ul style="list-style-type: none"><li>• Use a threatening or angry tone</li><li>• Leave behind any gifts</li><li>• Answer any questions you don't know the answer to. Simply say "Let me do some research, and I'll get back to you!"</li><li>• Speak ill of other people, organizations, or beliefs</li><li>• Arrive unexpectedly - be sure you have a scheduled meeting and you are on time!</li><li>• Directly or indirectly support or oppose any candidate</li></ul>



While some of the highlights are included below, take some time to review the full [Chapter Training Series: Digital Lobbying](#) and the [accompanying toolkit](#) for more specific information on setting up a lobbying meeting, planning that meeting, and to find specific email and agenda templates.

## SAMPLE AGENDA

It's important that you're prepared for your lobbying meeting and that all meeting attendees are on the same page. You only have a short amount of time to make your case to your member of Congress or a staffer so it's critical that you are clear and concise, and that you have time to make your ask.

Before you go into your lobbying meeting, prepare a detailed agenda and assign speaking roles. Use **this agenda outline** to help streamline your meeting and ensure that you get to make all your points.

Be sure to practice running through **this agenda** and your talking points so that you are comfortable on your meeting day!

## RECOMMENDED STEPS IN SCHEDULING YOUR MEETING:

Look up your member of Congress. To look up your representative, check out the US House of Representatives' Find Your Representative tool. Since congressional districts can overlap zip codes, you may be asked to input your full mailing address. [Here is a full listing of US senators of the 117th Congress](#). The Senate directory includes the contact information for all offices in Washington, DC. The US House of Representatives tool will link you directly to the member's website, which will list contact information for their Washington, DC and district offices.

- 1. Complete the member's online meeting request form.** Many congressional offices have an online meeting request form to streamline the booking process. The form can be found on your member's official government website. As an example, here is US Representative Mike Thompson (CA-05)'s [meeting request form](#).
- 2. If the office does not have an online form, email the scheduler to request a meeting.** See the [Digital Lobbying Toolkit](#) for an email template for you to customize.
- 3. Call to follow up** on your meeting request after you submit your meeting request form or email.

4. **If your member isn't available, request to meet with the appropriate policy staffer.**
5. **A day before your scheduled meeting, call to confirm your meeting appointment.** Also, if any other chapter members will be joining the meeting, the scheduler may request a list of meeting participants.
6. **After you meet with the member and/or the staffer, email a thank you note.** It's important to thank them for taking the time to meet with you and to reiterate the asks that you made in your meeting. See the [Digital Lobbying Toolkit](#) for an email template for you to customize.
7. **Complete the Climate Reality meeting feedback form and submit it to [chapters@climatereality.com](mailto:chapters@climatereality.com).** This is an important part of tracking how many chapter leaders meet with their members of Congress, as well as track members' responses to chapter member asks.

## NETWORK AND BUILD COALITIONS

How can you maximize your knowledge and resources by working with other organizations in this space? 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, have some expertise, or have grassroots work that could add value to your campaign.

Bringing together voices from all parts of the community will help ensure you are addressing everyone's needs. Operating in a silo or without collaboration is not only an inefficient use of resources like time, volunteers, and funding, but it also does not create meaningful and long-lasting change.

Utilize what you outlined while mapping your community and review the [Mapping Your Community resources](#) for more information.

- ***Building a coalition for Our Climate Moment™***: Coalitions are based on relationships of mutuality and respect, but that takes time and effort to achieve. After you have identified all the people, organizations, and networks that you hope to incorporate into the campaign, identify the people within the organizations that would most likely work on the campaign topic and reach out. Send them an email, give them a call, or message them on LinkedIn.

- Take some time to evaluate how your policy goals are similar—or different—than those of other federal engagement campaigns in your community. Different organizations may have different policy platforms, but it’s easy (and important) to identify commonalities to support and bolster each other’s work.
- Be sure to think about what other Climate Reality chapters are in your area as well! If there are other chapters in your state, it’s important to work in coalition with these chapters since you are likely to have the same targets—we want to have a unified voice in advocating for climate policy! Be sure to check in with your regional organizer for information and guidance on how to best form state or regional coalitions with other Climate Reality chapters.

Your goal is to build rapport. This relationship and coalition will not be built with you just asking for help on your campaign. Of course, you want to find areas where your work overlaps so you can be helping each other, but you also need to offer your resources and time in areas where there isn’t overlap. It isn’t just about what you need to achieve your goals—it’s about how the relationship and coalition can be mutually beneficial. Learn more about effective coalition building in the [Chapter Training Series: Coalition Building](#).

## OTHER CAMPAIGN ACTIONS:

While you’re planning your campaign, keep in mind that there will be other actions throughout the year for you and your chapter members to take. While these actions won’t require as much planning, they will ultimately support your overall *Our Climate Moment™* campaign and help build support in your community.

## COLLECTING PETITION SIGNATURES:

Gathering signatures from stakeholders of your community is a great way of showing support for your campaign’s particular ask. We know to change policy, it only [takes 25 percent of a population demanding change](#), and by building a strong consensus, a petition will show decision-makers that your campaign’s ask is well supported.

To successfully canvas, first identify whose signatures you are looking to collect and whose voices you would like to help amplify your campaign goal. For example, if you are running an *Our Climate Moment™* campaign focused on climate justice policy, you should look to collect signatures from those most impacted. Petitioning is also very valuable for building your lists of activists that you can help grow into strong chapter members. Learn more about petitioning best practices with our [Chapter Training Series: Petitioning Guide](#).



## ENGAGE 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.
- **Opinion editorials:** An editorial piece in the opinion section of the paper that is typically a page long. An op-ed is a powerful way of highlighting a strong voice on the campaign. (Ex. A business owner explaining why businesses support a specific policy)
- **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 your campaign.

Writing a letter to the editor, an op-ed, or editorials is an Act of Leadership! If you are a Climate Reality Leader, remember to make sure you [log your Acts of Leadership](#) on Reality Hub.

## REGULATORY PROCESS:

A big component of *Our Climate Moment™* is pushing the Biden Administration to take strong climate action where possible. One way we can influence the administration, is by participating in the [regulatory process](#). Over the next several years, we expect the Biden Administration to issue rules and regulations on clean air, clean water, and more. Keep an eye out in your email and on social for more information from Climate Reality as these regulations get underway. We'll put together sample comments that you can use to show support for a regulation or to demand greater ambition.

- Comment periods—look out for comment collection on the following rules, among others!
  - Corporate Average Fuel Economy (more commonly known as CAFE) and vehicle emission standards
  - Reinstating and strengthening methane rules/regulations
  - New Clean Power Plan
- Public Hearings: public hearings are an important part of the regulatory process. Typically, an agency will hold a hearing in a few cities around the country to solicit a variety of input on their proposed rule. And we have the opportunity to testify at those hearings. Climate Reality will keep you up to date on these events and use this [testimony tip guide](#) to help you through the testifying process!

## DIGITAL ACTIONS:

Throughout the course of the *Our Climate Moment™* campaign, Climate Reality will be pushing out digital actions through email and social media. These actions may include emails to your members of Congress or actions directed at the Biden Administration. Be sure to keep an eye out in your email and on Climate Reality's social media pages so you can amplify these actions to your chapter members and networks.

- Like Climate Reality on [Facebook](#)
- Follow Climate Reality on [Twitter](#)
- Follow Climate Reality on [Instagram](#)
- Subscribe to Climate Reality's [email list](#)

# OUR RESOURCES FOR YOU!

With ongoing federal asks and demands, we will continue to build out resources for you to make taking climate action truly momentous. With quick asks, we'll do our best to supply you with sample talking points, social share language, and more!

- [Chapter Training Series: Digital Lobbying webinar and slide deck](#) – a recent webinar full of quick tips and tricks on meeting virtually with your decisionmaker
- [Power Mapping Guide](#) – this tool helps you analyze power dynamics relevant to the target of a campaign and allows you to create a visual display of the relationships between the target and other people, organizations, and institutions in order to understand the value of each relationship.
- [Contacting an Influencer guide](#) – use this to determine your target and what drives their decisions. This guide will help you better understand your decisionmaker when targeting them.
- [Meeting with Decision-makers guide](#) – a useful guide with step-by-step guidance on one of the most influential actions you can take!
- [Digital lobbying email templates](#) – reaching out to your member of Congress doesn't have to be difficult. These sample email templates turn it into a simple copy and paste!
- [Report back worksheets](#) – let us know how your meeting went! This worksheet is helpful for your own records, as well as for us here at Climate Reality HQ.
- [Chapter Training Series: Federal Lobbying Workshop](#)
- COMING SOON: policy one-pagers to give you the most up-to-date information and talking points that affect you and your backyard.

What resources are missing from this list? We'd love to add resources that you think would be beneficial in taking meaningful federal climate action. Let us know at [chapters@climatereality.com](mailto:chapters@climatereality.com).

# OUR DOOR IS OPEN: CONTACT US AND GET INVOLVED!

We look forward to taking action at the federal level with you! For years, chapters have been the backbone of local action—spreading truth and localized solutions with your neighbors and community members. And that work doesn't stop!

However, we now have an opportunity to demand bold and swift climate action at the federal level to make up for years of rollbacks and inadequate executive decision-making on climate action. We will not give up. This is our climate moment. Let's get to work.

If you have questions on running the campaign, be sure to reach out to your chapter point person directly or email us at [chapters@climatereality.com](mailto:chapters@climatereality.com).





# The Climate Reality Project<sup>®</sup>

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).