

# Senate Grassroots Climate Action Toolkit

This is a critical moment for our future. The US House of Representatives recently took an historic step in passing the American Clean Energy and Security Act, but the bill falls short of delivering on the promise of a new, clean energy economy. To fully confront the climate crisis, we need more.

Fortunately as Maryland citizens, we have a real opportunity to strengthen the bill. Our US Senators Mikulski and Cardin, are outspoken supporters of strong clean energy policy. However, they face a hard fight in the Senate and need *your* help to become true clean energy champions. Sen. Cardin has personally told us that he has recently heard more public feedback against clean energy policy than for it. We must be heard at this critical moment! We need to step it up and show our Senators the broad public support in Maryland for a strong clean energy bill. Want to make a difference in this historic fight? Here's how:

## **10 Easy ways to make your US Senator a Clean Energy Champ**

### **1. Take action on the CCAN mailing list:**

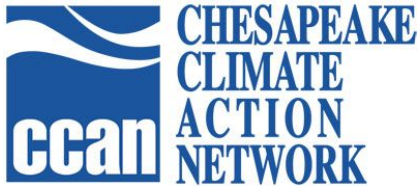
Sign up for our email action alerts at: [www.chesapeakeclimate.org](http://www.chesapeakeclimate.org). We will keep you up to date with clean energy policy and how to make a quick phone call or send an email to your Senators.

### **2. Collect postcards and Handwritten letters**

To demonstrate the groundswell of public support for bold climate policy we are collecting hundreds of postcards and handwritten letters. We are sending postcards to Sen. Mikulski and drafting handwritten letters to Sen. Cardin. Just start with friends and family and you will be amazed at how easy it is! We recommend setting a personal goal for your postcard/letter gathering and celebrating when you reach it. Contact Keith ([keith@chesapeakeclimate.org](mailto:keith@chesapeakeclimate.org)) or go to [www.chesapeakeclimate.org/mdresources](http://www.chesapeakeclimate.org/mdresources) to get talking points and a sample letter to get you started!

### **3. Attend local events to collect postcards/letters**

Tons of community events happen across the state every day. Go to our events page (<http://www.chesapeakeclimate.org/getinvolved/events.cfm>) for a list, or email us to access our Google calendar. Let us know which events you plan on attending to gather postcards/letters and we can connect you with other CCAN volunteers in your area. If you know



of an event that we haven't posted, contact us (info below) and we'll be sure to update our lists.

#### **4. Bring some friends to help**

When it comes to collecting postcards, friends make all the difference. Invite your friends to go with you to events or distribute postcards to your friends to return to you when completed. It's great because you can make a bigger impact and get someone else involved in the clean energy movement.

#### **5. Collect 'signs ons' from local groups and businesses**

Together we are more powerful. There is broad based support for strong clean energy policy across the state, but if elected officials don't hear from all of us then they will side with the polluters. Get local businesses and community groups in your area to sign on in support. Use the template letter on our website ([www.chesapeakeclimate.org/MdResources](http://www.chesapeakeclimate.org/MdResources)) or email [keith@chesapeakeclimate.org](mailto:keith@chesapeakeclimate.org) for more tips and tools.

#### **6. Get 'Letterhead' letters from local groups**

When you find a business or community group that has enthusiastically 'signed on' to a general letter of support, ask them to go a step further and draft a more personalized letter from their group to the Senators outlining their group's specific concerns.

#### **7. Have some fun! Host a community social event**

Building community is the key to community organizing, and that means we've got to connect with our neighbors. Show your neighbors that fighting climate change isn't all work and no play. Make it fun by hosting a movie screening, house party, 'green drinks' networking social, letter writing party, etc. Contact Keith (info below) to help you host an event in your community.

#### **8. Write Letters to the Editor, Get Community Leaders to Submit Op-Eds**

Do you ever get upset about misinformation on the opinion page? Well, speak up! Letters to the editor (LTEs) are a critical gauge of public opinion that elected officials pay close attention to. Contact Ethan ([ethan@chesapeakeclimate.org](mailto:ethan@chesapeakeclimate.org)) to join our "Truth Squad" email alert list and receive periodic sample letters so you can use to write your own letters and be sure that the truth gets published.

#### **9. Do creative actions**



Anything goes. CCAN mixes it up on Capitol Hill by flooding hearings, holding rallies, and doing fun and creative actions to ensure that our critical message is being heard. To receive updates on action happening on Capitol Hill contact Ethan ([ethan@chesapeakeclimate.org](mailto:ethan@chesapeakeclimate.org)).

## 10. Attend a lobby meeting and recruit others

Contact your Senator's district office and set up a constituent lobby meeting. It's very easy. All you have to do is email a request to the Senator's scheduler, and follow up with a few phone calls. Once you have set up a meeting we can provide you with all the info you need for a successful meeting and help you get other local volunteers to come along. Want more info? Just contact us and we'll help walk you through the process.

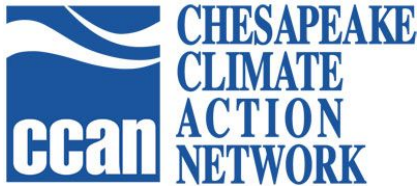
### A tailor-made approach to activism

When you work with CCAN you're never just another volunteer. We do our best to understand and respect your capacities, and will work closely with you to develop an action plan that is tailor made to your unique interests, talents, and schedule. Here are some examples of ways you could plug into our campaign based on how much time you can contribute:

<p><b><u>1 Hour per Week:</u></b></p> <p>Write a Letter to the Editor and Join Conference Call</p>	<p><b><u>2 Hours/Week:</u></b></p> <ul style="list-style-type: none"> <li>• Collect letters or Postcards at a local event.</li> <li>• Get friends to help out.</li> <li>• Join Call</li> </ul>	<p><b><u>5 Hours/Week:</u></b></p> <ul style="list-style-type: none"> <li>• 2 Hours collecting postcards or letters</li> <li>• Get friends to help</li> <li>• Get "sign-ons" from local groups</li> <li>• Join Call</li> </ul>	<p><b><u>10 Hours/Week:</u></b></p> <ul style="list-style-type: none"> <li>• Organize lobby meeting</li> <li>• Host a social event</li> <li>• Build team of friends to collect letters every weekend</li> <li>• Get "sign-ons" from local groups</li> <li>• Write an LTE</li> <li>• Join Call</li> </ul>
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### Need additional resources and support?

CCAN is here to support you. We work hard to empower you with all of the tools, community networking, training, and information you need to take action climate change.



Here's a rundown of some of the resources and support tools that you can tap into to be the best activist you can be:

- **Bi-weekly statewide network conference calls:**
  - Every two weeks, CCAN conducts helpful grassroots call in discussions featuring legislative updates and tips on strategic ways activists can make an impact on the action. The calls are also a great way to connect with other activists from across the state, share stories and get inspired. Contact Keith (info below) to receive information about upcoming calls.
- **Skylights Newsletter**
  - In addition to calls CCAN also sends out regular newsletters especially designed with for active volunteers: Features include legislative updates, Maryland specific campaign news, tips on getting involved, and a campaign calendar. Contact Keith (info below) to join the *Skylights* mailing list.
- **Information Packs/How to Guides:**
  - A well informed volunteer is a successful volunteer. That's why we put together special literature and how-to-guides to make sure you have information at your fingertips for organizing successful letter writing or petitioning activities, social events, constituent lobby meetings and more. Look on our MD resources page to see our array of action materials: [www.chesapeakeclimate.org/MdResources](http://www.chesapeakeclimate.org/MdResources).
- **Outreach Supplies and Gear:**
  - Going to an event and want some official CCAN swag like glossy brochures, t-shirts, or a banner for your table? Just let us know and we'll make sure that you're well equipped for a successful outreach experience.
- **Friendly, Accessible, Knowledgeable CCAN Staff**
  - CCAN staffers are always on call to support you. Whether you're writing a LTE at home on a weekday, collecting letters at an event on the weekend, or just looking to shoot the breeze, CCAN's Maryland Field team, Ethan and Keith are always just a phone call or email away:
  - **Keith, Maryland Field Organizer: 240-396-1985; [keith@chesapeakeclimate.org](mailto:keith@chesapeakeclimate.org)**
  - **Ethan, Maryland Campaign Coordinator: 240-396-2035; [ethan@chesapeakeclimate.org](mailto:ethan@chesapeakeclimate.org)**