



PLANNING SHEETS FOR CCL Canada in 2020: Building Political Will In Our Ridings

This is our 10th January CCL yearly planning session. We are an example of the power of Marshall Saunders' dream – by supporting volunteers in their ridings to pull on the Five Levers of Political Will for carbon fee and dividend and guided by our Core Values, we made the impossible possible, Canada. Canada's national backstop policy for carbon pricing is a form of carbon fee and dividend. Over 50 countries around the world are now learning how the focus, hard work and determination by Canadians for almost a decade have paved the way forward for carbon fee and dividend globally. Onwards and upwards Canada. History has its eyes on us.

5 Levers of Political Will

1. **Lobbying and building a trusting relationship with our MPs is the most impactful thing we do.** CCL has been training us how to ask our MPs to support our Carbon Fee and Dividend proposal since September 2010. The most impactful thing we do is lobby in Ottawa as a team. Please do your best to send a local representative to Ottawa in May and/or October 2020 event. Regardless of whether or not you attend, please ask your MP to attend our reception on Monday, May 11, 2020. We also create and regularly update our MP bios. If you are lobbying in Ottawa with us, you send us your completed MP bio about a month before lobbying. A very important task is to register at [OpenParliament.ca](https://openparliament.ca) to receive updates when your MP speaks in Parliament.
2. **Chapter development:** Key to our effective lobbying is showing our Members of Parliament that we are not acting alone and that we have a diverse group of supporters with us in our ridings. It is also through the growth and management of the local CCL group/chapter, that it becomes possible to push on the other four levers for building political will. And please be sure to enter field reports. Our data keeping empowers politicians and citizens to do more. Imagine what politicians and citizens are thinking when we say our volunteers have appeared on the editorial pages of Canadian newspapers more than 3,000 times and have lobbied our parliamentarians well over 900 times.
3. **Media relations:** We train citizens how to engage with and influence the media. We write letters to the editors and op-eds, meet with editorial boards and work to place stories in all forms of media. This year we will include media training for helping you work with your local media too. We also encourage our groups to engage with their MPs on social media using the CCL way and if they have time set up their own social media handles for their local groups.
4. **Grassroots outreach:** We recruit and educate the public on climate solutions, citizen advocacy and how to participate with one's government. More specifically we recommend you work to help your local Fridays For Future and/or Extinction Rebellion groups, as well as diverse groups such as your local labour councils, multicultural associations and religious groups (churches, mosques and synagogues). If your group has limited resources, ask yourselves the following question when doing outreach: will this outreach event expand our circles of influence and social capital or just be an echo chamber? One key resource we have for grassroots outreach is the Parliamentary Petition.
5. **Grasstops outreach:** We seek to educate, build partnerships with and gain the support of community leaders and non-governmental organizations. Please consider our [Open Letter to Businesses](#) and [the Climate Caucus](#). Consider how working with our local MPPs/MLAs/MHAs will help to advance Canada's national carbon pricing policy. Please note that all subnational lobbying asks and events must be coordinated with the national office and be included in the monthly action sheets so all CCL Members nationally can be kept in the loop on how we are all moving forward together to improve and harmonize Canada's national carbon pricing policy.

What We Believe In

Citizens' Climate Lobby is a non-profit, nonpartisan, grassroots advocacy organization focused on national policies to address climate change. These **core values** guide our staff and volunteers along the way:



Focus We are focused on what we see as the single most impactful solution to climate change — a national carbon fee and dividend. We know it will not solve the problem entirely, and appreciate the work that our friends in other groups are doing. So that we can be effective, we do not let ourselves get distracted by work that does not support our core purpose. After we accomplish our goal, we will tackle the next most impactful solution.



Optimism We believe that people are good, and that democracy works. We are confident that our approach will work because we see progress. We stand for a solution, not in protest of other solutions. We don't expect perfection from ourselves or others; this is a process and we know that people can improve. Together, we are a community that offers one another comfort, support, and fun as we work.



Relationships We take the most generous approach to other people as possible — appreciation, gratitude, and respect. We listen, we work to find common values, and we endeavor to understand our own biases. We are honest and firm. We know that there is a place for protest, but our approach is to build consensus — that's what will bring enduring change. That's why elected officials and their staff, no matter what their politics, say they are happy to see us — and mean it.



Integrity We are prepared and do our research. We are always on time for meetings. Our approach is thoughtful & thorough. We consult experts and use data. We are open to new information; in fact we solicit opposing opinions. We refine our solutions to make them better. We follow up when we are asked. We keep on.



Personal Power We use our voices to be heard. This simple act transforms us from spectators to engaged citizens, and it reveals the true nature of democracy to us. We are volunteer-driven — trusting volunteers to make important decisions, and to create and develop things that will be valued by Citizens' Climate Lobby.



Being Nonpartisan Our group is open to all who are serious about solving climate change. You are welcome no matter where you live, what you wear, what you do for a living, or who you voted for in the last election. We work with elected officials and community leaders from across the political spectrum because we believe that everyone is a potential ally.



Diversity We empower everyone in exercising their personal and political power regardless of race, ethnicity, nationality, gender, gender identity, sexual orientation, age, religion, ability or political affiliation. We seek out, support, and elevate people whose voices may not have been fully heard.

PLAN YOUR YEAR – At Citizens' Climate Lobby savouring comes first. Please use these planning sheets on the following pages to help your group create a work plan that gives you all plenty of down time. Pick and chose which actions are best for your group. Note that throughout the year, we will send you monthly actions that help explain many of these actions in detail.

LOBBYING

Action	Notes – outline timelines, job descriptions and who is the key person responsible
Update or create MP Bio.	
Lobby your MP in your riding	
Lobby your MP in May in Ottawa	
Lobby your MP in October in Ottawa	
Invite your MP to our reception in May	
Engage with your MP on social media	
Register at OpenParliament.ca to receive updates when your MP	
Sending your MPs your mainstream media hits	

CHAPTER DEVELOPMENT

Action	Notes – outline timelines, job descriptions and who is the key person responsible
Monthly meetings.	
Plan the year	
Growing your group.	
What are the key outreach events to grow the social capital of your group?	
Field Report submissions	
Your CCL Community Page	

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MEDIA RELATIONS

Action	Notes – outline timelines, job descriptions and who is the key person responsible
How many letters to the editor do you plan publish?	
How best can you get to know your local newspaper editor?	
How can you get your letters to the editors syndicated?	
Can you get a column in your local newspaper?	
Who will be in charge of writing media releases for local outreach events?	
Media training – who could be trained to speak with local media?	
Please follow CCL Canada on social media regularly share and tag us https://www.facebook.com/CCLCanada/ https://twitter.com/CitizensLobbyCa https://www.instagram.com/citizenslobbyca/	

Grasstops Outreach

Action	Notes – outline time lines, job descriptions and who is the key person responsible
Our Open Letter for Businesses to sign https://canada.citizensclimatelobby.org/open-letter-lettre-ouverte/	
The Climate Caucus for Municipal Politicians https://www.climatecaucus.ca/	
Only if you have time, consider how lobbying provincial parliamentarians can help harmonize CF&D federally	

Please note that all provincial lobbying asks and events must be coordinated with the national office and be included in the monthly action sheets so all CCL members nationally can be kept in the loop on how we are all moving forward together to improve and harmonize Canada's national carbon pricing policy.

Grassroots outreach	
Action	Notes – outline timelines, job descriptions and who is the key person responsible
Fridays For Future.	
Extinction Rebellion	
Setting up a Write4Climate event	
Tabling at non-environmental events: Canada Day, Labour Day, Folk Festivals	
Rotary Club Presentations	
Our Parliamentary Petitions	
Getting ready for the 50 th celebration of Earth Day on April 22	
Movie Nights	

A NOTE OF GRATITUDE

We like to extend our thanks to the many CCLers who have crafted, field-tested, improved and shared these effective actions for building political will locally carbon pricing over the years. We have received these ideas mostly through our powerful monthly CCL Canada calls and via the field report submissions. Together we have built an incredible database of effective actions.

If at anytime you have an action that you have found to be a great way to build political will locally for a liveable world, please share it with us.

WHERE TO FIND MANY OF THE RESOURCES:

<https://canada.citizensclimatelobby.org/volunteer-resources/>