

# NEW VOLUNTEER HANDBOOK



CITIZENS' CLIMATE LOBBY  
CANADA

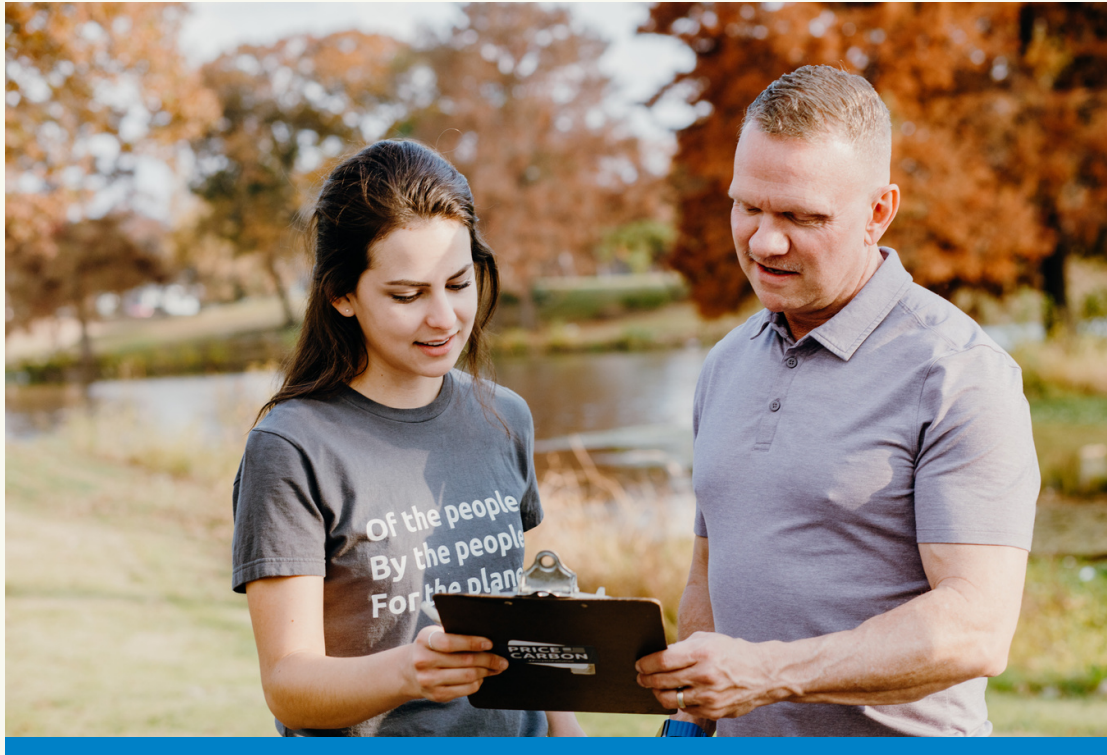


Psst...  
Want to dive  
deeper? Click on  
underlined words  
throughout!

# **TABLE OF CONTENTS**

- 1 Who We Are**
- 2 Our Impact**
- 3 Our Unique Niche**
- 4 Our Values**
- 5 The Five Levers of Political Will**
- 6 Lobbying**
- 7 Media Relations**
- 8 Grassroots Outreach**
- 9 Grasstops Engagement**
- 10 Chapter Development**
- 11 Using the Action Tracker**
- 12 Our National Action Teams**
- 13 Monthly National Rhythm**
- 14 Yearly National Rhythm**

# OUR SOLUTION TO CLIMATE CHANGE? DEMOCRACY



On Parliament Hill, Citizens' Climate Lobby is known as the nice lobbying group.

This is because we approach every person as a potential ally and recognize that the problems we face require "All Hands on Deck" solutions.

**We have a roadmap to tackle climate change.**  
All we're missing is the political will.

Let's build it in Canada together.

# REAL IMPACT

In 2018, CCL Canada made history.

**We got what we lobbied for.**

After eight years of focused work, thousands of newspaper publications, countless letters to parliamentarians, and over five-hundred lobby sessions, the Government of Canada enacted a price on carbon: the Greenhouse Gas Pollution Pricing Act.

Canada finally had a price on pollution with the money collected going back to those who'd lobbied for it:

**Everyday citizens all across Canada**



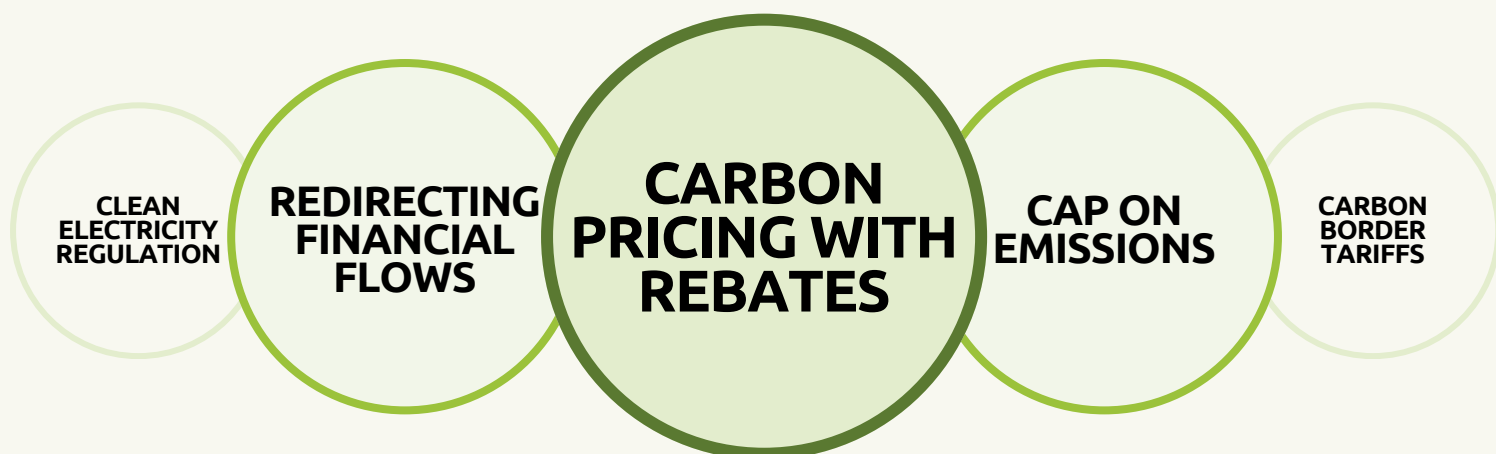
Polluters pay.  
People get a carbon  
cashback.



## OUR UNIQUE NICHE

With the success of our carbon fee and dividend policy, we now focus on training and supporting volunteers to lobby for **improvements to the Greenhouse Gas Pollution Pricing Act** along with specific complementary policies to reduce emissions.

This support includes resources to De-Mystify our country's carbon pricing policy in the face of rising misinformation.



In Canada, we have been meeting with volunteers and providing them with monthly actions since 2010. Our goal is to **create the political will for a livable world** by helping individuals realize their personal and political power.

We are one of the few groups in Canada currently training and supporting citizens to directly lobby their government.

# OUR VALUES

## WHICH ONES RESONATE WITH YOU?



**Focus:** We know there are no silver bullets, but we keep our focus on what we see as the single most impactful solution to climate change — a national carbon fee and dividend.



**Integrity:** We are open to new information; in fact we solicit diverse opinions, including opposing ones. We refine our solutions to make them better, in line with the experts and data.



**Optimism:** We believe that people are good and that democracy works. We are confident in our approach because we see the progress.



**Nonpartisan:** We are open to all who are serious about addressing climate change. We work with elected officials from across the political spectrum because we believe that everyone is a potential ally.



**Personal Power:** We make our voices heard. This simple act transforms us from spectators to engaged citizens. We trust our volunteers to make important decisions.



**Relationships:** We approach other people with appreciation, gratitude, and respect. We listen, find common ground, and work to build consensus that will bring enduring change.



**Diversity:** We empower everyone to exercise their personal and political power, regardless of race, ethnicity, nationality, gender identity, sexual orientation, age, religion, ability, or affiliation.

# HOW WE WORK

## 5 LEVERS OF POLITICAL WILL

These are the five core approaches that local chapters leverage to build support for climate action and to make constructive change possible.

### Lobbying

Build relationships with our representatives

### Media Relations

Engage and influence all forms of media

### Grassroots Outreach

Recruit and educate the local public

### Grasstops Engagement

Gain support of local community leaders

### Chapter and Volunteer Development

Help members discover their political power



# Lobbying

The word “lobbying” may carry with it some negative connotations stemming from the practice of paid, professional lobbying. However, there’s a simple reason why companies pay so much for lobbyists.

## It works!

The difference is, for us as citizens, it’s not only our right but our duty to be engaged and to express our voice. By doing so, we become the best lobbyists money CAN’T buy.

Remember:

**Politicians don’t create political will, they respond to it.**

## SO WHAT IS OUR ROLE AS CITIZENS?

Our political representatives are only human, and often don’t know all the details of every policy available to them. **They rely on others to inform them.**

If we are not filling this role, then who is?

Paid lobbyists meet with the parliament frequently. If we do not express our voices and make the case for what we want from our representatives, others will make their cases in our stead.

Successful lobbyists, whether they are paid professionals or passionate citizens, develop relationships. And, fortunately, we don't need millions of dollars to do so.

Our advantage as citizens?

**Parliamentarians want to meet with constituents!**





# Media Relations

With our steady drumbeat of media work, CCL Canada **keeps up the political pressure and momentum** for effective and bold climate policy.

Letters to the editor, op-eds, and media releases help educate our communities and signal to our members of parliament that climate is a top constituent priority.

## TRADITIONAL PRINT MEDIA

## SOCIAL MEDIA PLATFORMS

Instagram, TikTok, Facebook, Twitter, Reddit and others, offer important avenues for climate advocacy. Through these tools, we are able to amplify climate messaging and correct misinformation.

Pitching to local media outlets through radio or broadcast television can help you spread the word about your chapter's work and attract new volunteers.

## BROADCASTING

To set the spark of political will alight,  
**we need to get down to the grassroots level.**  
This means connecting with the public in a variety of ways.

Through various forms of outreach, we educate the public on climate solutions, recruit new citizen advocates, and unlock political potential by highlighting how they can participate with their government.

We also **strengthen the bonds within our communities** by building relationships in the places where we live!



## Grassroots Outreach

These activities include:

### **Tabling**

Setting up a table at an event or in a heavily traveled area in order to communicate, connect, and engage people on a particular topic.

### **Events**

Hosting an event to connect with or educate the public. (Some ideas include a Day of Climate, a candidate forum, a film screening, a barbecue, a conference, etc).

### **Service**

We always have to move at the speed of relationships and relationships require trust. One of the best ways to build trust locally is to show up to help someone else's cause.



While grassroots advocacy focuses on engaging the wider community, grasstops engagement focuses on **earning the endorsement of influential community leaders or groups.**

Parliamentarians consistently tell us that they want to hear from local respected leaders. They often turn to these figures for advice and guidance.

By gaining the support of community leaders and non-governmental organizations through education and partnerships, we are able to harness our relationship to exert a **disproportionate influence** on policymakers and community members.

Using this lever, you may find yourself reaching out to mayors, city councillors, tribal leaders, faith leaders, business leaders, directors of other organizations, and more!



## Grasstops Engagement





While CCL has a national framework, goals, and trainings, the heartbeat of the organisation is made up of individual local chapters, run by volunteers **just like you**.

These chapters decide where and how they would like to implement our other four levers of political will in order to best build climate support in their local communities.

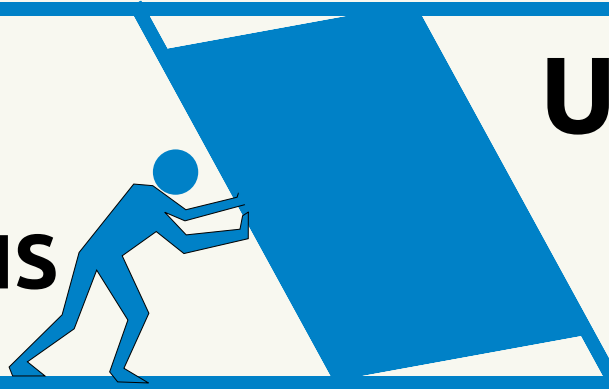
It is through the growth and management of these local chapters that it becomes possible to push on the other four levers. When all is said and done:

**A strong chapter makes our individual efforts stronger!**



## Chapter Development

# METRICS MOVE MOUNTAINS



# USING THE ACTION TRACKER



My Groups



Action Tracker



My Bookmarks

## WHAT?

The Action Tracker is a log of all volunteer actions for CCL

## WHERE?

Find the Action Tracker at [this link](#) or on the [CCL website](#)

## WHY?

Logging your actions:

- Provides metrics to pressure politicians
- Helps you and your chapter track progress
- And motivates continued action to build political will!

## WHEN?

Log any action which:

- Builds political will to address climate change
- Is consistent with CCL's core values
- And is related to one of the five levers of political will

## HOW?

Select "Log an Action" and:

- Choose which of the five levers the action falls under
- Select the specific type of action taken within that lever (or as close as available) and fill out any additional details
- Log the volunteers who participated (and their roles)
- Submit!

1

SELECT AN ACTION TYPE

2

ENTER DETAILS

3

ADD PARTICIPANTS



# OUR NATIONAL ACTION TEAMS

Alongside our local chapter actions, we have developed national action teams to push deeper into various areas of interest.

- GGPPA.ca Website Development
- [Carbon Rebate Endorser Letter](#)
- OPBS, CER, and Emissions Cap
- [Election 2025 Policy Checklist](#)
- Fossil Fuel Non-Proliferation
- [Climate Advocate Training](#)
- Motivational Interviewing
- [Media Co-Working Space](#)
- Climate Aligned Finances
- [Parliamentary Petitions](#)
- Conference Planning
- [Digital Campaigns](#)
- Senate Lobbying
- [TV Commercials](#)
- Education Calls
- [Action Sheets](#)
- Leave Behind
- [Onboarding](#)
- Youth Team
- [Laser Talks](#)
- En-ROADS

## WANT TO HELP?

Join our monthly  
[Canada Catch-Up Calls](#)  
to find out how to get  
involved at a deeper level!

**New  
Action  
Sheets**

Action Sheet are shared at the start of each month. They highlight the current **national action** opportunities, **team calls**, as well as new **Laser Talks**

**NATIONAL  
MONTHLY  
RHYTHM**

On the second Thursday and the following Friday each month, group leaders and volunteers meet to **share reports from the field** and **discuss actions**

**Canada  
Catch-Up  
Calls**

# NATIONAL YEARLY RHYTHM

## **January**

CCL Canada's Annual Planning Session

## **March / April**

Annual Earth Hour to Earth Day fundraising

## **June**

Conference and Lobbying Days in Ottawa

## **July / August**

Time for rest / savouring our planet

## **September**

Updating national lobbying resources

## **October**

2nd Conference and Lobbying Days

## **December**

Reflection on the year behind us



*"CCL has taught me one powerful lesson...*

*A small group of thoughtful,  
committed citizens can indeed  
change the world."*

Cheryl McNamara  
CCL Toronto Founder



**JOIN US!**

Citizens' Climate Lobby Canada

