



**CCL Monthly Conference Call, Saturday, December 6, 2014**

**Groups meet at 9:45am PT / 12:45pm ET**

**Call-in number: 1-866-642-1665: Pass code 440699#**

The international conference call starts at 10 am PT / 1:00 pm ET **SHARP**

The conference call is a little over an hour long and the groups meet for another hour after that to plan actions.

**Instructions:** Sign on to the call at least five minutes before the start time. When you first get on the call, announce your name, city and how many people are in the room.



**Allan Savory of the Savory Institute:** Can we reverse desertification and sequester carbon through cattle herding? That's the hopeful theory behind the work of our December guest, Allan Savory of the [Savory Institute](http://www.savoryinstitute.com), who began developing his holistic management methodology in Zimbabwe in the 1980s.

**1) Action #1 – Q:** What do you really want for a holiday gift? **A:** Political will for a sustainable world. Please consider asking people you know to make a financial contribution to Citizens' Climate Lobby and help us lay down the tracks for a low carbon future.

**2) Action #2 –** *All we want for Christmas is our 17%!* Send your MP a holiday card asking for the “17%” we committed to in the Copenhagen Accord and then extoll the virtues of carbon fee and dividend.

**3) Enhancing the impact of our media actions** – Your published Letters to the Editor (LTEs), OpEds and articles should be sent to your Members of Parliament via email at time of publication. You should also keep a record of these, and print them to show your MP when you visit her/him. Consider keeping track of where you send our CCL media packets and media releases to be able to report that to your MP as well.

**4) Upcoming Action** – January 27 Carbon Fee and Dividend vs Cap and Trade debate Toronto. Details will follow in early January.

**5) Optional Online Action – Prebudget Consultations:** Kindly ask federal Finance Minister, the Honourable Joe Oliver, to consider taxing our pollution and not our income. Present to him our solution of Carbon Fee and Dividend. Share data with him data from the REMI report, IMF data and BC carbon tax study.

<http://www.fin.gc.ca/prebudget-prebudgetaire/page-1.aspx?lang=1>

**PS** – For those of you who visited MPs in Ottawa, if you have not done so already, please set aside time to write them a thank you card.



*“Kind words can be short and easy to speak, but their echoes are truly endless.” – Mother Teresa*

## **LASER TALK: Donate to CCL and help lay down the tracks for a low carbon future**

(example only – please personalize this with your own thoughts and experiences)

Hi. Do you have a minute? I want to share a little about my experience with Citizens' Climate Lobby (CCL) and see if you have any questions. Do you know anything about CCL or had you ever heard of the organization?

### **(Let them talk)**

Until I started going to CCL meetings and participating in the monthly actions, I was pretty dejected about whether we could slow down the fracking of natural gas, building more pipelines and in general unfettered development of oil and gas resources that are heating up our planet. I am not alone: an [Environics Poll](#) released November 28, 2014 revealed that 78% of Canadians fear for the kind of legacy climate change will leave for future generations.

I figured that the fossil fuel companies were just too powerful to overcome, that they were calling the shots in Ottawa and I was powerless to do anything about that. But something great happened when I started volunteering with Citizens Climate Lobby: I rediscovered the power of our democracy and the power I have to influence my government's policies. We do this by learning to speak to the issues in a powerful way and then meeting with our MPs. We get letters and opinion pieces published in the local newspaper calling on Parliament to address climate change in a way that will succeed. It all works because of the support we get from other volunteers and the CCL staff to be in action, to break through the sense of helplessness, and do what's needed to be done.

For four years in a row, Citizens' Climate Lobby has gone to Ottawa to lobby parliament for a carbon fee and dividend – which is revenue neutral carbon tax where 100% of the money is returned to citizens. Without revealing too much, after our most recent lobbying in Ottawa, we can honestly say parliamentarians are really starting to take note of what we are saying and doing. A quote from CCL volunteer Liz Armstrong (Erin ON) post conference sums up how many of us felt after lobbying: *"Heading into the Christmas season with more hope than I can ever remember."*

It is highly unlikely parliamentarians would be considering Carbon Fee and Dividend if it were not for our volunteers. Political stripes aside and based on what we have witnessed on C-PAC - without CCL's effort, it is much more likely that parliament would be stuck on the "job-killing carbon tax" rhetoric of the Harper government.

In contrast to the current federal government, Citizens' Climate Lobby Canada is laying down the tracks for a low carbon future. Just like our nation builders did a century ago in connecting Canadians from sea-to-sea with a national railway, in the 21st Century, we are connecting citizens from sea-to-sea using modern communication technologies.

Our goal is to create the political will for carbon fee and dividend in Canada by election 2015 in at least 100 ridings. By donating money to us now, we will be able to focus on achieving this goal and you will play a role in history.

Whatever you decide to do is perfectly okay, and if you'd like to contribute, I can tell you how.

**You can use the following handout on the next page or this pdf version available online:**

[CCL Canada Fundraising leave behind](#)





# Citizens' Climate Lobby

## WHO IS LAYING DOWN THE TRACKS FOR A LOW CARBON FUTURE?

On October 7, 2014, Canada's Environment Commissioner, Julie Gelfand, expressed her disappointment that it is unlikely that Canada will meet even our weak commitments in the Copenhagen Accord and that we are only 7% of the way to achieving that goal. In her report she stated, *"Overall, we found that the federal government has not provided sufficiently focused coordination to meet its commitment of achieving the national 2020 emission reduction target jointly with the provinces and territories."*

An Environics Poll released November 28, 2014 found that 78% of Canadians are concerned for the kind of legacy climate change will leave for future generations.

Since September 2010, Citizens' Climate Lobby Canada has been building the political will for carbon fee and dividend - a revenue neutral carbon tax, where all fees collected are returned to citizens on an equitable basis. We have solid evidence that our solution will create jobs and not burden ordinary families.



It is now December 2014 and empowered CCL volunteers can be found in 51 ridings. For four consecutive Novembers in a row we have lobbied on Parliament Hill for carbon fee and dividend. From November 22-24, 2014, 68 volunteers participated in our second annual conference and lobbying days in Ottawa. They brought our job creating solution to 39 parliamentarians, three parliamentary staffers and the office of Canada's Environment Commissioner. Also, over 1600 people have viewed our 2014 conference on You Tube. Without revealing too much, after our most recent lobbying in Ottawa, we can honestly say parliamentarians are really starting to take note of what we are saying and doing. And it is highly unlikely parliamentarians would be considering carbon fee and dividend if it were not for our educated and empowered volunteers.



Citizen Climate Lobbyists gathering in front of the eternal flame on Parliament Hill in the pouring cold rain at 8:30 am November 24, 2014

CCL volunteer Liz Armstrong (Erin ON) summed up how many of us felt after lobbying in Ottawa: *"Heading into the Christmas season with more hope than I can ever remember."*

Citizens' Climate Lobby Canada is laying down the tracks for a low carbon future. Just like our nation builders did a century ago in connecting Canadians from sea-to-sea with a national railway, in the 21st Century, Citizens' Climate Lobby is connecting citizens from sea-to-sea using modern communication technologies and building the political will for a liveable world one riding at time. Help us continue the momentum of our success toward a bigger, more powerful national campaign in Canada – one that inspires and changes the world.

Please go to our Canadian website [citizensclimatelobby.ca](http://citizensclimatelobby.ca) and click on **Donate** to help us lay down more tracks.

*"No man is an island, entire of itself; every man is a piece of the continent, a part of the main. If a clod be washed away by the sea, Europe is the less, as well as if a promontory were, as well as if a manor of thy friend's or of thine own were: any man's death diminishes me, because I am involved in mankind, and therefore never send to know for whom the bells tolls; it tolls for thee."*

John Donne

## ACTION #1 HELP US LAY DOWN THE TRACKS FOR A LOW CARBON FUTURE

**Jean Houston, paraphrasing her friend Margaret Mead, has said:** *“Forget everything I have been teaching you about governments and bureaucracies.... [I]f we are to survive and create the world we could have, it’s a question of citizens’ volunteer groups: citizens getting together, deepening, growing, expanding their capacities, and then going out and making a difference.”*



This month, CCL Canada launches our 2015 Fundraising Drive, which is a grassroots campaign to attract the sponsors and donations that will help us continue the amazing growth we’ve experienced in our first four years. Here’s what you can do:

Think about people you can contact, who might share your concern about leaving a livable world for future generations. You can send email or hand-written letters. Share your experience with CCL and why this work is so important to you. If you want, you can call first and follow up with a letter.

Here is something we learned from Elli Sparks with CCL USA: Asking for money requires a strategy. After you have conversed with a potential donor about CCL, that person may ask you how they can help. You have to be ready to ask for something specific and support why you need that. That is when you ask for money to support our 2015 campaign. To get people to the point where they want to ask how they can help, you have to give them **great stories from the heart** and **a smattering of facts** - a nice balance of the two. It is good to have at least two people present when asking someone for funds of significant value: the ‘heart’ person who tells the stories and the ‘practical’ person who makes the request for money.

### Please note that:

1. All financial contributions from Canada can be made online into a Canadian account:  
<http://www.citizensclimatelobby.org/content/donations>
2. We do not have charitable status in Canada and thus cannot issue receipts.
3. If you live in the States, you can donate to CCL in the USA, and designate your funds to Canada and get a receipt.

## HISTORY OF CITIZENS' CLIMATE LOBBY IN CANADA

We began humbly in Canada, covering only three ridings in the fall of 2010. Four years later, it is now December 2014 and empowered CCL volunteers can be found in 51 Canadian ridings.

Each of the past four Novembers, we have lobbied on Parliament Hill for [Carbon Fee and Dividend](#). For the last two years, we have conducted national conferences alongside our lobbying efforts. While we were lobbying on Parliament Hill in November 2013, history was made when MP Bruce Hyer [asked the government to consider CCL's proposal of Carbon Fee and Dividend](#) and began dispelling the ["job killing carbon tax"](#) myth on the floor of the House of Commons.





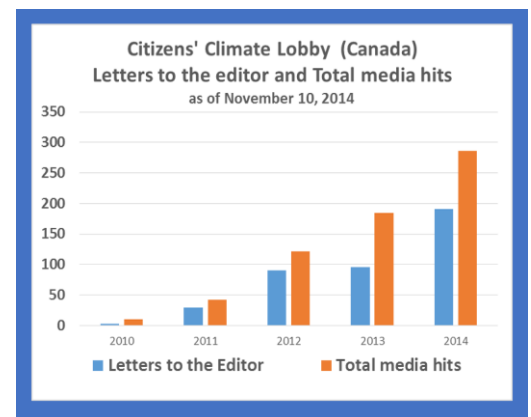
At our 2014 national conference and lobbying days, titled [Carbon Fee Prosperity](#), Canadian climate scientist and evangelical Christian, Dr. [Katharine Hayhoe](#), shared with us how to communicate effectively with conservative Christians. Then, to give CCL volunteers insights into Canadian federal politics, Michael MacMillan, from Samara Canada, presented to our volunteers anecdotes and observations from 88 exit interviews with former Members of Parliament from across the political spectrum. In the afternoon, we discovered that economics could be entertaining and educational when we witnessed our blue-ribbon Economics Panel of [Tom Rand](#) (author "[Waking the Frog](#)"), Christopher Ragan ([the CD Howe Institute](#), McGill University and chair of [Canada's](#)

[Ecofiscal Commission](#)), Stewart Elgie ([Sustainable Prosperity](#), University of Ottawa and [Canada's Ecofiscal Commission](#)), [David Robinson](#) (Laurentian University and Director of the Institute of [Northern Ontario Research and Development](#)) and Celine Bak ([Analytica Advisors](#)) facilitated by Gerry Labelle converse about pricing carbon. Excitingly, [over 1600 people have watched our conference online](#). After our two day conference, 68 volunteers lobbied 41 parliamentarians for a carbon tax.

## MEDIA COVERAGE

Our presence in both social and mainstream media has grown. In 2013 we published two [national newsletters](#). In 2014, by year's end, we will have published [six national newsletters](#). The number of followers for [our Facebook page](#) has grown from 350 in 2012, 700 in 2013 to 1675 in early December 2014. Our [2014 conference has had over 1600 views](#) on YouTube.

Our volunteers are continuously writing letters to the editor and submitting our editorial packets across Canada to their local media. Our publication rate in the mainstream media has grown year after year.



## WE ARE CREATING THE POLITICAL WILL FOR CARBON FEE AND DIVIDEND

When we started on this journey lobbying for carbon fee and dividend in September 2010, many people were dismissive of our quest. Our years of relationship-building is now paying off. After our most recent lobbying in Ottawa, Parliamentarians are really starting to take note of what we are saying and doing. A quote from CCL volunteer Liz Armstrong (Erin ON) post conference sums up how many of us felt: *"Heading into the Christmas season with more hope than I can ever remember."*

## GRATITUDE TO CCL USA

Canada's CCL is indebted to CCL in the USA. By being under their umbrella, this is saving us considerable amount of money in volunteer and event insurance, and fees for lawyers and external auditors. They share their Salesforce license with us so we can track everything in a highly secure site. They also share with their Canadian sister group: a CCL social media group, their teleconference line, their monthly educational calls and their social capital. As well, twice a week our national manager sits in their CCL employee calls. Over the last three years Cathy has learned *the CCL way* and the camaraderie is synergizing political will for a liveable world across borders.

Lastly and most importantly we are grateful that the founder and president of Citizens' Climate Lobby, Marshall Saunders, created this organization and opened his organization and heart to us.

## GRATITUDE TO THE VOLUNTEERS

Almost all that is done at the Canadian CCL is done by volunteers. Volunteers travel on their vacation time and pay their own travel expenses to lobby in Washington and Ottawa. Even our National Manager is a volunteer

and she pays all her travel expenses out of pocket. In 2014, we received a donation to pay the salary of a part-time employee to take on some of the details work. Kate has been a godsend.

## FUNDRAISING PRIORITIES

Currently, our fundraising priorities are (in order of importance)

1. Our third National Conference and lobbying days in Ottawa
2. Paid staff\*
3. French translation
4. Possibly additional events that have national implications. We need at least \$5,000 in the bank set aside for our national conference before we can even consider the last three fundraising goals.

**\*Our national manager will continue to work unpaid until December 31, 2015 – as was her commitment in September 2011 to do so.** Our organization would benefit immensely if there was a half-time staff person to assist and/or manage the communications for our national newsletters, media releases, actions sheets, Twitter, Facebook and website. This would free up time for our national manager to provide more support for our volunteers, directing our third national conference, fundraising, external relations, writing, research, media relations and strategizing.

## WHO IS LAYING DOWN THE TRACKS FOR A LOW CARBON FUTURE?

On October 7, 2014, Canada's Environment Commissioner, Julie Gelfand, expressed her disappointment that it is unlikely that Canada will meet even our weak commitments in the Copenhagen Accord and that we are only 7% of the way to achieving that goal. In her report she stated, "Overall, we found that the federal government has not provided sufficiently focused coordination to meet its commitment of achieving the national 2020 emission reduction target jointly with the provinces and territories."

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In contrast to the current federal government, Citizens' Climate Lobby Canada is laying down the tracks for a low carbon future. Just like our nation builders did a century ago in connecting Canadians from sea-to-sea with a national railway, in the 21st Century, we are connecting citizens from sea-to-sea using modern communication technologies and we are laying down the tracks for a low carbon future.

Our goal is to create the political will for carbon fee and dividend in Canada by election 2015 in at least 100 ridings. By donating money to us now, we will be able to focus on achieving this goal and you will play a role in history. Help us continue the momentum of our success toward a bigger, more powerful national campaign in Canada – one that inspires and changes the world. You can donate directly to our Canadian account at [Paypal](#):

**NB: Donations to Citizens' Climate Lobby Canada are not tax-deductable** because groups with "[radical ideological agendas](#)" such as advocating for a sustainable, [are being audited by the Canada Revenue Agency](#).

Don't like Paypal? Please send cheques to:

### **Citizens' Climate Lobby (Canada)**

c/o Fiorino's at the Port  
80 Elm Street,  
Sudbury, ON  
P3C 1T2

**Action #2:** All we want for Christmas is our 17%. Send your MP and your senator a holiday card asking for the “17%” we committed to in the Copenhagen Accord and extolling the virtues of carbon fee and dividend.

**SEND YOUR HOLIDAY DAY CARD TO:**

YOUR MP'S NAME

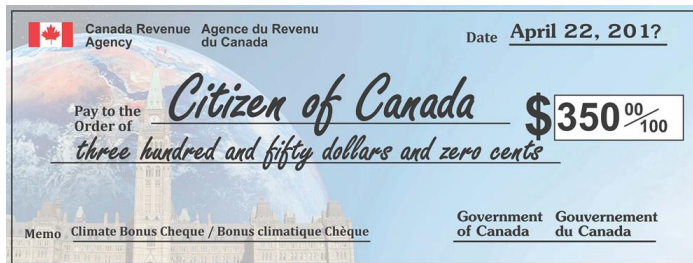
House of Commons,

Ottawa, Ontario,

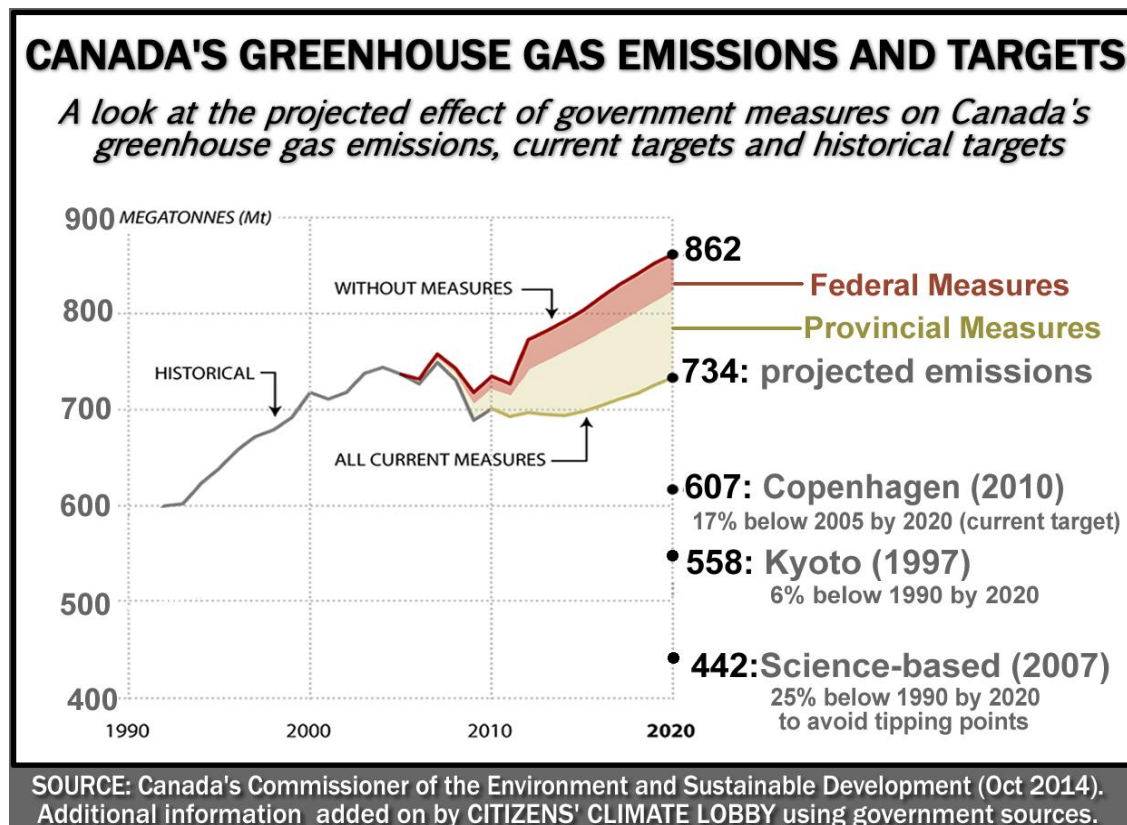
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NO STAMP REQUIRED IF MAILED IN CANADA

Some of our volunteers highly recommend including our dividend cheque in your letter. It can found [HERE](#).



Despite stark warnings from many international organizations, on **October 7, 2014** Canada's Environment Commissioner reported that Canada is only 7% towards meeting our Copenhagen targets. In her report she stated, "Overall, we found that the federal government has not provided sufficiently focused coordination to meet its commitment of achieving the national 2020 emission reduction target jointly with the provinces and territories."



**You can remind your MP the momentum is building for climate action using any of these points:**

- **September 21, 2014:** 675,000 people marched in the streets in 162 countries at the Peoples Climate March.
- **October 10, 2014:** Mark Carney, former Bank of Canada governor now Bank of England governor said: “*The vast majority of reserves are unburnable*” – if the world is to avoid catastrophic climate change.
- **November 4, 2014:** Canada's Ecofiscal Commission debuted - A private commission with an incredible cross-partisan advisory board launched in Canada advocating a single, overriding principle: To start putting a price on pollution and stop taxing income, employment, profits and other things we actually want more of in our economy.
- **November 11, 2014:** U.S. & China Climate Accord: U.S. accelerates CO2 reductions at almost double the current rate (Copenhagen Accord) which will result in a total reduction of 26% - 28% from 2005 to 2025. Is not our federal government committed to following the USA?

**Pick one or two pieces of economic evidence that carbon taxes grow GDP and decrease GHG's**

- In June 2014, **Regional Economic Models, Inc.**, [examined a tax on the carbon-dioxide content of fossil fuels in the USA](#). The tax would start at \$10 per ton, increasing at \$10 per ton each year. Revenue from the tax would be returned to households in equal shares as direct payments. Under this approach, the REMI study found that recycling the revenue back into the economy would add **2.1 million jobs** over ten years. Improvements in air quality would save **13,000 lives a year**. Greenhouse gas emissions would decline by **33%**.
- In July 2014, the **International Monetary Fund (IMF)**, released a report calling on Canada to raise carbon taxes and cut income taxes. [The IMF study](#) determined that a carbon tax internalizing the real cost of fossil fuels (pricing-in pollution, etc) will **increase Canada's gross domestic product** by **1.4%**, **reduce carbon emissions** by **15%** and **diminish deaths** from air pollution by **25%**.
- Canada has a domestic success story with regards to carbon taxes too. [A Canadian study](#) using Statistics Canada data found that after five years that British Columbia's (BC) carbon tax has been successful in reducing greenhouse gas emissions, growing the BC economy and reducing personal income tax for British Columbians.
- Carbon pricing was highlighted in the [IPCC Fifth Assessment Reports report for policymakers](#): “In principle, mechanisms that set a **carbon price**, including **cap and trade** systems and carbon taxes, can achieve mitigation in a cost-effective way, but have been implemented with diverse effects due in part to national circumstances as well as policy design. The short-run effects of cap and trade systems have been limited as a result of loose caps or caps that have not proved to be constraining (limited evidence, medium agreement). In some countries, **tax-based policies specifically** aimed at reducing GHG emissions – alongside technology and other policies – have helped to weaken the link between GHG emissions and GDP (**high confidence**). In addition, in a large group of countries, fuel taxes (although not necessarily designed for the purpose of mitigation) have had effects that are akin to sectoral carbon taxes.”



## Action #3: Enhancing the impact of our media hits

Your published Letters to the Editor, OpEds and articles should be sent to your Members of Parliament via email when they are published. As well, you should make a collection of your letters to the editor produced locally, print them and show your MP when you visit her or him. As well, consider keeping track of where you send our CCL media packets and media releases so that you can report that to your MP when you meet with your MP.

Please read the excerpt from Sam Daley-Harris, founder of RESULTS, our sister organization, and be empowered to do so.

### “Instead, Find the Trim Tab . . . ”

**Sam Daley-Harris, founder of RESULTS, February 28, 2014**

*RESULTS founder Sam Daley-Harris shared this important message for all volunteers on the Citizens Climate Lobby conference call in March 2014.*

When Amy announced that Citizens Climate Lobby volunteers had had 179 letters to the editor published in January 2014, an organizational record, I thought, “Amazing! Astounding!” Then I wondered, are we getting all the mileage and impact out of the letters and op-eds that we could? When you get a letter to the editor or op-ed published do you send it to your representative and both senators? Do you, or does the person who is the group contact for each rep. and senator follow up on the phone to make sure the aide saw the letter or op-ed? 179 letters a month would mean more than 2,100 letters published this year. 2,100 letters sent to at least one rep. and two senators would mean 6,300 touches, 6,300 reminders with letters to the editor alone. Something else I wondered was, do you mention the name of your representative and senators in the letter perhaps thanking them for co-sponsoring a bill or asking them to co-sponsor or to make sure legislation is introduced? And do you realize that if a bill is not exactly what you want, you can urge your members of Congress to cosponsor the bill and work to amend it to, for example, by making the carbon fee fully refundable? Do you also alert others on social media with a link to your letter?

The germ of these ideas come from futurist and inventor Buckminster Fuller. Fuller would say, “If you want to turn around a huge ocean liner, don’t try to push it around from the front of the ship, don’t even try to turn the massive rudder. Instead, find the trim tab, that little rudder at the end of the big rudder and turn that. Then the rudder will turn more easily and then the ship itself.” Fuller would go on to say, “With regard to the Ship of State, don’t ever try to turn the whole government or even the rudder. Find the trim tabs and turn those. Then the ship of state will turn more easily.”

So what are the trim tabs for turning the Ship of State? Members of Congress [Parliament] certainly are trim tabs. The media certainly are trim tabs. So if a letter to the editor or op-ed is a trim tab, then you want to make sure your members of Congress [Parliament] see them.

When Amy announces the number of letters to the editor and op-eds that have been published each month ask yourself: Were they sent to the representatives and senators from that district and state. Did someone follow up to make sure the aide saw them? Did the letters mention the members of Congress by name? And did the letters ask for a co-sponsorship? Let’s make sure we use all our trim tabs to the max. Congratulations!

Sam Daley-Harris, CEO

Center for Citizen Empowerment and Transformation

A Project of RESULTS Educational Fund

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