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**Be sure to access the “Support Kit Appendix”
for resources such as forms, sample letters, and other tools.**

About Citizens Climate Lobby

Our Purpose

To create the political will for a sustainable climate.

To empower individuals to have breakthroughs in exercising their personal and political power.

History of CCL

Marshall Saunders' story weaves together a history of leadership. He founded four successful non-profits, including Grameen de la Frontera, Mexico, and was given the Grameen Foundation Humanitarian Award in 2009. Marshall started by addressing poverty with RESULTS.org to lobby Congress to fund tens of millions of microloans to poor families. Then he moved on to tackle the climate crisis.

As Marshall came to understand climate science, he realized that switching light bulbs was needed, but it was not going to do the trick. He looked to find an organization as successful as RESULTS that was addressing our warming planet. Finding no other organization using the methodology he knew to work, he founded Citizens Climate Lobby in 2007.

In less than 3 years, CCL has grown to 24 volunteer groups in the US and has had scores of successful meetings with members of Congress. The respectful relationships CCL has built with US Senators and Congress members are opening the doors to legislative solutions to lower CO2 in the atmosphere. CCL brings together the best scientific, market, technological and economic information to encourage effective solutions to this problem. In 2010, Canadian volunteer groups began applying these solutions too through their own CCL chapter.

Overview

The world's greatest problems were not solved by hopelessly looking the other way, but rather empowering ourselves to take action as a group. Citizens Climate Lobby (CCL) exists to support individuals to come together as a team, to step up and make a difference. We give power to people rather than asking people to give power to Headquarters.

To solve the climate crisis ordinary people like you and me have to organize, educate ourselves, give up our hopelessness and powerlessness, and gain the skills to be effective with our government.

*-Marshall Saunders,
Founder*

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Methodology - what we do

Here's what separates Citizens Climate Lobby from almost every other advocacy group: We are deeply engaged in the questions: What will it take for ordinary citizens to create champions in Parliament and the Provincial and Territorial Legislatures for a stable climate, champions within all political parties? What will it take for us to overcome our cynicism and despair in order to create deep relationships with our elected officials that lead to creating the champions that we so desperately need? To do this we work as a team, in the truest sense. Working as a team – in local groups that are coordinated throughout North America – we build political will for solutions that lead to a stable climate.

There are three things that prevent people from making a difference: 1) a deep and mostly unexamined hopelessness and despair, 2) lack of information and skills and 3) lack of support that would allow us to become community leaders and to do the things we want to do.

CCL provides the structure to remove these obstacles. That structure includes:

- Lobby Teams who meet together, in person, for a monthly national conference call featuring experts on the issues who educate us. On that call, we also hear about actions that our groups are taking around North America that inspire and motivate one another.
- Also on the call, we learn a concise “laser talk” on the issues, and our volunteers practice speaking that talk after the call.
- Following the call, each group takes the specific actions assigned for the month. Those actions may be: assigning partners to request meetings with MPs and MLAs, planning those meetings, talking with staff and policy advisors, writing a letter to MPs and Senators, and MLAs, writing a letter to the editor, or meeting with an editorial writer, and writing to or meeting with business representatives.
- In addition to the monthly conference call meeting, our group leaders participate in a weekly support call led by our executive director. On this call, our leaders learn where our efforts need to be focused, and report actions that their groups have taken to communicate with MPs and MLAs or generate media. These are high-energy calls where the group leaders share ideas and draw inspiration from one another.

Another thing that separates us from most groups is our approach to the political process. Often citizens view elected officials with cynicism and disdain. Conversely, we place great value on elected officials and the work that they do. The bottom line is that if we expect very little from politicians, that's exactly what we'll get. We look for greatness, and we often find it.

We didn't develop this **method**. It came from RESULTS; an organization that has successfully lobbied on behalf of the world's poorest for 30 years. For example, nobody knew what microcredit was in 1986 when RESULTS introduced Muhammad Yunus to the U.S. Congress. Twenty years later, Yunus had won the Nobel Peace Prize and the U.S. government had contributed billions of dollars for small loans to help the poor escape poverty. **Sam Daley-Harris** is the visionary who designed this model. With his guidance, we're building an organization that will do for the Earth's climate what RESULTS has done to mitigate poverty.

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Our structure—week to week

Lobby Teams are comprised of at least five Partners

We operate in teams because people like to do things together and are more effective together. Teams practice speaking together, visit their **MPs and MLAs and** write letters to them together. When Partners write Letters to the Editor and submit them as a team, one or more is likely to get published. The best teams provide support to each other, have fun together, and support each other in going through comfort zones to emerge as community leaders.

Each Lobby Team has a Group Leader (GL)

The GL leads the team and stays in contact with CCL's Executive Director on a weekly call with other GL's and stays in contact with his/her own team.

Monthly National Conference Call and Meeting

Each team meets together to be on the National Conference Call, usually the first Saturday of the month from 10:00 – 11:00 AM Pacific, 1:00 – 2:00 PM Eastern. The calls ensure that Partners have the latest scientific and legislative information and that we are aligned on strategy. This happens via the Guest Speaker and staff. Partners are asked to write a letter at the meeting immediately following the National Conference Call and give it to the Group Leader for mailing. The meeting is for one hour after the National Conference Call.

Monthly Action Sheet

The Monthly Action Sheet is sent to the Group Leaders and posted on our web site a few days before the National Conference Call. There are two or three actions (e.g. a request for a face to face meeting with a representative and/or Senator, a letter to the editor, a phone call to a staff member) related to a proposed bill in Parliament.

In 1914, Ernest Shackleton, the British explorer, embarked on an expedition Antarctica and used this recruitment message:

“Men Wanted for hazardous Journey. Small wages, bitter cold, long months of complete darkness, constant danger, safe return doubtful. Honour and recognition in case of success.”

...As Mark Reynolds says, “The big, smart, connected, rich kids are not coming to solve the climate crisis.”

Will you?

Laser Talk

Each month Partners learn a new Laser Talk relating to the monthly actions. Upon hanging up the phone after Monthly National Calls, Partners pair up and practice the Laser Talk until it can be spoken without reference to notes. This is the basis for talking to MPs and MLAs, writing Letters to the Editor, contacting industry representatives and talking to friends and neighbors. If we aren't articulate, we aren't dangerous to the condition of ignorance and apathy.

Education, Outreach and Action Meetings

At least twice a year, CCL Groups invite friends, family and the public to a meeting or community event to learn about legislation, to take an action and to consider becoming a CCL Partner.

Weekly Group Leader Call

The weekly calls support the Group Leaders in empowering their teams to take the actions in the Action Sheet and in their growth as community leaders. The calls keep GL's connected and inspired. They report to each other the Actions taken by their teams in the field.

Inviting Team

CCL is always growing. We seek out Inviting Team Hosts, to form an Inviting Team, which is a group of five to ten people who invite friends and family to a Group Start Workshop in their area.

Group Start Workshop

CCL staff conducts a training workshop on how to lobby one's MP and MLA. It is held in the city/town of the Inviting Team. The purpose of the workshop is to start a CCL Lobby Team.

Newspaper Opinion/Editorials and Letters to the Editor

CCL influences public and parliamentary opinion by getting editorials, op-eds and letters to the editor published in newspapers served by the community and by being interviewed on the radio, television, and other media. Lobby Teams are supported by CCL's Communications Director with timely information and editing help.

Fundraising

We seek funds from foundations, individual donors, planned giving programs and bequests to meet the operational costs of staffing and travel expenses. Contributions can be made to Citizens Climate Lobby. At this point CCL head office is based in the United States. Canadian donations are not tax-deductable.

Your voice makes a difference

Laser talks and powerful speaking

Communicating complex points in a short period of time takes clarity and practice. For legislators, newspapers, the media, business leaders and even our community members, time and space are often short. As in the preverbal elevator pitch, you may only have one or two minutes to get your point across. Laser talks help you prepare and be ready for any opportunity.

EPIC

The EPIC format works for both oral and written communication.

E stands for engage: To draw your listener's attention with a dramatic fact or hook.

P stands for problem: Here you connect the problem to an issue the listener already cares about.

I stands for inform: Inform the listener about a solution by explaining how it works and giving examples.

C stands for Call to Action: Be specific and set in a positive statement (without wiggle room)

Before you give a laser talk, it's a good idea to practice it. Say it out loud to yourself, and then to another person until you feel comfortable with it. Soon you'll be able to make the talk your own, using different sections as you need them and adapting them to different situations. Learning a good repertoire of laser talks to use when the time is right will help make you a powerful advocate.

Adding completing and personal stories helps, since we are all emotional beings, but they must be short and sweet or listeners lose interest.

It is far easier to complain and be cynical about the challenge before us than it is to come up with solutions.

When CCL communicates with members of congress, MPS, MLAs, the media and the public, we do not look for what is petty or small in others; we look for what we appreciate. We look for what values we share. We look for ways to build on common ground.

Having the facts on our side is not enough. Even the facts do not change behavior. We practice powerful speaking because you never know when you will have an opportunity to have an impact and change the world.

Tips for getting published

Half the battle of a letter published is being vigilant about reading the newspaper and looking for opportunities to respond with letters to the editor. Here is a hierarchy of things you can respond to in the newspaper to get a letter published. The higher up in the hierarchy, the better your chances of getting published.

- 1. Editorials.** This is the official stand the newspaper takes on an issue. Letters responding to editorials will usually be given top priority.
- 2. Front page stories.** These are the big stories of the day. If the newspaper decides it's important enough to put on their front page, chances are they'll consider letters about those stories important enough to run on their editorial pages.
- 3. Staff-written columns.** These are columns that appear on the editorial pages that are written by editorial staffers. They provide the "branding" for the newspaper's readership. Letters responding to staff columnists help to promote that brand and that readership.
- 4. Locally-written op-eds.** These are opinion pieces written by people in the community. These pieces usually initiate a public conversation about an issue of importance to the community. A letter to the editor continues that conversation.
- 5. Syndicated columnists.** These are columns the newspaper pays for -- syndication or news service -- that are produced by writers who typically opine on national and international issues (George Will, Nicholas Kristof, Paul Krugman, etc.). They appear on the editorial pages, and responding to them will get some consideration.
- 6. Other letters to the editor.** You can respond to someone else's letter. You're starting to scrape the barrel at this point, but if it's an outrageous letter that cries out for a response, it might be considered.
- 7. Inside news stories.** Bit of a stretch, but better than nothing. Most likely will get crowded out by letters responding to all of the above.

With all that said, I'd like to share an example that bears out this hierarchy. I have a Google news alert on "cap and trade" that sends me a list of stories, and yesterday it turned up this front-page story from the Springfield News-Leader: <http://www.news-leader.com/apps/pbcs.dll/article?AID=2009908020315>

I responded with a letter to the editor. I usually put in the subject line of the email RE: [headline of article I'm referring to]. I got a call from the newspaper this morning to verify my letter, meaning it's likely to get published. They even wanted me to send a picture of myself.

Hope you find this useful.
Thanks, Steve Valk, Communications Director

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Building Relationships

Creating the political will for a sustainable climate happens every day, when you act on the power you have as a communicator.

Whoever you meet with, your neighbor, your newspaper's editor board, the CEO of a large corporation or a potential donor, they all have common threads. Allowing the space for common ground to surface and then to establish trust is our starting point.



CCL Toronto member, Rita Bijons speaks to Dr. James Hansen during the CCL Conference in Washington, June 2011.

Cultivating allies

Prepare

1. Research and rehearse for various situations



2. Ask for a meeting that is of value to everyone. Be persistent. Keep asking with respect.

At the meeting...

3. Offer a sincere thank you for an action they took that you respect.



4. Ask about their concerns on the topic--Listen

Respond and present your request

5. Respond with points that address common interests.



6. Request specific support step.



7. End with a thank you, ask about their contacts who may share these concerns, suggest follow-up action – **and be sure to follow-up!**

How we work with Parliament and Provincial and Territorial Legislatures

We build support in 3 ways:

1. **We meet face to face with our political representatives.** We build strong respectful relationships with members and their staff. We bring solutions to the table.
2. **We demonstrate community support.** We ask community members and people of influence (leaders who would not ordinarily be thought of as advocates) to join us. We educate them and ask them to come to a meeting, write letters, or make calls so legislators see they are supported by constituents.
3. **We write Op-eds and letters to the editor** to our newspapers and other media outlets. Political representatives pay close attention to local and national media to gauge public opinion.

Politicians do not create political will, They respond to it.

-Mark Reynolds,



Lobbying the World Bank, June 2011.



Lobbying the US Senate & Congress, June 2011.

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Meeting with members of Parliament and the Provincial and Territorial Legislatures

Getting the appointment

Research and first steps (10 minutes)

- Visit the representative's website to find out their positions. What is not said?
- We always thank our legislators for what we agree on, so check the "press release" or "newsletter" tab to find recent actions.
- Understand the representative's challenges; our suggestions are not a threat, but a **net win for votes**.
- **The magic of the group:** Share research with your group. Exchange ideas. Great solutions are born from sharing ideas, perceptions and feedback.
- **Making the appointment (expect many 3 minute calls and follow-up emails)**
- Start planning a few months ahead.
- Contact the representative's office and ask for their preferred method to request a meeting with the MP or MLA face to face. Clarify the meeting location (district office or Ottawa/provincial or territorial capital).
- When making your request, always ask for an "in-person" or "face-to-face" meeting with the representative. You may meet with staff several times before this happens. Then knock the socks off the staff members so that he/she is left with, "My boss has got to hear these people." Be ready to briefly state why your meeting is important to the legislator.
- Ask yourself: do you have common supporters or donors, who can arrange a meeting?
- **Make weekly follow up calls or emails.** This is an opportunity to emphasize your request for a face-to-face meeting. Once you get the appointment, reconfirm the week before.



Lobbying MPP Phil McNeely March 21, 2012

Plan your presentation

Plan effective messages (draft a plan with your group, get feedback, adjust . 15 min.)

- Review MP or MLA research, previous meetings and identify the immediate priorities for the legislator.
- **Practice the Laser Talk.** Clarify 1-2 goals for the meeting—relate them to legislator’s priorities. Your proposal needs to connect the dots to votes. Be consistent but tailor the message to the audience. Repeat the message for impact. Rehearse out loud, repeatedly.
- Your message needs to be both rational and emotional. A **brief** personal anecdote can build bonds, especially if you know the personal interests and values of the listener or legislator.
- Stay on track and make good use of the time. Rehearse responding to expected objections.
- Bring only relevant information. Business cards, position papers, Op-eds, LTEs. To get full attention, give this information after the meeting, not before.
- **Meet together the hour prior to the meeting with the representative at a nearby coffee shop to rehearse.**



Rachel, Rep Duncan Hunter, Tim, Amy and John – June 2010 Washington DC

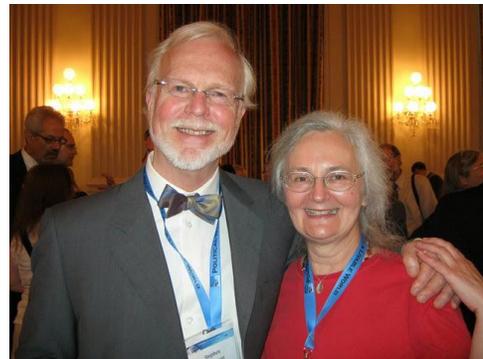
Suggested meeting roles

- Bring at least **one constituent**. Come as a group. Stay non-partisan. Be courteous.
- Have **one person who takes notes** and one who has a watch to rein in excessive talking.
- Have **one person start by thanking**/congratulating the representative on actions in line with CCL mission. Express CCL’s mission, number of national groups, non-partisan stance.
- At the beginning of the meeting briefly let them know what you will ask for at the end of the meeting. They want to know this up front. I.e. “After we hear about your concerns about climate

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and energy legislation, we would like to explain the benefits of our proposal and we would like to ask for you to support this bill.”

- Give very brief introductions of CCL members.
- **Always ask the representative’s perspective and preferred solution first** so you can find common ground and respond when presenting the CCL proposal. I.e. the representative may prefer cap and trade, so we can respond and thank them for that support, but **later** we may suggest that we need a plan B if cap and trade does not get the votes.
- **Our presentation:** Have 1-2 people describe the challenge, and our solution. Point out how the representative’s concerns will be addressed. Foster a friendly group conversation with feedback, explain details (science, economics, etc.) Come with facts and community endorsements.
- Ask for questions. Clarify and restate your points as needed:
- Have one person summarize how the CCL recommendation will address the issue.
- **Make your “ask”!**
- **Always ask the representative who they work with across the aisle.** Get as many names as you can. Be aware of what committees they sit on and with whom. CCL may be able to work in other districts to build the political will for more support. Additionally you might ask about their colleagues’ concerns or knowledge on climate and energy policies.
- End meeting with a thank you and follow up suggestion. (Or ask what a next step might be.) I.e. “When can I get back to about our request?”
- Delegate follow up duties with deadline or dates such as thank you notes, meeting reports and email updates.
- Fill out and submit a MP or MLA meeting report.



Inviting and retaining partners

People want to help, be part of a team and exercise personal power, but they also have to balance their lives. To keep vibrant groups it is important to look for opportunities to add new partners. To sustain groups, individuals need to find meaning and rewards.



Inviting new partners

- Where are the passionate volunteers in your community?
- Practice your invitation. CCL is complex to describe. Peabody Award winning journalist and TV news producer Amy Walters has a “Mother-in-law Rule”: if you can’t explain to your mother in law, the general public won’t understand it either.
- Tell powerful personal success stories.
- Look for speaking or outreach opportunities (rotary, community fairs, etc.)
- Follow up with any new volunteer referrals immediately with phone calls, like planning meetings with representatives; it may take multiple calls to get results from a prospective volunteer.
- Create a welcoming atmosphere by introducing new partners at the monthly meetings and ask them to tell the group a little about themselves.
- Call or send a welcoming email to new partners and encourage questions.
- **For prospective partners in other cities:** invite them to be part of our “First Wednesday” introductory conference call at 5:00 Pacific time (1 hour call).

Retaining partners

- Keep partners informed about what is happening in the organization.
- Send the Group Leader Call Notes to everyone.
- Email copies of Letter to the Editor (LTEs) and op-eds to partners.
- **Always inform your group about the monthly national call. Ask for an RSVP. Always call.**
- Explore the skills and interests of individuals in your group. Ask volunteers for ideas, what do they like to do, what they want to learn, what is rewarding for them.
- As a group leader, if someone has a great idea, encourage them to take the lead.
- Celebrate successes and savor what we appreciate.

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