

Action Sheet, July 2016

CCL Monthly Conference Call, Saturday, July 9, 2016

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

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

**The conference call part of the meeting is about 45 minutes long and the groups meet for another hour after that to take and plan actions.**

Call-in number: 1-866-642-1665, passcode: 440699#

Callers outside U.S. and Canada, please use Skype: 719-387-8317, passcode 440699#

Conference Call Guest:

**Matthew Anderson, Audubon Society**

Our July guest is Matthew Anderson, director the National Audubon Society's Climate Initiative. In 2014, Audubon released a [report](http://climate.audubon.org/), *Birds and Climate Change,* which found that 314 bird species — nearly half of all North American birds — are severely threatened by global warming. Prior to working at Audubon, Matthew spent two and half years as executive director of the National Religious Partnership for the Environment (NRPE). Before joining NRPE, Matthew directed the Creation Care Fund, which provides financial and technical support to Christian environmental grassroots initiatives.

Actions

1. Plan a special event to recruit more members for your chapter.
2. Recruit a conservative advisor for your group.
3. Practice communication skills exercise and laser talk included in action sheet.

Special Bonus Action: Tweet House members to join Climate Solutions Caucus.

ACTION

Chapter recruitment drive

With activity in Congress slowing down for the summer, this is a good time to focus on recruiting new members for our chapters. A great way to do that is to host a special event for friends, neighbors and family members of the people in your group to acquaint them with CCL. This could be a social event revolving around a presentation about your group’s trip to the conference in Washington, an introductory presentation about CCL, a movie or perhaps listening to the first podcast from Citizens’ Climate Radio.

**Resources**:

* Meeting flyer: [Generic meeting flyer](http://community.citizensclimatelobby.org/resources/meeting-flyer/) to advertise CCL events on bulletin boards or as handouts.
* Volunteer [information sheet](http://community.citizensclimatelobby.org/resources/volunteer-information-sheet/): Use this handout to gather information from new or prospective volunteers.
* CCL [Factsheets](http://community.citizensclimatelobby.org/resources/outreach/fact-sheets/): Distribute the CCL or Carbon Fee and Dividend handout with talking points to potential volunteers.
* Show the [CCL Intro Video](https://www.youtube.com/watch?v=9oyguP4nLv0).
* Advertising suggestions: Create a Facebook event or [Meetup](http://www.meetup.com/) group.
* Something optional is to ask them to write a letter to their member of Congress at the event. Taking an action right away will not only help them feel accomplished but will also demonstrate what we mean by using respect, appreciation and gratitude.  Encourage them to write a handwritten letter or use the [Constituent Comment form](http://community.citizensclimatelobby.org/resources/constituent-comment-form/).

If you’re preparing a presentation about the conference and lobby day…

* Special edition [newsletter about the conference](http://dj4vri34xw9nr.cloudfront.net/acton/rif/17897/s-01e0-1606/-/l-sf-contact-0052:12/q-006c/showPreparedMessage?sid=TV2:hr1WlRrSK).
* Photos from [conference and lobby day](http://www.badaggie.com/ccl_dc2016).

If you’d like to show a video…

* Entertaining [20-minute video](https://www.youtube.com/watch?v=bSPdl2uOwFM&index=1&list=PLXjILMNokmN7x9jzS_pWQrW4CowfAUELB) of Peterson Toscano’s performance at the conference.

Podcast of [Episode One of Citizens’ Climate Radio](http://ccl.podbean.com/e/citizens-climate-radio-ep-1-beginnings-and-transformations/).

[Introductory presentation](http://community.citizensclimatelobby.org/ccl-introductory-presentation/) for Citizens’ Climate Lobby.

ACTION

Recruit a conservative advisor for your chapter

People love to be asked to give advice, so start a relationship with a local conservative in your community. It could be a community leader (e.g. local Republican group leader) or simply a friend/family member of someone in your group.

At your meeting, brainstorm who you know and who in your group would like to invite them to give you advice on reaching out to local conservatives. A great way to start is to invite the person to lunch or coffee. The first meeting should be focused on relationship building, but it's good to have a few potential "asks" with you to give it some substance (e.g. for CCL to give a presentation or fore an introduction to a local Republican leader).

If your first meeting goes well, consider asking the person to continue advising you periodically or to come to a meeting to give you feedback on how well your meeting would work for a local conservative volunteer.

If you need help, here are some resources to get you started:

* **CCL's Conservative Caucus** has a contact person in your region to help you along. To connect, please contact  [**conservatives@citizensclimate.org**](mailto:conservatives@citizensclimate.org)**.**You can also use this e-mail to reach **CCL's Conservative Caucus Director, Peter Bryn.**
* **CCL Community's**[**Conservative Outreach Page**](http://community.citizensclimatelobby.org/outreach/conservative-outreach/) is full of resources to help explain CCL's "conservative credentials," particularly our [**Conservative Flier**](http://community.citizensclimatelobby.org/resources/conservative-caucus-flyer-and-handout/)**.**

BONUS ACTION

Tweet reps to join Climate Solutions Caucus

Just before our conference in Washington, the leaders of the Climate Solutions Caucus gave us the green light to invite House members to join the caucus. Most of our groups made this request during meetings on the Hill. By tweeting your representative to join the caucus, you can help make that request a priority.

If you are on Twitter, go to our [online action page](http://citizensclimatelobby.org/tweet-join-climate-solutions-caucus/#/24/) and tweet your representative, asking them to join the House Climate Solutions Caucus. Not on Twitter? Learn more about it from this [workshop presented at #CCL2016](https://www.youtube.com/watch?v=E_x4XAVloK8&index=18&list=PLXjILMNokmN7x9jzS_pWQrW4CowfAUELB).

Some suggested tweets:

.[@recipient] -- I'm a voter in your district, and I’d like you to join the bipartisan #Climate Solutions Caucus.

.[@recipient] -- I'm a constituent of yours concerned about #climate change. Please join the bipartisan Climate Solutions Caucus.

.[@recipient] – We need to solve #climate change. As my representative, I hope you’ll join the Climate Solutions Caucus.

**5-minute communication skills practice**

Each partner will take a role as staffer or CCLer and read the script out loud, then change roles and do it again. You should be able to do this in just 5 minutes.

**A carbon tax will put American businesses at a disadvantage.**

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| **WHAT NOT TO SAY:** |  |
| **Staffer or other contact**: I'm not interested in taxing American businesses and putting them at a disadvantage globally. | **Argumentative**: Emissions from American businesses are destroying the planet and we have to stop. |

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| **BETTER RESPONSE:** |  |
| **Staffer or other contact:** I'm not interested in taxing American businesses and putting them at a disadvantage globally. | **Enthusiastic CCLer:**Ah, but that is the beauty of the border adjustment. When goods are exported to a country without a similar price on carbon, businesses would receive a refund equal to the amount of carbon tax that had been paid in producing the goods. That way, their products would stay competitive. Similarly, when products are imported from a country without a similar price on carbon, they would be charged a fee at the border equivalent to the carbon fee they would have paid. This would encourage other countries to implement a similar price on carbon because then their government would collect the fee rather than the U.S. government. So it keeps American businesses competitive while encouraging a global movement towards pricing carbon. Plus this would all be legal under the WTO because..... |

**ENGAGEMENT ROLE PLAY**

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| **Staff/ Contact** | **CCL Volunteer** |
| I'm not interested in taxing American businesses and putting them at a disadvantage globally. | You are worried that a price on carbon in the U.S. would make American products more expensive than products from countries without a carbon price? |
| Yes. Unless there was a global price, it would never work. Even more U.S. manufacturing jobs would move overseas to countries that pollute way worse than we do. It would hurt our economy and might even increase emissions. | We're worried about the American economy as well and certainly don't want to see us outsourcing jobs or pollution. We think there is a way for America to take the lead on pricing carbon without being at a disadvantage globally. It would help American businesses take the lead not just on reducing emissions but in developing technologies for the new clean energy economy. Would you like to hear about that? |
| Yes, I'd like to hear how you think you can do that. | With a border tax adjustment equal to any carbon fee paid in producing a product, we can keep a level playing field, while encouraging other countries to implement their own carbon price. |
| A tariff would never work with the WTO. | We've spoken with people at the WTO and think a border adjustment can work. Can I send you a couple pages on how the border adjustment would work and how it relates to the WTO? |
| Yes. I'm open to reading about it if it is short. Can you email it to me? | We'd be happy to. |

LASER TALK

Administrative costs of Carbon Fee & Dividend

CCL estimates annual administrative costs for the fee and dividend portion of our policy will be $5-6 billion per year. This estimate does not include the border adjustment. This is 7-8% of revenues in year one, 4% of revenues by year 3, and less than 2% by year 6. To arrive at these estimates, we compared our relatively simple CF&D program to the more complex but comparable operations of the IRS, which has an administrative budget of $12.9 billion. We considered startup costs, amortization period, annual operating cost, population growth, and emissions reduction rate. **These administrative costs would be taken from program revenues; it pays for itself, so there is no additional cost to the federal government.**

Of course, small changes in assumptions could result in higher or lower costs than presented here. This is based on what we view as a reasonable scenario, and you are welcome to look at the assumptions and calculations in the advanced version of this laser talk to come to your own conclusion. However, we think this is a good starting place for getting a rough idea of program costs, and a useful framework on what factors to consider.

*More* [*detailed laser talks*](http://citizensclimatelobby.org/administrative-cost/) *on this topic can be found on CCL’s website.*