**CCL Campus Chapter Action Plan**

**Name of Chapter: College/University:**

**City, County, State: Congressional District(s):**

**Student Leader: Faculty/Staff contact:**

**Student Leader Phone: Faculty/Staff email:**

**Student Leader Email: Group website/Facebook page:**

[Citizensclimatehighered.org](https://citizensclimatehighered.org/)

[Community.citizensclimatelobby.org](https://community.citizensclimatelobby.org/)

[Higher Education Resources Folder](https://drive.google.com/open?id=0B0D_IKBT-8kSTGlqMXlIbWZWNFE)

**Questions to ask myself**

Why do I care?

Why do I want to start a group or a campaign?

What do I want to accomplish?

What are the benefits (to myself)?

Do I have the time?

**What do I need to learn?**

What has my school done on climate change?

What are the current student groups working on climate change?

Who are the faculty or staff members that would be willing to serve as mentors?

Who is interested in this issue? Who can I recruit as core members?

What is the procedure for starting a student group on campus?

How feasible is it to get my President’s endorsement?

What do my members of Congress think about climate change and carbon fee and dividend?

What has the local CCL chapter done?

**Goals:**

It’s important not to have too many goals so you can use your time to accomplish something. Here are some examples.

* *Get my President’s endorsement*
* *Lobby with local chapter.*
* *Get my member of Congress to join the Climate Solutions Caucus.*
* *Get my member of Congress to support carbon fee and dividend.*
* *Get my state to pass a climate resolution.*
* *Get an endorsement from my city or town council.*
* *Attend a CCL regional or national conference.*
* *Start a campus chapter campaign.*

**What are some events that your group can plug into?**

Can you plan activities around events that are already happening?

* *Sept. Fall student activities fair*
* *Oct. Campus sustainability day*
* *Nov. CCL Congressional Education Day*
* *Jan. Student activities fair*
* *April. Earth Day celebrations*
* *June. CCL International Conference and Lobby Day*

**CCL’s National Meetings**

Featuring guest speakers each month, The second Saturday of every month, 10am PT

<https://citizensclimatelobby.org/monthly-speakers/>

To connect by video conference, go to <http://cclusa.org/meeting>    
October 13, November 10, December 8, January 12, February 9, March 9, April 13, May 11, June 8

**CCL Campus Leader Meetings**

First Monday of every month, 8pm Eastern

See Citizensclimatehighered.org for schedule

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Chapter Development** | **Outreach** | **Lobbying** | **Endorsements** | **Conferences** | **Media** |
| Fill out this worksheet. | Talk to sustainability director about outreach opportunities. | Contact group leader of local CCL chapter. | Learn all the endorsement resources and talk to CCL mentors. | Determine which conference you are going to go to. | Watch webinar on how to write an op-ed. |
| Talk to Sustainability Director. | Talk to other groups about outreach activities. | Learn background about members of Congress. | Talk to sustainability director about President’s endorsement. | Contact conference organizers for student waivers. | Select media publication. |
| Talk to existing environmental groups. | Determine outreach activity, materials, date, and location. | Contact member of congress staff about setting up an appointment. | Talk to President’s staff about endorsement. | Create a fundraising plan. | Write article. |
| Contact student activities director to learn how to start a club at school. | Create Facebook event, flyer, and emails to advertise your event. | Learn lobby meeting skills. | Learn endorsement presentation. | Seek funding from academic department. | Submit article. |
| Find a faculty/staff mentor. | Recruit volunteers to help with outreach activity. | Form lobby team, assign roles, practice meeting. Prepare handouts. | Schedule presentations with campus groups. | Seek transportation/funding help from local chapter. | Share article. |
| Fill out paperwork for starting a campus group & CCL chapter. | Advertise event through email, social media, school calendar, class announcements. | Meet with MOC. | Present to sustainability committee, SGA, faculty committee, social justice committee. | Register for conference. | Contact other venues: TV station, radio. |
| Start a website/Facebook page. | Have your event. Don’t forget to take photos and collect signups. | Submit meeting notes. Write thank you notes. Send follow up docs. | Make appointment with President’s office. | Recruit students to come to the conference. |  |
| Recruit core members and start a member roster. | Enter signups into mailing list, follow up with new recruits. |  | Meet with President. | Attend the conference. |  |
| Have a first meeting. |  |  | Publicize endorsement. | Capture reflections. Send thank you notes. |  |

**Campaign Timeline**

*What do you need to do each month to accomplish your goals?*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Goals | June | July | August | September |
| Chapter dev |  |  |  |  |
| Outreach |  |  |  |  |
| Lobbying |  |  |  |  |
| Endorsements |  |  |  |  |
| Media |  |  |  |  |
| Conferences |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Goals | October | November | December | January |
| Chapter dev |  |  |  |  |
| Outreach |  |  |  |  |
| Lobbying |  |  |  |  |
| Endorsements |  |  |  |  |
| Media |  |  |  |  |
| Conferences |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Goals | February | March | April | May |
| Chapter dev |  |  |  |  |
| Outreach |  |  |  |  |
| Lobbying |  |  |  |  |
| Endorsements |  |  |  |  |
| Media |  |  |  |  |
| Conferences |  |  |  |  |

Sample Fall 2018 Meetings Plan

|  |  |  |  |
| --- | --- | --- | --- |
|  | Week | Meetings | Notes |
| [0](https://docs.google.com/document/d/1SnCvH2-VAviceOIRmBxl6SY5dsfoJoBb1A8MfNNQ0-0/edit#bookmark=id.1fob9te) | Aug 26  (weeks start on Sunday) | Organizers meeting |  |
| [1](https://docs.google.com/document/d/1SnCvH2-VAviceOIRmBxl6SY5dsfoJoBb1A8MfNNQ0-0/edit#bookmark=id.3znysh7) | Sept 2 | Advertise for first meeting | First day of class Sept 5  Involvement Fair Sept 10 |
| [2](https://docs.google.com/document/d/1SnCvH2-VAviceOIRmBxl6SY5dsfoJoBb1A8MfNNQ0-0/edit#bookmark=id.2et92p0) | Sept 9 | Advertise for first meeting |  |
| [3](https://docs.google.com/document/d/1SnCvH2-VAviceOIRmBxl6SY5dsfoJoBb1A8MfNNQ0-0/edit#bookmark=id.tyjcwt) | Sept 16 | [**CCL 101**](https://drive.google.com/open?id=1pI48zMn-zgPPAbvVbrrY_XzWLZaIraLnyXbejhM2PbI)  [**Carbon Fee and Dividend**](https://drive.google.com/open?id=1pI48zMn-zgPPAbvVbrrY_XzWLZaIraLnyXbejhM2PbI) | [Agenda for first meeting](https://drive.google.com/open?id=1MSFzsr-DvqwnGbHLtgDXK0UA9Lpj0-3GNnaz5loipaI) |
| [4](https://docs.google.com/document/d/1SnCvH2-VAviceOIRmBxl6SY5dsfoJoBb1A8MfNNQ0-0/edit#bookmark=id.3dy6vkm) | Sept 23 |  |  |
| [5](https://docs.google.com/document/d/1SnCvH2-VAviceOIRmBxl6SY5dsfoJoBb1A8MfNNQ0-0/edit#bookmark=id.1t3h5sf) | Sept 30 | [**Climate Change**](https://drive.google.com/open?id=1WqYdUWxFGM-Z05ZM2eXwtAdH9qSlfquVkRvCX7MOM4A)  Debunking climate myths |  |
| [6](https://docs.google.com/document/d/1SnCvH2-VAviceOIRmBxl6SY5dsfoJoBb1A8MfNNQ0-0/edit#bookmark=id.4d34og8) | Oct 6 |  |  |
| [7](https://docs.google.com/document/d/1SnCvH2-VAviceOIRmBxl6SY5dsfoJoBb1A8MfNNQ0-0/edit#bookmark=id.2s8eyo1) | Oct 13 | [**Advocacy Methods - Five Levers**](https://drive.google.com/open?id=1pI48zMn-zgPPAbvVbrrY_XzWLZaIraLnyXbejhM2PbI)  Calling/[letter-writing](https://youtu.be/vCLhGQZTu9U) night | Fall break |
| [8](https://docs.google.com/document/d/1SnCvH2-VAviceOIRmBxl6SY5dsfoJoBb1A8MfNNQ0-0/edit#bookmark=id.17dp8vu) | Oct 20 |  |  |
| [9](https://docs.google.com/document/d/1SnCvH2-VAviceOIRmBxl6SY5dsfoJoBb1A8MfNNQ0-0/edit#bookmark=id.3rdcrjn) | Oct 27 | Endorsements |  |
| [10](https://docs.google.com/document/d/1SnCvH2-VAviceOIRmBxl6SY5dsfoJoBb1A8MfNNQ0-0/edit#bookmark=id.26in1rg) | Nov 4 |  |  |
| [11](https://docs.google.com/document/d/1SnCvH2-VAviceOIRmBxl6SY5dsfoJoBb1A8MfNNQ0-0/edit#bookmark=id.lnxbz9) | Nov 11 | Lobbying 101 | Congressional Ed. Day, Nov 11-13 |
| [12](https://docs.google.com/document/d/1SnCvH2-VAviceOIRmBxl6SY5dsfoJoBb1A8MfNNQ0-0/edit#bookmark=id.35nkun2) | Nov 18 |  |  |
| [13](https://docs.google.com/document/d/1SnCvH2-VAviceOIRmBxl6SY5dsfoJoBb1A8MfNNQ0-0/edit#bookmark=id.1ksv4uv) | Nov 25 | Planning for next semester | Thanksgiving Break Nov 22-25 |
| [14](https://docs.google.com/document/d/1SnCvH2-VAviceOIRmBxl6SY5dsfoJoBb1A8MfNNQ0-0/edit#bookmark=id.44sinio) | Dec 2 |  |  |
| 15 | Dec 9 | End-of-semester party | Last day of class Friday, Dec 11 |
| 16 | Dec 16 |  |  |

**More Meeting Ideas:**

* [**Grasstops Engagement**](https://youtu.be/fLHbwXOEC2A)
* [**Getting Endorsements from community leaders**](https://youtu.be/wFkdpAIL_4c)
* [Partnering with Allies](https://youtu.be/LwZKBqTwr9w)
* [Writing “Letters to the Editor”](https://youtu.be/uAX58GslPAg)
* [Writing Op-Eds](https://youtu.be/Z1X6-yyogrE)
* [Tabling](https://youtu.be/w0lSBcMoexc)
* [How to Have Better Political Conversations](https://www.ted.com/talks/robb_willer_how_to_have_better_political_conversations?utm_campaign=tedspread&utm_medium=referral&utm_source=tedcomshare)
* [Effective Strategies for Debunking Myths](https://youtu.be/f6X8S6w3WzQ)
* [Communicating Across the Aisle](https://youtu.be/hCu3ZgC6c1A)
* [Scheduling a Meeting with Congress](https://youtu.be/CI9pAaJzFIU)

Agenda for First Meeting

Date and Time:

Room:

Food:

Handouts: Carbon Fee and Dividend flyer, semester meetings plan, sign-in sheet, agenda for first meeting.

[Merch: start with bumper stickers, pins, etc.](https://www.zazzle.com/citizens_climate/products)

3 minutes: Welcome

* Introduce the organization, mission
* Introduce self
* Have people sign in as they join the meeting

15 minutes: Introductions

* Where are people from? What are their interests?
* Why are you interested in climate change?
* How will this/does this impact your life?
* What environmental activities have you been involved in before?
* Why did I start this group.
* Icebreaker activity?

20 minutes: Intro to [CCL and Carbon Fee and Dividend](https://docs.google.com/presentation/d/1pI48zMn-zgPPAbvVbrrY_XzWLZaIraLnyXbejhM2PbI/edit?usp=sharing)

Discussion

15 minutes: Group Intro

* Meeting times and location.
* Socials? (how often, activities)
* Roles.
* What are people interested in doing?
* How to keep in touch. (GroupMe)
* Next meeting: Carbon Fee and Dividend and Advocacy Methods.

5 minutes: actions

* Sign up for group Facebook page
* Tell people about the group and bring a friend next time. (Idea: Door prizes drawing, extra ticket for every new person they bring)