

Develop Part One of your Chapter Action Plan

LOBBY ACTION

Over the last few years, CCL has been getting ready for a carbon fee and dividend bill to be introduced. That's partially because our time frame is often different than that of other organizations. When we check in with other organizations and ask them what their time frame is for passing legislation, they usually tell us 4-5 years from now, which is what they told us four years ago. Our time frame is always today. Since we believe in being prepared, the suggested monthly actions for the next three months will include the development of a Chapter Action Plan for what your volunteers will do when a bill is introduced.

This month, put your heads together to develop a communications plan that describes how your volunteers will announce the bill and engage with (1) everyone on your chapter roster, (2) members of Congress, and (3) the media - print, social, TV and Radio. (In December your chapter will develop the grassroots and grasstops outreach parts of the plan, and in January you'll focus on the capacity building part).

To help with your planning, you can assume that CCL HQ will schedule Zoom calls to brief all supporters on the specifics of the bill when it is introduced and will distribute templates for press releases, social media, presentations, endorsements, flyers, etc. We'll likely have a video for house parties too. Knowing that these resources will be available, you may want to use the questions below to help you plan what comes next and set some goals.

Communicating to Volunteers

- How will our chapter maximize local volunteer attendance at CCL's bill briefing on zoom?
- What communication channels will we use to quickly engage our volunteers, both to inform and mobilize them to take action when needed (text, phone tree, email, social media, ...)
- Which of our volunteers will lead our chapter's action teams for media, lobbying, and grassroots and grasstops outreach, and what will they need to hit the ground running?

Communicating to Members of Congress

- What is our plan to lobby our Member of Congress once a bill has been introduced?
- How will we get lots of volunteers and constituents to show their support for the bill?

Communicating to the media¹

- How will we engage with our editorial boards to pitch the bill as a current event that will interest their readers and to get an editorial endorsement?
- Who will write letters and op-eds, and to which newspapers?
- What will be our social media strategy?
- Who will get ready to be interviewed on radio and TV and how will we schedule the interviews?

Resources

1. [Organizing your chapter into teams](#)
 2. [In-district lobby meetings](#)
 3. [Meeting with Editorial Boards](#)
 4. [Preparing to be interviewed on radio and TV](#)
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¹If you'd like to designate a "media packet recipient" in your chapter, go to your chapter roster, select a volunteer, and check the box for them to be your 'media packet recipient', or ask your RC to do it for you.