

Develop Part Two of your Chapter Action Plan

Our members of Congress tell us how impressed they are with our preparedness, and in fact we CCL volunteers pride ourselves on being ready. Since we all believe in being prepared, our suggested monthly actions for the next two months will include adding sections to the bill-preparation plan that you started in November.

This month, gather your volunteers to develop the grassroots and grasstops part of your Chapter Action Plan. This is the part of the plan that describes how your volunteers will announce the bill and engage with (1) your community members, (2) other organizations, and (3) local leaders and influencers. (In January, you'll focus on the capacity building part of your Chapter Action Plan).

When a bill is introduced, CCL will provide talking points on the bill, a bill-specific endorsement letter, a constituent letter form, template flyers, and other resources. You can use the questions below to help you plan your outreach and set goals.

Communicating to Community Members

Will we organize house parties or public presentations at local venues like libraries, colleges, or churches to talk about the bill and generate letters of support?

Will we use websites like nextdoor, meetup, and linkedin to ask our neighbors to help us to advocate for the bill?

Communicating to Other Organizations

What local groups (environmental, civic, political, social, professional, faith) do we plan to contact? What local chapters of national organizations should be on our list, for example, the League of Women Voters, Audubon, Republican Women Federated and Sierra Club. Will we speak to the leadership, ask for a presentation, or seek an endorsement?

What other local organizations will be good partners in lobbying for bill passage and who has contacts?

Communicating to Local Leaders and Influencers

Who will get a list of all the leader letters that have been signed in our area and ask the signers to support the bill? (There will be a website where they can support the bill.)

Which of our city councils, county boards of supervisors, and state legislators will we contact?

How will we contact other CEOs, faith leaders, and Executive Directors who are likely allies?

Additional Resources

[1. Community outreach](#)

[2. Partner outreach](#)

[3. Grasstops outreach](#)