

**2017 CCL Group Planning Worksheet – Please make suggestions for additions or corrections**

**Key objective for the year:**

*We will focus on expanding our active membership to include more young people, including high school and college students from within our region. We will also reach out to them, and to the agricultural community and to human rights groups and environmental organizations to understand their concerns and to educate them about CCL's Carbon Fee and Dividend proposal through personal contacts, tabling, and CCL presentations.*

**Lobby Plan:**

How will you move your members of Congress to the next level of support?  
CCL scale: A – Would not vote for our legislation (opposed). B – May or may not vote for our legislation (on the fence). C – Would vote for our legislation (a supporter). D – Would introduce or co-sponsor our legislation (a champion).

How often do you plan to be in contact with this office (F2F, and with district and DC staff)?

What is your goal for the spring in-district lobby drive? Include possible asks and possible endorsers you might want to include in the meeting.

How many people from your group would you like to have attending the June 11-13 national conference?

Who would you most like to have in the lobby team for your member of Congress on the June 13<sup>th</sup> lobby day?

**Getting ready for a bill in Congress:**

We want to be ready to move quickly when a bill has been introduced. Advance planning will help us do that. Think about the actions your chapter will want to

take when a bill is introduced and record them here. Then you can pull out this action plan when a bill is introduced and be ready to implement it.

**A. Media Plan**

Newspaper editors or reporters to contact:

Plan for LTEs/Op-eds:

Radio/TV interviews or appearances:

Other:

What steps need to be taken to be ready to execute this plan?

**B. Outreach Plan**

Who do we need to inform about the bill when it comes out? (community leaders, current endorsers, local organizations, etc.). List here:

Who will take charge of organizing people to make these contacts when the appropriate time comes?

Conservative outreach plan:

Finding and encouraging conservatives to voice public support for climate action is a key objective nationally. Who are your local conservatives who might be supportive?

How will your group reach out to them?

**Other Goals and Objectives for 2017:**

*1. We will pursue signatures to a letter (petition) to our Members of Congress to work with others in the Congress to reduce the worst effects of climate change.*

*2. We will develop a larger cadre of presenters, involve CCL-P members in approaching and coordinating with target groups, and maintain a list of these contacts and opportunities.*