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Welcome to the 1Sky Campaign!

Thank you for being part of the movement for bold climate solutions! High school students are the newest face of the climate movement. Your role in this campaign and movement will be to help us build the strongest grassroots network in history to solve the climate crisis and create a green economy. By getting involved you can educate both your peers and adults in your community and across the country, and ultimately put pressure on elected officials, and even Congress. We will finally pass historic legislation to reduce our emissions, create millions of new green jobs, and end our nation's dependence on fossil fuels.

The solutions 1Sky is promoting throughout the movement represent the action needed to dramatically reduce carbon emissions to avoid a climate crisis. These solutions maximize energy efficiency, renewable energy and readily available breakthrough technologies. The 1Sky solutions are to: (1) create 5 million green jobs through a massive energy efficiency and conservation wave; (2) cut climate pollution at least 25% by 2020 and at least 80% by 2050; and, (3) put a moratorium new coal power plants that emit global warming pollution while creating strong incentives for renewable energy.



We're so glad that you have shown an interest in working towards climate change solutions. You may have already had some experience working on environmental issues important in your local community, like organizing recycling in your town or school. That's great! The purpose of this guide is to help you start working on national issues, like convincing Congress to pass important climate change legislation. This guide will walk you through six projects. Feel free to do some or all of them, in any order that you like. By the time you make your way through this guide, you'll be able to use your skills to come up with your own projects. We are inspired by your commitment and we're counting on you to help move our country in a new direction-- let's get started!

Before you start on your projects, there's one thing you should do... Sign up to be a 1Sky Climate Precinct Captain!

Please join us in representing strong climate solutions in your community by becoming a Climate Precinct Captain. The Climate Precinct Captain program mobilizes constituents (or voters) to influence their elected officials. The program is organized by congressional district. This means you'll be working with people in your neighborhood!

By signing up online, you will join a national network of other volunteer organizers. You can use the site to communicate with these other organizers; you can discuss upcoming projects, give and receive advice, and even share photos and videos online. You will also be able to use the website to organize and post your events and manage email lists of volunteers. Becoming a Climate Precinct Captain will connect you to the central 1Sky organizing team, who can offer you support and advice, as well as to others in your district.

Signing up is easy! Go to <http://local.1sky.org>. Once you're there, you'll see a variety of different functions. First, click the "Get Started" button and sign up to become a Climate Precinct Captain by creating a username and password and registering your local effort. This will add you and your new local network to the national map of the movement. You can customize your local profile page to include a picture and description, post comments, and invite your friends and community members to join.



Central 1Sky Organizers are happy to answer any questions about getting started!
Contact Ada at local@1sky.org.

You also may have a 1Sky field organizer based in your state — see <http://www.1sky.org/allies/partners> for more details. Contact us in the central office, and we'll connect you!

Project One

Spread the Word, Recruit New Followers, and Get Organized!

STEP ONE: Recruiting

Recruit from your community and build your base of power outward from there. Recruitment is essential to any major movement – it's up to us to get our communities on board. Here are a few ways to recruit members of your community:

1. Start with people you already know — your friends and family, your workplace, and community groups you're involved with. In general, people you know will be interested in what you're working on and will help you build momentum. If you're already involved in an existing local environmental group, start there. Educate your group on the importance of working on national environmental issues and ask them to volunteer.
2. Use word of mouth — Talk to everyone you know who might be interested in helping out. Get people who show interest to talk to their friends and spread the word about your cause, meetings, and projects.
3. Put up flyers — Make flyers or posters about your campaign kick-off meeting or other upcoming events, and put them up in the hallways of your school, your local community center, businesses, coffee shops, or any place where a lot of people will see them. This is a great way to get your community's attention.
4. Recruit online — If it is permitted by your school's administration, send out an all-school email stating a few compelling facts about the importance of national climate change legislation and asking students and teachers to attend your next meeting or volunteer with your next project. Most likely, you already have a Facebook or MySpace profile. Use these websites to support your campaign. Search for the 1Sky profile and become a fan of the page or friend it to show your support. Create your own group (ex: 1Sky at Sidwell Friends School or Sidwell Climate Change Activism Group) and invite everyone you know at your school to join the group. Use groups to create events that publicize upcoming meetings or projects to your members. Don't forget to use the online tool at local.1sky.org!
5. Be visible — Having a table with materials at events in your community is a great way to be visible and recruit volunteers for your campaign. If your school has a club or activities fair, be sure to have a table there. Other good locations for a table are: local festivals, events and conferences, town hall meetings, public forums, and political campaign events. When going to table at an event, bring a big sign that says 1Sky or the specific name of your local group as well as other relevant materials like the 1Sky solutions (our policy platform), brochures, and flyers about your upcoming projects. You can print out materials from www.1sky.org/resources. Your table should be fun, organized and inviting.

Some general recruiting tips:

- Make it personal. Tell people what motivates you to be involved with 1Sky! Making a personal connection and being energetic will motivate others to join your campaign.
- Be clear and concise. Create a short and simple pitch that clearly explains 1Sky and your role in the campaign.
- Ask. Be sure to ask people directly to get involved! People often get involved and turn into amazing volunteers simply because someone asked them to.

STEP TWO: Spreading Information

It's important to educate your community so they understand why you want to take action on a national level and how you plan to do it. Here are a few ways to spread information about 1Sky's goals and why you think they're important.

1. Hold a meeting — Once you've recruited a sufficient number of people, hold a campaign kick-off meeting, and as you continue to work on projects, hold informational meetings to keep your volunteers updated. When planning a meeting remember to be organized, make sure everyone's comfortable, set an agenda, bring volunteer sign-up sheets, and make it fun.
2. Speak to a large group — Ask your school if you can hold a special assembly or make a short announcement to the entire student body. See if you can get a speaker to come talk to your school (contact the 1Sky Organizers for suggestions), and if not, make your own PowerPoint. In an assembly or announcement, talk about current climate change legislative issues and the projects that you are working on to influence elected officials.
3. Piggyback on existing events — If your local environmental group or any other organization is having an event with similar goals, ask the organizers of the event if you can show up and give a short pitch about your projects. This way, you don't have to do any of the organizing yourself. Just be sure to bring volunteer sign-up sheets!

MAKE IT FUN!

Try holding large events to get your student body involved and excited. You can incorporate education about national issues into events like a school-wide No Car Day or a Lights Out campaign. Enter students who participate into a raffle for prizes to provide motivation.

STEP THREE: Organization

Make sure to keep all of your events and volunteers organized, so you can effectively manage your campaign. Here are some guidelines:

1. Keep lists — Make sure to always have contact or sign in sheets at recruiting events, meetings, or projects so that you can keep track of who is interested in working with you.
2. Create divisions among your volunteers — One good way to organize your volunteers is to divide them into groups based on their participation level. You can use an Excel spreadsheet to keep track of their contact information and participation.
3. Follow through — It's extremely important to keep your volunteers, friends, or members engaged. Delegate tasks, regularly update and give feedback to your volunteers, and keep things fun!



Project Two Start a Petition!

Gathering lots of petition signatures gives you opportunities to draw media attention and build public pressure on your members of Congress. This is a relatively simple thing to ask volunteers to do, that will likely be very productive for recruiting new members. Petitioning essentially means positioning yourself somewhere visibly in public where you can stop passers-by and ask them to sign in support of something. That something should be concrete, either for or against some piece of legislation that is either national or local in scope. Check out the 1Sky website for the latest on new legislation. So the question is: where to start? Here are some ideas as to where to position yourself to have a successful petition.

1. Club Fair

While you have people interested in your organization, have them sign a petition! Quickly explain what your petition platform is in support of and ask them to help pressure their elected officials to take a stand.

2. Meetings

These are a good time to get your more involved members to do something more forceful than simply sign. Hold a meeting to write letters to elected officials encouraging specific legislation, write letters to the editor, or call elected officials.

3. Athletic Events

Anywhere that has large crowds is a great place to get signatures. Take a moment to explain what it is you are asking people to sign and work the crowd to get signatures for your cause. Also, don't be afraid to ask people to take it a step further and join your group if they seem interested. Sometimes people just need to be asked!

MAKE IT FUN!

A fun way to get your petition campaign noticed is to have a volunteer dress up in costume and walk around or sit in a crowded area with the petition. Be creative! You can dress up as a polar bear, Uncle Sam ("I want YOU to sign my petition!"), anything that will get people's attention.

You can also hold a fun event like an open mike night or a concert and have the petition at the door for every attendee to sign.



Project Three

Phone Outreach!

Calling people as part of your campaign can serve two main functions: either to recruit more people and to activate your members, or to target your representatives on national climate change issues.

MAKE IT FUN!

Order pizza and make your phone outreach a party! Your volunteers will appreciate the reward.

PART ONE: Phone Outreach for Recruitment

Phone calls provide an opportunity for you to build personal connections, provide people with details, and generally get them involved with the campaign. You can use phone outreach in order to get more people to join your group or to recruit attendees for a specific event. The sooner you call someone you've signed up, the more likely they'll be to get involved.

Here are a few tips.

- Sign up callers for about an hour shift, and be sure to confirm them the day before and send them logistical information (where/when/how long/goals). We recommend early evening, when families are generally home, but not yet asleep.
- Categorize your lists of people (could be members of local organizations, people that expressed interest at a conference, people who signed your MySpace page – you name it!). You should call the most recent signups and work backwards.
- Prepare materials – this includes writing and printing a call script, gathering pens, and making a database or another system to record your progress.
- Before you hit the phone with volunteers or to recruit volunteers, set goals for how many people you want to engage and plan accordingly. Use the “law of halves” – e.g. if you have a goal of getting 60 people to your event, then 120 need to RSVP, meaning that 240 people need to be contacted. Usually you talk to 10 people an hour so plan accordingly.

Sample Recruitment Script

Hi, is _____ there?

Hi, _____. This is _____ from 1Sky - how are you doing tonight?

Excellent! I'm calling because you [responded to an e-mail, are part of the 1Sky database of activists, met _____ at an event, etc.] and I wanted to follow up to thank you for getting involved and let you know a little bit more about what we're working on. Do you have a minute?

Great! As you know, 1Sky is a national campaign working to unite and mobilize citizens across the country to pressure our politicians to take bold action on global warming as fast as possible. We're working hard to get Congress member (FILL IN YOUR CONGRESS MEMBER HERE) on board by building a group to apply ongoing pressure and especially turning out at _____ event on _____ date. Right now we could really use help with the event on _____ (or whatever you most need). Is that something you'd be

interested in working on? Great! Let's go over some details. I'm so excited to get started working with you on this.

PART TWO: Phone Outreach to Target Elected Officials

You can also use phone petitioning as a powerful way to send a unified and bold message to your member of Congress. Your member of Congress needs to hear from you and your community on these issues!

Go out into your community and ask people to call their member of Congress right there and then.

Here are a few tips.

- Practice making the call beforehand so you can make others feel comfortable.
- Get the phone number for the D.C. office of your Representative – go to <http://www.congressmerge.com/onlinedb/index.htm> and enter your address to get the contact information.
- Gather your materials including: print-outs of the script, pens, and written petitions.
- Set realistic and ambitious goals: typically you can talk to 15-20 people in an hour.
- Pick a place with a lot of people to get volunteers. You can work on phone petitioning during a meeting of your club or set up a phone petitioning station in your school's lunchroom, lobby, or other crowded area. You can also go to other locations in your community like a busy street corner or a local festival and ask people there to make calls.
- Approach people with a smile. Ask them if they have a minute to call their Congress member about climate change and provide them with the call script. If you have a written petition you're also working on, ask them to sign it too. Remember to and thank them for taking action!
- Keep a good record of who has made calls (you can keep a tally next to your petition).
- When you're done, e-mail your numbers to Sarah Schwarz – Sarahs@1sky.org Fax or mail in your petitions. If mailing your petitions, make a photocopy first so you can continue using the names you gather for local organizing!

Fax: 301-270-4588

Mail: 1Sky Campaign, attn: Sarah
6930 Carroll Avenue, Suite 1000
Takoma Park, MD 20912

Sample Phone Petitioning Call Script

This is a sample script from May 2009, when callers were asking their Representatives to support the American Clean Energy and Security Act.

MAKE IT FUN!

To get people's attention, try positioning a volunteer in a central location of your school with a huge bunch of balloons. On every balloon write a catchy message about calling your elected official and attach a piece of paper with more information (like the phone number and main message) or a location and time where you will be helping people make those calls.

Hi, my name is _____ and I am a constituent of Rep. _____.

The time is now for bold solutions to our energy and climate challenges. The draft American Clean Energy and Security Act of 2009 is a landmark first step by Congress in doing so. However, it is important to me and my country that the bill be as strong as possible. Therefore, I am asking Rep. _____ to help strengthen it in four key ways:

1. Make polluters – not taxpayers – pay for pollution;
2. Include stronger commitment to reduce global warming emissions in the near-term;
3. Move boldly beyond dirty coal; and
4. Ensure smooth transition for workers, families, businesses, and vulnerable populations to the clean energy economy.

Thank you for your time and consideration.

Tips on calling:

Relax and speak from the heart. This is an issue that you care about and you are taking an opportunity to have your voice heard- don't be afraid to let them know what you think about this issue. Generally, less is more, so if you can say what you think in three or four sentences, it will have more impact, but if it takes a little longer, that's ok too.



Project Four

Write a Letter to the Editor!

Letters to the Editor (LTEs) are a great tool to use after a project and on an ongoing basis to keep up the momentum of the campaign. Letters to the editor are widely read, so try to get a diverse group of your volunteers to attract a wide range of supporters.

Because LTEs are best when totally original, instead of providing a sample, we want to provide some general guidelines to shape your LTE. The rest is up to you!

1. Short is Sweet

Resist the temptation to write a long letter. Your LTE should be short and to the point. Newspaper editors will always choose a short, pithy letter over a lengthy, rambling treatise. Keep your letter to 100-150 words. You should also keep your sentences and paragraphs short. If you write like a journalist, editors will be more likely to choose your letter. Pick up any newspaper and you'll notice that most paragraphs are about two sentences long – sometimes only one sentence. Long paragraphs discourage readers, so if you want your message to be heard, keep it short!

2. Communicate Key Messages

Ultimately, the newspaper editor has final say over which of your sentences stay and which of them go. Don't risk the chance that your key message will be left on the editing room floor. Make sure every sentence conveys your message. Choose one or two ideas and stick with them. Here are some examples:

- I'm ready for the green economy.
- We are ready to take on the climate crisis by building a green economy that is strong enough to lift people out of poverty.
- Americans are ready to build the new green economy. Investing in a green future will immediately reduce our dependence on foreign oil and jump start our economy.

3. Make It Personal

Personal stories beat out statistics nine times out of 10. People make decisions based on emotions and values, not on numbers. Therefore the best way to communicate values and emotions is by telling a (short!) personal story.

4. Include Your Full Name, City, Phone Number

Your LTE should always end with your complete name, city of residence and telephone number. Your number will not be published, of course, but many papers will call to verify that you actually wrote the letter. If you are writing a letter on behalf of your organization, you should also list your organizational title, organization name and the

city that the organization is located in (rather than your personal city of residence).

Project Five Photo/Video Campaign!

A photo or video campaign is another easy and quick way to send a message to your elected officials and community. Visuals are always a very compelling way to attract attention and take less effort to understand and create than a letter or article.

Additionally, people are often eager to appear in a video or photo, making participation easy. Just choose a subject, grab a camera and get started! Here are some things to keep in mind in order to conduct a successful photo or video campaign.

1. Location — The great thing about a photo campaign is that you can carry your camera with you, so you can get photos throughout the day as you go around school between classes or during lunch. If you prefer to be stationary, we recommend that you choose a place where a lot of people walk by like the cafeteria, main entrance to school, or an athletic event. For a video campaign, make sure your shooting location is quiet, so that you'll be able to hear what your volunteers are saying. Try doing it outside if possible; no one likes looking at a cinder block wall!

2. Message — For a photo campaign, make sure your sign is clearly and largely written or printed so that you can see it from far away. Also, whatever your message is, make sure it's short and to the point. A short, catchy message will stick with your audience better and be generally more effective. For a video campaign, brevity is also desirable. Don't let anyone talk for too long, because you want your audience captivated, not bored by a drone. Additionally, make sure that you repeat your message in different ways to really get the point across.

3. Publicize — Now that you've made an awesome video or photo collage, make sure everyone sees it! Post your video on YouTube and Facebook, show it at your school or some other community event. Post your photos on Flickr and Facebook, print them and display them around school. You could also e-mail, fax or snail mail them into your elected officials to show them what their constituents think. You'll be voting for years to come, so you're important! The more places you find to show people your campaign, the more effective it will be.



These are photos from Sidwell Friends School's successful "What's Your Plan?" photo campaign.

Here are some sites of successful current photo and video campaigns. Get inspired!

- www.mygreenfinger.org
- <http://www.flickr.com/photos/capcarbon2009/>

Project Six

Arrange a Meeting with Your Congress Member!

Setting up a meeting with your member of Congress in district is a highly effective way to communicate the need for bold climate solutions. At various points during the year, your member of Congress will be home in district. You can also meet your Congress member and staff in their office in DC if you decide to take a trip! You might also meet with your Congress member's energy or environment staffer, or another designated staff person. You don't have to be an expert in climate science or policy to have a meeting, but having some background on the issues will help. Go to www.1sky.org/resources for the most up-to-date information. Meetings with congressional members are also good opportunities to deliver petition signatures and letters. If you have any questions, please get in touch with us at congress@1sky.org.

STEP ONE: Before the Meeting

1. Get your member's information

Find out who your federal Representatives and Senators are by checking out this site: <http://www.congressmerge.com/onlinedb/index.htm>. Once you know who your elected officials are, you can find their pages online and research their voting history to better help you gauge their stances on climate and energy. Once you identify your decision-makers, figure out what you want to move them on. Depending on where you live, we'll let you know what makes the most sense – whether we want your Congress member to simply vote a particular way on climate bills, to co-sponsor a bill, or just to discourage them from blocking important legislation in Congress.

MAKE IT FUN!

Bring your Representative a clever gift such as a wrapped lump of coal or bottle of motor oil to signify the current dirty energy economy. More positive gifts could be 1Sky buttons or mini-wind turbines.

2. Recruit friends and family

Recruit your family, friends and members of your community to participate in the congressional meeting with you! Power in numbers is important, but more than four to five people in the office may be hard to manage. Try to recruit people with a variety of interests and backgrounds to articulate the diversity of the movement.

3. Schedule your meeting

Call your congressional district office and ask to speak to the scheduler. Make these calls as soon as possible, because politicians' schedules fill up quickly! Suggest specific dates and times for your meeting. Be sure to let the scheduler know that you are a constituent and that you would like to meet with your elected official. If that isn't possible, arrange a meeting with a staff-person.

4. Confirm your meeting

Mail or fax a confirmation letter to your congressional district office. The letter should verify the date of the meeting and list the meeting attendees. Call the office scheduler after the letter is sent to confirm your meeting request.

5. Get comfortable

Take a moment to familiarize yourself with any materials you will be delivering as well as talking points. Be sure to share these materials with anyone visiting the office with you. Take some time to plan out the meeting in terms of who introduces the conversation, who covers certain topics, what talking points you agree upon, etc.

STEP TWO: During the Meeting

1. Be yourself and keep it simple

You are the best advocate for why your Congressperson should take bold action on climate change. You might feel intimidated to meet with a Congressperson or staff member, but don't worry. Your age can actually be your biggest asset. It makes a big impression if a high school student is motivated and cares deeply about an issue. Don't forget to dress in formal attire to make a good impression.

MAKE IT FUN!

Wear a green hard hat to your meeting to symbolize your commitment to green jobs! It will be a fun reminder to your representative of your message.

2. Introduce yourself and your companions

Take a moment to introduce yourself to your elected official or his/her staff. Tell your personal story and let them know why you care about climate change.

You can use these talking points:

- Climate change and rising energy prices are some of the most pressing issues of our time.
- We have an opportunity to green the American economy, create new opportunities, secure our future, and stabilize our climate.
- The majority of Americans recognize that climate change is real and want strong action from the federal government to tackle the challenge.

3. Introduce the movement

When people come together in social movements, politicians listen. Tell your member of Congress that thousands of people like you across the country are taking action with the 1Sky campaign and are calling for bold climate solutions. You can highlight the fact that students across the country have been actively involved in the environmental movement, and tell them that this is an issue your generation is passionate about. Be sure to give some background on 1Sky.

4. Call for bold action

Tell your member of Congress that you are calling for bold policies that will do the following:

- Create 5 million new green jobs and pathways out of poverty focused on climate solutions and energy efficiency.
- Reduce global warming pollution at least 25% below 1990 levels by 2020 and at least 80% below 1990 levels by 2050.
- Impose a moratorium on new coal plants that emit global warming pollution and end our dependence on oil through strong standards and incentives for energy efficiency and renewable energy.

More details on 1Sky's policy platform can be found at: <http://www.1sky.org/about/solutions>. Ask your elected official to pledge to support the 1Sky platform as a foundation for developing a series of policies that are at the scale of the climate challenge before us. Remind them that strong climate policy means a strong green economy and a secure America. See if they will sign the 1Sky pledge. If they won't, ask why and document their concerns.



5. Thank them for their time

Ask when you should follow up with the office to see if your member will support the 1Sky pledge. Be sure to exchange contact information.

STEP THREE: After the Meeting

1. Document your visit

Consider taking a picture with your elected official and his/her staff and e-mailing it to us at congress@1sky.org. Once your visit is complete, we will send you an online report back form so we can track all the amazing action taking place across the country.

2. Follow up

Send a thank you letter to your representative and the staff person to reiterate your position on the issues and provide any additional information if necessary, and continue to check in with the office on an ongoing basis. Keep this relationship going to build your power and lay the groundwork for future conversation and action. Make sure you also thank everyone who came to the office with you so you're creating a base of active 1Sky supporters in your community!

Congratulations!

Now that you've completed this guide, you have a solid foundation to continue creating projects of your own. We hope this has been helpful in creating or strengthening your environmental club. Thanks for all your good work and be sure to keep in touch with 1Sky! Good luck!

