

Climate Organizing in Your Community

The Basics:

- ⇒ **Recruit people to your team**, the goal being to have about 10-20 people per district who are building power within your legislative district, sharing information, and liaising with your legislature.
- ⇒ **Host a Climate Organizing Party**. The best way to start this process is to host a fun action-oriented meeting which involves inviting folks over to your home (or to a local café or watering hole!) to meet with an EIV organizer who can facilitate setting up a successful core of climate champs for this campaign and beyond. (See the How To Host a House Meeting memo for more helpful tips for success.)
- ⇒ **Make sure everyone** on your team is on the EIV email list—signup here: www.energyindependentvt.org/ActionTeam
- ⇒ **Set up a platform to communicate with each other** (e.g. a private Facebook group or a GoogleGroup)
- ⇒ **Dive in!** Don't be scared to start taking action!

Quick Tips:

- ⇒ **Give people roles**. Everyone in the group should have something to do and/or a specific role -- and a reason to stay involved. (See sample roles on other side.)
- ⇒ **Use the EIV communication tools and best practices**. How we talk about the EIV campaign makes a huge difference in whether or not our community and candidates are going to support this campaign. Stick to the message!
- ⇒ **Have fun!** Celebrate when your Letter to the Editor gets published, add social times to your actions, etc.

Pitfalls to Avoid:

- ⇒ **Don't be all talk and no action!** Get out into your neighborhood and spread the word! The best way to build a strong group is to have a strong message. Be sure to have a plan with goals you can win! -- Contact EIV HQ for assistance.
- ⇒ **Don't get into the weeds!** Be sure to see the forest for the trees. You don't have to be a policy expert or know all the answers to make a huge difference! -- Stick to the messaging memo!
- ⇒ **Don't do it alone!** Communicate with EIV HQ and use their resources, because supporting you is our job! Brainstorm campaign actions, and share incremental victories!

Sample Roles for your EIV Climate Action Team

Designating roles within your Climate Action Team is a great way to take your advocacy to the next level and get people bought in and feeling a sense of ownership over the success of the campaign in your district. Here are some broad roles, each of which could be carried out by a really ambitious member of the team or by small sub-committees collaborating for success:

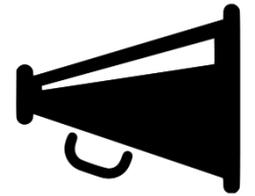
Legislative Liaison

With support from EIV organizers and the phone bank team, the legislative liaison works to build and maintain the list of participants in the legislator meetings, set up the time and place, and confirm the legislator's attendance. Once the phone bank has helped recruit local residents for the CLIMATE ACTION MEETING, EIV organizers will provide a list of names who the Legislative Liaison can call the day before to confirm attendance. The Legislative Liaison also can work closely with EIV staff to ensure the best messaging is used based on your particular legislator. Finally, the Legislative Liaison sends any feedback forms the Team produces back to EIV HQ to better inform our strategy in the statehouse.



Community Events Coordinator

The best way to get the word out about the Energy Independent Vermont campaign is... to get the word out! Tabling for Energy Independent Vermont at farmers markets, the local co-op, or other public events is the best way to grow your list of supporters, educate more people about the issue, and collect more phone numbers and emails to enhance the power of your local CLIMATE ACTION TEAM. The Community Events Coordinator is responsible for signing up for great tabling opportunities, recruiting others from the Action Team to join them, and identifying opportunities for an EIV HQ representative to present to a group or committee.



Media Guru

"Whoever controls the media, controls the mind" - Jim Morrison; Sharing information about the Energy Independent Vermont campaign through Letters to the Editor, writing editorials, and social media, is critical to victory. The Media Guru keeps Action Team members in the know about key times to weigh in on media stories. The Media Guru also monitors the EIV Facebook page for the latest news items that could be shared with the Team or on your local Front Porch Forum. Hot Tip: Join the Emergency Media Team listserv so you never miss the latest (email zach@vpirg.org to join!)



Policy Wonk

Some of us just like to geek out on policy! The Policy Wonk stays in close communication with EIV staff and the Legislative Liaison about the development of the policy and eventual legislation. Policy can move quickly when a bill is moving through various committees so the Policy Wonk is the key player in making sure the Local Team knows what the latest bill is and, working with EIV organizers and the Legislative Liaison, how best to advocate for it.



What other roles might you want to include on your action team? It's important to remember:

- (a) these are suggested roles and your team's needs and composition may necessitate different roles, and***
- (b) The EIV organizers and staff are at your disposal in thinking through what the optimal approach will be.***