



Climate Advocate Training Workshop

Thursday, February 22 • 1–4 p.m.

Mountain View College • Room B149

Citizens' Climate Lobby

The CCL process is non-partisan and based on appreciation, gratitude and respect.

Purpose of Training Workshop

1. To introduce CCL, history, mission, methodology and legislative proposal.
2. To demystify citizen lobbying.
3. To immerse new volunteers in CCL values so that they begin to feel comfortable making decisions in the field.

Section 1

1. Gratitude
2. Welcome
3. *Exercise* – Introductions (What are you most committed to and why; what do you hope to get out of today's training?)

Section 2

1. CCL is For not Against.
2. *Exercise* – Save vs. Savor

Section 3

1. CCL's two-part Mission
 - a. Politicians do not create political will, they respond to it.
 - b. Getting outside of your comfort zone.
2. *Exercise* – Power vs. Force

Section 4

1. CCL Methodology
2. Monthly national conference call
 - a. Educate Ourselves
 - b. Get Inspired
 - c. Take Action
3. Additional Support
4. *Exercise* – Complete Volunteer Handout

Section 5

1. Break time
2. *Exercise* – Complete handouts

Section 6

1. Our one rule: Find something you can respect, admire and appreciate about your Member of Congress (MOC). Start meetings with your MOC with that message of appreciation.
2. *Exercise* – identify something to respect, admire and appreciate about your MOC.
3. Our philosophy: Be interested instead of interesting.

Section 7

1. Practice
2. Laser Talks + LTEs
3. *Exercise* – Practice Laser Talk
4. *Exercise* – Write Letters to the Editor – using local newspaper as inspiration.

Section 8

1. Meeting with MOC
 - a. Sample agenda
 - b. Roles
2. *Exercise* – prepare for the mock meeting
3. *Exercise* – do the mock meeting
4. Digest and offer feedback.

Section 9

1. Does the world really need another environmental organization?
2. *Exercise* – What are your take home nuggets from today?
3. Announce next meeting time and location.

Learn more about Citizens' Climate Lobby at
CitizensClimateLobby.org



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