

Tasks for BCL Volunteers

Task	Description	Time estimate	Contact
Join the Biz AD Project	See page below		Darrell Benatar
Find CDP (Climate Disclosure Project) reports on company websites	Search for company responses to CDP (Climate Disclosure Project) questionnaire, download, and link to company list	2-3 reports/hour	Rebecca Keller
List relevant information on Senators from Utah, Colorado, Louisiana, Iowa, Ohio, Kentucky, and North Carolina.	List hometown, college, Senate Committees, and other information that might suggest businesses for lobbying.	2-8 hours	Rebecca Keller
List companies and industries most important to key Senators	Use “relevant information” gleaned above to select companies & industries.	1-3 days	Rebecca Keller
Beer, Wine outreach across states	Start email campaign to winery and brewery owners to support Declarations	1-2 hours per week	Randy Salim
Seafood Industry Research	Develop list of seafood growers/catchers, processors and distributors in key states	1-2 hours per state	Randy Salim
Writing	For newsletters, blogs, communications	4 hours per assignment?	Rønnaug Vinje
Join a Sector Team	Discuss teams that would welcome help		Steve Hams
Start or join a Grasstops Outreach “GO Team” in your chapter	Work with CCL buddies to systematically Identify, Contact, and Engage local businesses in climate policy advocacy.	1-4 hours per week	Bruce Hagen

Or take on [these bigger jobs](#)...

And find our “How To Engage Companies” guide [here](#) to help you get going.

Business Advocacy Development Project

“The Biz AD Project”

Purpose

Leverage the large number of volunteers from active chapters around the country to support volunteers in key states in doing research and outreach to large businesses and trade associations. The goal is to get first meetings for our sector team leaders or our representatives at CCL National.

How It Works

Some volunteers will be assigned companies to research and some volunteers will be assigned companies to do outreach to. Volunteers will be organized into teams and will have a manager to give them help and hold them accountable. Volunteers will be given access to software to help them organize, track and research target companies and contacts.

What is the Commitment?

Volunteers are given clear tasks and goals which will take about 2 hours per week to get done and will do a weekly check-in with their manager. Work will be recorded and tracked using online software. CCLL pays a monthly fee for the software licenses used by volunteers so if a volunteer is unable to meet their goals, they'll be asked to drop off the project so that another volunteer can participate. If you're interested fill out [this sign-up form](#).

Roles for Volunteers

- **Researcher**
 - **Research companies over 2500 employees** in Ohio and 6 other key states.
 - Visit their website to see how they support sustainability
 - Use social media to learn about target individuals
 - Read [companies' CDP responses](#)
 - **Research companies of any size** in four business sectors (to sign declarations)
 - Breweries, Wineries, Seafood, Healthcare
 - **Research Senators** (Republican) from Ohio and 6 other key states
 - Interview CCL liaisons for these Senators

- Find out what committees they are on, what legislation have they've sponsored, who the major political donors are ([opensecrets.org](https://www.opensecrets.org))
- **Research Trade Associations**
 - Which trade associations have a heavy presence in the key states?
- **Outreacher**
 - **Outreach to Companies and Trade Associations**
 - Attempt to connect using email, phone, social media and traditional mail
 - Use research to craft customized communications that make an emotional connection and show how and why we can provide value
 - Get smaller businesses to sign "declarations"