

Low-Hanging Fruit -- in Abundance!



A 100 Day Endorsement Challenge For Raleigh-Durham CCL

The Group Challenge: Within 100 Days we have 100
Endorsements of the Energy Innovation and
Carbon Dividend Act

The Personal Challenge: Within 100 days YOU have
asked people in your world and gotten two endorsements
for the Energy Innovation and
Carbon Dividend Act

The Hundred Days: September 8 - December 17, 2020

The Challenge

[Endorsements of the Energy Innovation and Carbon Dividend Act](#) are needed now to keep the momentum going for the Bill into the next Congress. CCL wants to see carbon fee and dividend as a strong part of any climate policy package that emerges, and for that to happen CCL needs “clout” to have a seat at the climate change policy table. We get that clout by showing we have LOTS of backing by community leaders of all kinds.

While our Grasstops Team continues to seek municipal resolutions and endorsements from high-powered community and business leaders, we also think that getting LOTS of endorsements from LOTS of people can be very powerful. And we believe it can be easy and fun -- or painless and potentially empowering, at the very least!

Hence our **100 Day Low-Hanging Fruit in Abundance Challenge!**

We need LOTS of endorsement “Asks” made by LOTS of people. If 50 of us get two endorsements each within the next 100 days, we’ve done it!



The Low-Hanging Fruit Endorsement Toolkit

We want to make this SUPER SIMPLE for you, so we've put this Toolkit together for you based on our experience and Grasstops Engagement folks nationally.

What is an Endorsement?

We are asking anyone who might be a community leader to sign on in support of the Energy Innovation and Carbon Dividend Act. Endorsers can represent an organization or sign on as a “prominent individual.” The endorsement itself is very simple: the form can be found on the [Energy Innovation Act website](#). Once the endorser signs on, their name or organization name will appear on the website under [“Supporters.”](#)

Who are “Low-Hanging Fruit?”



Here are some ideas for “low-hanging fruit” endorsers. These could be your friends, your neighbors, or your family members! Go out and “pick them!”

- Owners of small businesses you frequent
- Your local faith leader -- pastor, priest, rabbi
- A member of your town council or county commission (as an individual)
- A neighborhood association leader

- A university leader, a student leader, or a private school administrator
- An economist or a scientist
- A local sports figure
- A neighbor or friend who is a known artist, musician, writer
- A farmer
- A non-profit as an entity or a board member -- any kind of non-profit!
- A service club such as Rotary, Kiwanis, Lions, etc.
- A health care provider (see special [Health Professionals' Declaration](#))

See the list of current [Energy Innovation Act supporters](#) for more ideas.

How to Ask for an Endorsement

Here are the steps to make an Ask, complete with scripts and links to the resources you'll need.



1)Get yourself in the mindset!

Remember:

- * EVERYONE is affected by climate change, so we all have a stake in the solution. (Try not to assume someone “isn’t interested.”)
- * Our solution is a very viable one, and you are offering the potential endorser an opportunity to be an active part of the solution.
- * You are honoring the person you’re asking by considering them a community leader.

Stretch! You might be pushing past your comfort zone in making this ask, but that can be very empowering!

Be Brave, for the Planet. Consider the consequences if we don’t make these Asks and build the political will for a livable planet....

2)Think of Two People You Know, Know of, or Would be Willing to Ask

Start easy, with the “lowest hanging fruit” in your world! This will build your confidence and then you can move on to people who might seem more of a challenge, or even a “cold call.”



3) Make the Ask and Follow Up

You can call, email, or meet with the person you're asking. Often it takes a combination so that you can provide the endorser with the needed information.

Here is a step-by-step of how the amazingly successful RDU chapter volunteer Norma Safransky makes the Ask. Norma has done many "cold calls" and has gotten some surprising "yes!" responses.

Script for the Initial Call

"Hi. This is (your name). I'm a (State your relationship to the business- ex. loyal customer...a patient of...proud Prius owner...) and a volunteer with the Citizens Climate Lobby. Is there someone at (name of business) that I could talk to or email about my volunteer work?"

Email Address

When you get a name, ask for the person's email address.

Voicemail Message

Most often you get sent to voicemail so be sure to leave a message:

"This is (your name). I'm a (State your relationship to the business- ex. loyal customer...a patient of...proud Prius owner...) and a volunteer with the Citizens Climate Lobby. Would you have a few minutes to talk with me about my work with business leaders in our community? Please give me a call at (phone number). Thanks!"

Follow-up Email

Email the person with links to [CCL's website](#), the [endorsement page](#) and the [Business Case for the Energy Innovation and Carbon Dividend Act](#), or other pertinent information. (See Resources, below.)

Follow-up Call

Then call back once a week until you connect with the person. Think of yourself as "persistent" rather than "annoying!"

And here's another version of an initial [Endorsement Ask email template](#) that Norma has used and an [email template](#) that Jean Ritok has used.

4) Provide Information and Answer Questions

In your initial email, you can provide the information you think would be most pertinent to the person's interests from the list below.

Information, like low-hanging fruit, is *abundant!* You don't have to have all the answers about the Energy Innovation and Carbon Dividend Act (EICDA), you just need to know where those answers can be found. Our experience is that most people just want the general idea about what the Bill will do and how it will impact people.

Resources

Here are some of the resources you might need for explaining the Energy Innovation and Carbon Dividend Act (EICDA) and the reasons to endorse. i

CCL's website, citizensclimatelobby.org

Energy Innovation Act website, energyinnovationact.org

[The 2020 Household Impact Study](#) showing how EICDA will benefit many households financially

Business Climate Leaders website, businessclimateleaders.org

[The Business Case for the Energy Innovation Act](#)

The [Economists' Statement on Carbon Dividends](#), with 3,589 signatories, including NC economists

[Information on engaging with Faith Leaders](#)

[FAQ on Agriculture and the EICDA](#)

[Health Professionals' Climate and Carbon Pricing Declaration](#), a separate document we are asking ALL health professionals to endorse

CCL Community is a WEALTH of information! Look over the [Resources and Training Section](#).

If you can't find the answer, email Grasstops Team Leader sharon.bagatell@citizensclimatelobby.org and we'll help you do the research.

5) When You Get a YES, Let Us Know!

The big “prize” is seeing the endorser's name go up on the EICDA website, but we'll be keeping track and will want to celebrate, too! Email Grasstops Team Leader Sharon Bagatell at sharon.bagatell@citizensclimatelobby.org and let us know of your success.



**Thanks for joining in the
Low-Hanging Fruit Endorsement Challenge!**