

FOR GROUP MEETINGS

October Action Sheet

CCL volunteers gather each month locally in groups to do four things: [Learn, Celebrate, Practice and Act](#).

Sample meeting agenda

1. Consider beginning your meeting with a reminder of our value of being nonpartisan. See the example below, but make it your own:

“As we get started, a reminder of our value of being nonpartisan and a recognition that we’re a diverse group of individuals from all backgrounds, united by a shared goal: creating the political will for a livable world. No matter your political views or personal identity, if you’re committed to working together with respect, appreciation and gratitude, you’re welcome here.”

2. **Celebrate** volunteer successes. Invite folks to share their actions in September or review the [Action Tracker](#) - 5 mins
3. **Learn.** Watch the national call together as a team live or by recording. - 40 minutes
4. **Invite** folks to share one thing they learned. 5-10 mins
5. **Practice** the [Communications Skills Exercise](#). 5 mins
6. **Take Action.** Get started on your local media to support the Fix Our Forests Act, or register for CCL’s Fall Conference. 5 mins
7. **Planning.** Pull the pieces together for virtual lobbying next month, including plugging in a local trusted messenger’s perspective. 10 mins
8. **Review** the important [upcoming events](#). 2 minutes
9. Ask someone to log your meeting and attendees in the [Action Tracker](#) — it helps give CCL accurate information about chapter engagement.

Actions for your chapter gathering

1. [Finalize Your Plans for Fall Lobbying](#)
 2. [Invite Trusted Messengers to Fall Lobbying](#)
 3. [Generate Local Media About the Fix Our Forests Act](#)
 4. [Register for CCL's Fall Virtual Conference](#)
 5. [Communications Skills Exercise: 'Where Are You From, Politically?' Story Swap](#)
 6. [Review Upcoming Events](#)
-

Saturday, October 11, 2025 | 10 a.m. PT / 1 p.m. ET

**Guest Speaker: Jessica Trotman, MSEH, MPH,
Assistant Town Manager of Black Mountain, NC**

Jessica Trotman is the Assistant Town Manager of Black Mountain, North Carolina, where she leads recovery and resilience efforts following Hurricane Helene. She also serves as a Senior Consultant with the American Flood Coalition.

To her work in resilience, Jessica brings 15 years of experience in sustainability, planning, stormwater, public health and public administration. She serves in multiple advisory roles, including the North Carolina Flood Resiliency Blueprint advisory committee and Resilience subcommittee of the Governor's Advisory Committee on Western North Carolina Recovery.



Three Ways to Join

- **For video conference**, go to cclusa.org/meeting (meeting ID# 882-2813-6772)
- **To connect by phone**, either 646-558-8656 or toll-free 877-369-0926. Enter 882-2813-6772
- **To watch the livestream**: go to: cclusa.org/livestream

Finalize Your Plans for Fall Lobbying

LOBBYING ACTION



CCL's Fall Lobby Week, which takes place Nov. 17-21 this year, will be here before we know it! It's time to put all the pieces in place for a successful meeting next month.

Work together with your chapter to take the following steps:

 **Mark your calendar:** Designated CCL liaisons will reach out to the Congressional office to schedule the virtual meeting.

 **Build your team:** Work with your liaison to identify potential virtual lobby team members. Look to build a diverse team including some new and some experienced members. We recommend you plan for 6-7 people in the virtual lobby meetings this fall.

Reference our [Lobby Team Role Descriptions](#) to make sure you have everything covered!

 **Study up:** To prepare you for effective meetings, CCL's Government Affairs staff will hold two training sessions about the topics we're lobbying on this fall and to answer your questions.

[Fall 2025 Lobby Training #1: Primary & Secondary Asks](#)

Thurs., Oct. 30, at 8 p.m. ET / 5 p.m. PT

[Fall 2025 Lobby Training #2: Legislative Plan Q&A](#)

Mon., Nov. 3, at 1 p.m. ET / 10 a.m. PT

Reminder: If any members of your lobby team have never lobbied with CCL before, they must also take our [Climate Advocate Training Workshop](#), offered online on Sun., Nov. 2 at 2 p.m. ET / 11 a.m. PT.

 **Resources:** Bookmark our [Lobby Meeting Toolkit](#), which will be updated as we get closer to fall lobbying. That's where you'll find our "asks" as soon as they're available. Also check out our [CCL branded Zoom backgrounds](#) to give your virtual meetings a professional look.

Thanks to all the thought and energy you're putting into this prep work, we'll be ready to make a big impact on Congress in November!

 Feel free to post any questions in CCL Community's [Lobbying Congress forum](#).

Invite Trusted Messengers to Fall Lobbying

GRASSTOPS ENGAGEMENT ACTION



In our September Action Sheet, we asked you to identify and connect with a trusted local messenger you could include in your virtual lobbying this fall.

 **Remember:** A trusted messenger is a community leader from the Member of Congress's district or state whose opinion your MOC values and believes. Trusted messengers often have a personal connection to the MOC in some way — they might belong to the same political party, live in the same city, have similar career backgrounds or something else.

As your meeting details come together this month, choose one of the options below to include your trusted messenger's perspective in your meeting.

Invite them to attend the meeting. When the meeting is set, reach out to your trusted messenger. Let them know the date and time of the lobby meeting and ask if they can attend.

If they can, great!

 Make sure they understand their role in the meeting and what you hope they will share with the congressional office. You can do this by coordinating with them one-on-one or inviting them to join lobby team planning sessions, as appropriate.

 Give them the necessary connection information to join the meeting via computer or phone.

 Your trusted messenger does **not** need to take CCL's lobby training before they join this lobby meeting. They are there to represent themselves, not CCL.

If they are not able to attend the meeting, consider how to include their perspective in other ways:

Ask them to record a short video. Your trusted messenger could record a brief video on their phone that you can plan to show in the lobby meeting. Ask them to include:

- Their name and role in the community ("I'm John Smith, and I own Local Solar Company.")
- Their connection, if any, to the Member of Congress ("I also went to Your Favorite University, just like Mrs. Congresswoman.")
- Why they want the Member of Congress to support the lobby meeting asks ("I would like to see Congress tackle smart permitting reform because...")

We recommend that a video be no longer than 2-3 minutes. This will help maintain a good pace in the lobby meeting, and it will be easy to share with the office afterward via Google Drive.

Be sure to practice sharing videos on Zoom so it goes smoothly during your lobby meeting.

Encourage them to write a letter. Your trusted messenger could also write a letter to the Member of Congress sharing the same type of information. If it's helpful, they can personalize and use our [Editable Letter Template for Trusted Messengers](#).

Pull in their public comments. If you're having trouble connecting with a trusted messenger, but you have seen or heard public comments from someone who would make a strong impression on your Member of Congress, pull those into your meeting plan and plan to share them.

➡ For more guidance, see our [Bringing Policy Support from Trusted Messengers to Congress](#) training page.

Generate Local Media About the Fix Our Forests Act

MEDIA ACTION

Last month, we launched a targeted mobilization to send messages to lawmakers on the Senate Committee on Agriculture, Nutrition and Forestry, laying strong groundwork for their support of the [Fix Our Forests Act](#).



Now, let's take the conversation public with local media! We encourage volunteers in every state to take this action, so that every Senator sees growing grassroots support for this legislation.

National op-ed template: CCL Communications staff has created an op-ed template in support of the Fix Our Forests Act that you can personalize and submit to a newspaper in your area. Here's an excerpt from the piece:

In the U.S., the annual area burned by wildfires has more than doubled over the past 30 years. That means lost habitat for animals, and threats to human lives and health. Wildfires create harmful smoke pollution, and make it more expensive to insure and rebuild our communities.

Healthy forests are also a key part of the climate puzzle with American forests currently pulling 12% of our annual climate pollution out of the atmosphere, with the potential to do even more.

It's clear we need to take action to reduce these threats and nurture our forests so they can keep doing their important work.

Download the full piece on our [Op-Ed Templates page](#) of CCL Community.

To avoid duplicate submissions to the same newspaper or in neighboring publications, find your state on [this spreadsheet](#) and see if anyone has submitted this op-ed in the same readership area. If not, add your name and the newspaper you are submitting to.

Letter to the editor (LTE) guidance: If you want to work on a shorter piece for local media, try a letter to the editor (LTE)! Here are some key messages from our [Fix Our Forests Act Toolkit](#) that can help you write your letter:

- The Fix Our Forests Act (FOFA) **protects lives, livelihoods, and lands** by reducing wildfire risk, strengthening local economies, and ensuring science-based forest restoration.
- FOFA protects America's forests by supporting time-tested tools, like prescribed fire and reforestation, that **make our forests healthy** and able to better withstand and recover from severe wildfire and other extreme weather.
- FOFA protects communities across the nation by **reducing wildfire risks to people, homes, and water supplies** and adopting new technologies.
- FOFA protects livelihoods by **supporting rural jobs and recreation areas** and sustaining the forests that house and feed us.

 **Share on social media.** When you get published, post your letter or op-ed on social media with the hashtag #FixOurForests. You can continue to add to the social media buzz with this guidance from the [Social Media forum on CCL Community](#).

Looking for more support or connection as you take this action? Here are a few options:

 **Join our monthly LTE party!** CCL Communications & Media Manager Charlotte Ward hosts a monthly workshop to support CCL volunteers with writing letters to the editor. The workshop includes a quick training, a 20-minute period of focused time off-camera to start writing your letter, and then a chance to discuss your draft or ask questions. [Register here](#) for this month's workshop, which takes place Wednesday, Oct. 8 at 5 p.m. PT / 8 p.m. ET.

 **Go deeper with local media.** On Oct. 23, our “Powering Up Statewide Media” training will help you learn how to strengthen media work across your entire state, with direct support and guidance from CCL’s Communications team. [RSVP here](#).

Register for CCL's Fall Virtual Conference

CHAPTER DEVELOPMENT ACTION

Like our annual Summer Conference in D.C., CCL's Fall Virtual Conference is a key moment in the year when we gather to connect and learn before we lobby Congress. Since our fall event is online, it's easier for CCLers across the country to participate! Will you join us?



This year's event, called “[Sharper Than Ever: CCL's Next Chapter](#),” will dive into CCL's plans to push climate action forward more effectively, grounded in our values and guided by a new strategy.

 Online on Zoom

 Reception: Friday, Nov. 14

 Conference: Saturday, Nov. 15

 Lobby Week: Monday, Nov. 17 - Friday, Nov. 21

 cclusa.org/fallconference

Here's a peek at the program, which will be published on the [conference page](#) as it is finalized:

Interim Executive Director, Ricky Bradley, will share his vision and plans for the next chapter of CCL — one that doubles down on volunteer engagement but equips CCLers with new skills to better persuade our communities and change Congress' behavior around climate policy.

Vice President of Government Affairs, Jennifer Tyler, and her team will share the latest developments around permitting reform and other critical climate policy, making sure you're ready to use your virtual lobby meetings to advance the conversation in Congress.

Breakout sessions will give you the opportunity to choose your own adventure — you can pick a presentation to learn more about climate policy, social science, CCL's brand resources, or other topics to inform and support your advocacy work.

 [Register today](#) to save your spot and receive the connection details.

 Share the event with your friends and family by posting the registration link on social media, or sending them an email or text about the event. Invite them to attend a session or two with you to learn more about your volunteer work or see if they'd like to get involved.

'Where Are You From, Politically?' Story Swap

COMMUNICATION SKILLS EXERCISE

As a nonpartisan organization, CCL attracts volunteers from all across the political spectrum. Each person's approach to politics is informed by their upbringing and can evolve through their lived experiences — and they often don't fit neatly in one political category. This exercise will help you reflect on some of those nuances and learn more about where your fellow volunteers are "from" politically. (*Hat tip to CCL volunteer Mike Holler's adaptation of Ben Stillerman's [Social Cohesion Lab](#) work for the original idea of this activity!*)

The Primer: Read the language of CCL's "[Being Nonpartisan](#)" value aloud.

Our group is open to anyone who is serious about solving climate change. No matter where you live, what you wear, or who you voted for in the last election, you are welcome. We work with elected officials and community leaders from across the political spectrum because we believe that everyone is a potential ally.

The Prompt: What was your first political memory, or what part of your upbringing shaped your political outlook? How have your views changed over time?

The Activity (15 mins): In small groups or in Zoom breakout rooms (2-3 people), have one person respond to the prompt above. Others in the group should not debate or judge, but reflectively listen and understand the different paths that led your group member to their current views. Repeat until each person in the group has had a chance to share and to be understood.

Reflective listening phrases to use:

- "What I'm hearing you say is..."
- "So, if I understand you correctly, you're saying that..."
- "Let me see if I have this right. You're concerned about [topic] because of [specific reason]."

Questions to ask to check for accuracy:

- "Did I get that right?"
- "Is that an accurate reflection of what you're saying?"
- "Am I understanding your perspective correctly?"

The Debrief: Invite each person to share a single word about their experience interviewing others in chat. They should not share what they talked about, just their feelings.

Upcoming Events

- [October Monthly Meeting](#): Saturday, Oct. 11, 1 p.m. ET / 10 a.m. PT
- [Preparing For Lobby Day Trainings](#): Start gearing up for CCL's Fall Conference and Lobby Day.
- [CCL's Fall Conference](#): Saturday, Nov. 15. Note that CCL will **not** hold a monthly meeting on Nov. 8. Instead, we invite you to attend the virtual Fall Conference the following weekend.
- [December Monthly Meeting](#): Saturday, Dec. 13, 1 p.m. ET / 10 a.m. PT
- [CCL's Live Informational Session](#): Every Wednesday. Invite new folks or friends to attend and learn more about CCL's work.

