

ISSUE BRIEFING

Policy Priority

1-2 sentence pitch: There's a no-brainer climate solution that we can't believe we even have to advocate for. Luckily, here's the window of opportunity to effect change.

Clear Policy Ask:

[DECISION-MAKING BODY] should [TAKE THIS VERY CONCRETE ACTION, LIKE VOTE YES FOR A SPECIFIC BILL, OR APPLY FOR A SPECIFIC GRANT]

What is this?

This is 2-4 sentences that explain WHAT the policy is in plain english.

Why advocate for it?

This is a couple of short paragraphs where you get to convince changemakers that this policy is worth supporting. You should aim to answer the questions: "why this? Why me? Why us? Why now?" I.e. Why is this policy good and worth supporting? What can I, one human, do to support it? What's the group's potential to effect change here? What's the urgency?

This is the perfect place to talk about impending deadlines, what "success" in the campaign would look like – both for individuals and the group, and offer high-level commentary about the strategic value of the campaign.

Talking points:

- This is the place to bust out facts and percentages.
- Changemakers will use these talking points as "evidence" of the Clear Policy Ask's merit in their advocacy
- Aim for 5-10 of them so as to substantiate the Clear Policy Ask without being overwhelming
- Be sure to [cite your sources with a casual hyperlink!](#)
- Pro tip: label your talking points by theme, so changemakers with diverse interests (or rather, changemakers with *representatives with diverse interests*) can easily find the talking point that resonates most. Here are some ideas: Justice & Equity, Jobs & Economic Prosperity, Rapid Decarbonization, Human Health, Conservation & Environmental Protection... There are myriad reasons to support climate action!