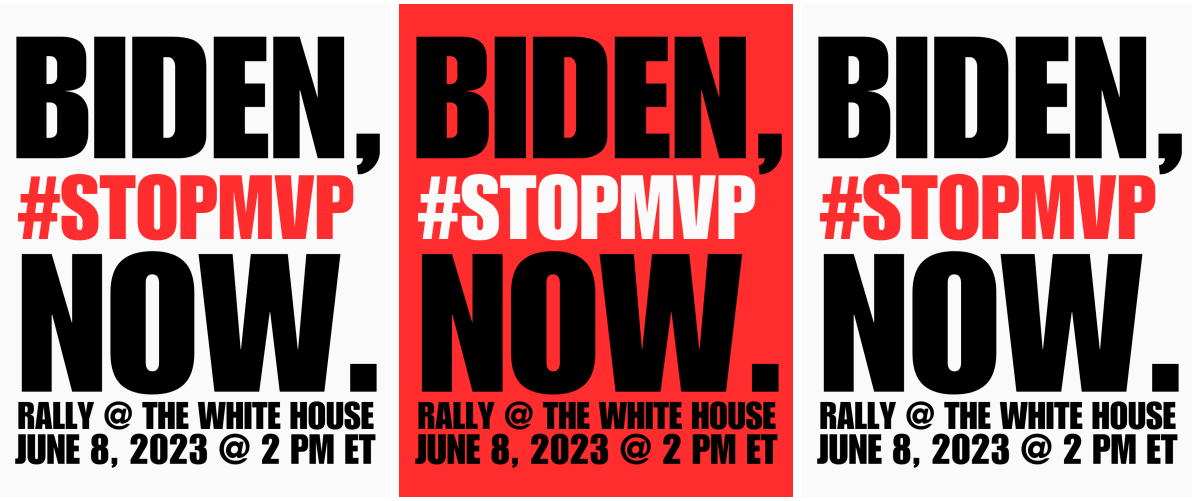
“Biden, #StopMVP Now” DC Action Share Pack



ALT text: black, white and red graphic. Text says Biden, stop MVP now. Rally at the White House June 8 at 2:00 pm

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Key Details

- **When:** June 8, 2023 at 2 pm - 4pm ET
- **Where:** White House
- **Accompanying MVP Frontline lobby day:** June 7, 2023
- **Rally recruitment goal:** 200 (50-100 to participate in escalated component)
- **Action Network:** https://actionnetwork.org/events/biden-stopmvp-now/
- **Graphics:** https://drive.google.com/drive/folders/1s8dpgdNntI-KbJe1_rYThrlWxyJO3fQO

Other key links:

- Org recruitment commitment form: https://tinyurl.com/stopMVP-orgs
- This share pack: https://tinyurl.com/StopMVPsharepack

PEOPLE VS FOSSIL FUELS

Key Messaging

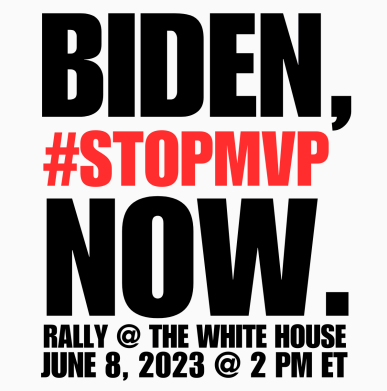
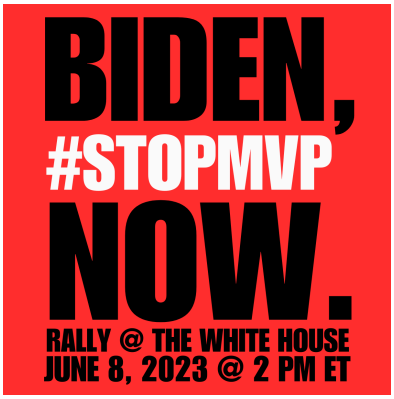
- President Biden faced fierce opposition when he approved the Willow oil drilling project. His endorsement of the Mountain Valley Pipeline has led to Congress fast tracking the pipeline's permits. The response to this betrayal will be even greater.
- The MVP is one of many fossil fuel projects Biden has the power to stop. This action sets off a stampede of distributed actions across the country June 8 - 11th with thousands of people calling on President Biden to stop all new fossil fuel projects.
- Biden has sacrificed Appalachia for his own political gain. For over a century, Appalachia has been deemed a sacrifice zone. The fossil fuel industry has destroyed our home and our wellbeing. We will not let the Mountain Valley Pipeline add to this legacy. We will stop MVP and secure a better, more just future for our home.
- Young people elected Biden because they know we need climate justice now. Biden ran as Climate President and claims he cares about environmental justice. But now young people feel betrayed by Biden's approval of new fossil fuel projects like Willow and endorsement of MVP. He will hear our outrage and endure its consequences.
- This is Biden's pipeline. He has the power to stop MVP just like he stopped Keystone XL.
- The increased supply for fracked gas does not match the demand, yet the Biden administration keeps approving new projects.
- U.S. fracked gas exports have skyrocketed in recent years and are poised to boom in the wake of the war in Ukraine. This rapid increase in gas exports threatens to push up prices for domestic consumers.
- Expanding gas export projects is a threat to our health and wellbeing, and will further exacerbate the climate crisis.
- The Biden administration repeatedly claims the MVP is necessary for national security. That is false. Fossil fuels are volatile and will make us vulnerable to global politics and corporations. Renewable energy is critical to our energy independence.
- The UN Secretary General Antonio Guterres said the "ticket to entry" for his Climate Ambition Summit is that countries are committed to phase down fossil fuels. The Summit is happening on U.S. soil, yet Biden continues to approve new fossil fuel projects. We will hold Biden accountable to Guterres' call.

Action Messaging

- Biden, #StopMVP Now
- This is Biden's pipeline
- No Sacrifice Zones

PEOPLE VS FOSSIL FUELS

Social Media Copy

Square Graphics ALT text: black, white and red graphic. Text says Biden, stop MVP now. Rally at the White House June 8 at 2:00 pm		
4x5 Graphics ALT text: black, white and red graphic. Text says Biden, stop MVP now. Rally at the White House June 8 at 2:00 pm		

Twitter:

- This is our chance to #StopMVP. We will not let Biden sacrifice Appalachia for Manchin's political gain. Join us on 6/8 at 2 pm at the White House demand Biden #StopMVP now. https://tinyurl.com/StopMVPNow
- MVP is @POTUS's pipeline. By supporting Manchin's Dirty Deal, he's signaled he is willing to sacrifice Appalachia. Not on our watch. Join us on 6/8 at 2 pm in front of the White House. https://tinyurl.com/StopMVPNow
- Just like KXL, Biden can #StopMVP now. Join us at the White House on 6/8 at 2 pm to demand he do so. https://tinyurl.com/StopMVPNow
- Biden felt our powerful outcry after he approved Willow. He'd best #StopMVP because our collective power has only grown. Join us 6/8 at 2 pm in front of the White House to demand he #StopMVP. https://tinyurl.com/StopMVPNow
- Biden stopped KXL. Now he must stop MVP. And all new fossil fuel projects. Join us on 6/8 at 2 pm ET. https://tinyurl.com/StopMVPNow

Facebook/Instagram:

- The Dirty Deal isn't done. @POWHR_Coalition is asking EVERYONE who wants to #StopMVP to take action on June 8 in DC, at the White House to tell @POTUS to reject the Mountain Valley Pipeline.

  We've stopped it before. If we're loud enough, we'll do it again: https://tinyurl.com/StopMVPNow

- On June 8th, 2 PM we're joining @POWHR_Coalition and hundreds of others at the White House to tell @POTUS to #StopMVP.

  We don't need a polluting pipeline, and we don't need this dirty deal.

  The more of us who are there, the bigger our message will be. RSVP: https://tinyurl.com/StopMVPNow

- Look: if Biden signs the dirty deal, we won't be able to #StopMVP.

  Frontline organizers in the path of this dirty pipeline are asking ALL OF US to join them at the White House on June 8th at 2 PM.

  If you can make it, sign up here for details: https://tinyurl.com/StopMVPNow

- Many of you joined us on September 8th, 2022 for “Appalachian Resistance Comes to DC”. We showed Biden and Manchin our power to stop the Dirty Deal. Now Manchin’s Dirty Deal is back and Biden is supporting it.

  It’s time to demand Biden #StopMVP for good. Join us on June 8th at 2 pm in front of the White House. https://actionnetwork.org/events/biden-stopmvp-now/

- Just like KXL, Biden can #StopMVP. In the 9 months since we gathered for “Appalachian Resistance Comes to DC”, Biden has approved the Willow project and backed the Dirty Deal.

  Time to wake up, @POTUS. Join us in voicing our demand on June 8th at 2 pm in front of the White House. https://actionnetwork.org/events/biden-stopmvp-now/

- This is our moment to #StopMVP for good. We have fought this pipeline for almost 10 years. Now Biden has the power to stop it by revoking all federal permits.

  Join us June 8th at 2 pm in front of the White House to demand Biden #StopMVP. https://actionnetwork.org/events/biden-stopmvp-now/

Wheatpasting in DC

[11x17 Graphics] ALT text: black, white and red graphic. Text says Biden, stop MVP now. Rally at the White House June 8 at 2:00 pm		

Email to Organization

Hi X,

Will you support frontline #StopMVP activists at their rally on June 8th at 2 pm ET in front of the White House?

This is a critical moment to stop the unfinished Mountain Valley Pipeline. After almost a decade of fighting the pipeline, activists now face Biden backing Manchin's Dirty Deal which fast-tracks MVP. We're not going to let this climate and community bomb be built, and we need to show Biden that there are consequences for his betrayal. Can you help them recruit 10-20 people from your organization to attend the rally in DC?

We've been organizing for 2.5 years to hold this administration accountable to their climate commitments and they've gone off the rails with Willow and MVP. It's time to get on the street and reclaim the energy we had after the KXL win. This is a direct ask from the Appalachian communities that are being sacrificed by Biden and Manchin that you help them by showing up in large numbers to demand Biden stop MVP.

In solidarity,
Y

Email to Individual

SUBJECT: JOIN ME on Thursday? Debt ceiling is a disaster for climate + communities - we're taking action

Hi ___,

Biden's debt ceiling package includes a special provision fast-tracking Mountain Valley Pipeline (MVP) – a fracked gas pipeline held up for years by frontline organizing and legal violations that would turbo-charge the climate emergency.

We need to show Biden that there are consequences for his betrayal. Will you join us on Thursday June 8th at 2 pm ET in front of the White House, and recruit a friend?

THANK YOU!!!

In solidarity,

___

P.S. **Amplify this call-to-action letter** co-signed by Jane Fonda, Bill McKibben with frontline leaders: "*We are calling all water protectors, land defenders, climate and environmental justice advocates young and old to stand with us in solidarity—and risk arrest—at the White House on June 8…"*

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- **Graphics:** https://drive.google.com/drive/folders/1s8dpgdNntI-KbJe1_rYThrlWxyJO3fQO
- **Recruitment & Social Toolkit**: https://tinyurl.com/StopMVPsharepack

Email to Orgs who recruited Sept 2022

Hi___.

I am reaching out because you had your organization, _____, help with recruitment with the “Appalachian Resistance comes to DC” Rally Sept 8th of last year.

As you know, the moment to stop the unfinished Mountain Valley Pipeline is in a critical moment yet again. After almost a decade of fighting the pipeline, activists now face Biden backing Manchin’s Dirty Deal which fast-tracks MVP. We’re not going to let this climate and community bomb be built, and we need to show Biden that there are consequences for his betrayal.

Will you support frontline #StopMVP once again, by helping recruit your base to their rally at the WH on June 8th at 2 pm ET?
If so...

- Please fill out the organizational recruitment commitment form here: https://tinyurl.com/stopMVP-orgs
- If you need a source code for recruitment please checkout the instructions here
- And use this share pack to recruit: https://tinyurl.com/StopMVPsharepack

We’ve been organizing for 2.5 years to hold this administration accountable to their climate commitments and they’ve gone off the rails with Willow and MVP. It’s time to get on the street and reclaim the energy we had after the KXL win. **This is a direct ask from the Appalachian communities that are being sacrificed by Biden and Manchin that you help them by showing up in large numbers to demand Biden stop MVP.**

Thank you!