

Staffing a tabling event

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Goals of tabling

At CCL, we share ideas about effective climate solutions and help people become involved in making those ideas a reality.

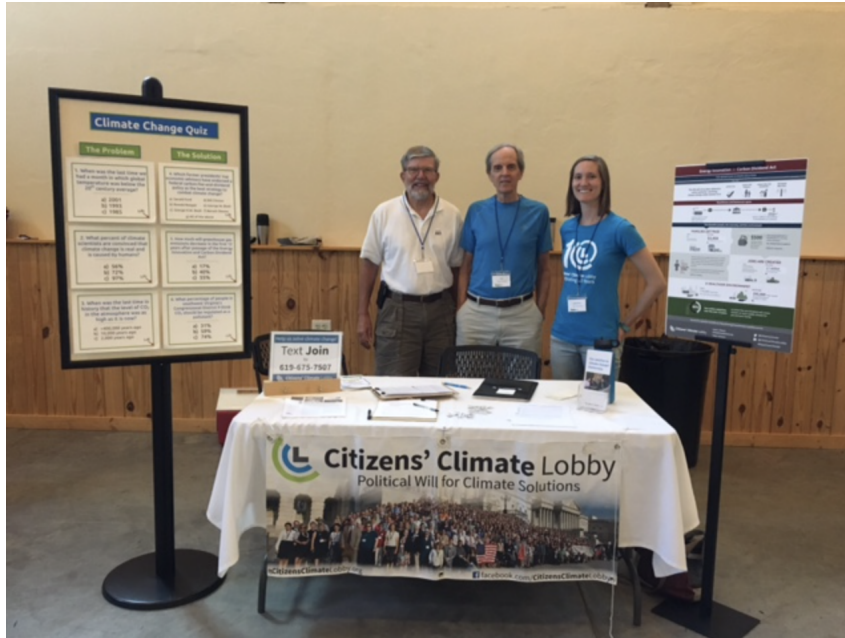
There are a variety of reasons to table, including:

- **Persuade people to take action.** Immediate opportunities (like constituent comment forms we deliver to Congress) give people a sense of accomplishment.
- **Educate your community** about CCL policies, engagement benefits, hope in climate work, and our lobbying achievements.
- **New volunteers can practice and learn new skills.** Tabling is a low-risk way to practice establishing connections, asking questions, listening for values, and finding common ground—the same skills used in lobbying.

What to expect

[Customize this section to fit your chapter]

Below is an example of our typical booth. Our table normally has brochures, sign up sheets, and ways for people to write Congress. We also normally bring along some cheat sheets with talking points and answers to challenging questions.



[Replace with a photo of your chapter]

Tabling recommendations

✓ Do

- Have at least one person standing in front of the table.
- Focus on what we are for (strong climate policy, including putting a price on carbon pollution/greenhouse gas emissions and returning funds collected to the American people).
- Ask questions so you understand your audience.
- Be yourself, speak conversationally and listen carefully.
- Ask folks to write a letter or postcard to their local member of Congress. Or ask them to use their phone and use our Take Action tools, cclusa.org/action.
- Be respectful and mention your member of Congress by name.
- If someone wants to join CCL, ask them to join online [at cclusa.org/join](https://cclusa.org/join) using their phone. They'll be prompted to sign up for an upcoming Info Session and will receive their Community log-in right away.
- If you are still using sign up sheets, repeat the information back to them to ensure we have the correct information.
- At family-oriented events, coloring pages for kids keeps parents at your table longer.
- Take pictures to post to social media.

✗ Don't

- Avoid turning off people by raising “hot button” issues.
 - Avoid using dire warnings of climate doom. If table visitors bring up climate doom, acknowledge the problem and pivot to solutions attendees can get involved with (hint: CCL).
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Go Deeper

- For more in depth training on tabling, visit:
<https://community.citizensclimate.org/topics/tabling-clipboarding>

Connecting with attendees

Connecting with attendees

Something shifts within us when people look at us, show interest in us, or offer curiosity about us and our concerns. For many of us, it taps into the core of who we are as humans, leaving us feeling seen and valued. In addition, when we have the opportunity to experience things in a way that makes sense to us and leaves us feeling inspired and hopeful, most of us tend to light up and are far more likely to lean into action.

This is our goal with tabling: connect with others in a way that engages their curiosity and drive for action.

Connecting on a personal level

The most important thing to do is to connect with people individually in a way that will leave you both feeling as comfortable as possible. The following ideas can help you with this goal:

- Make eye contact and smile. 😊
- Know your audience by asking an open-ended question (e.g., "What brings you out here today?").
- Listen actively, reflecting on what you've heard, and tailor a response based on their interests.
- Prioritize being "interested" (in them) over being "interesting" to others.
- Encourage action— write a letter to Congress or join CCL.
- Focus on solutions.
- Have a backup plan if someone is skeptical or uninterested. Redirect conversations in a friendly manner. 💬

Acknowledge frustration

Some people will be dismissively cynical when discussing climate solutions, claiming, "There's no way your proposal will make it through Congress." Don't get defensive; instead, acknowledge their frustration and inspire them by describing how the conversation has changed because of the work we're doing.

Talking Points

Practice one or two of these from each category to give you some talking points to start with. Feel free to use them as a starting point and simplify them to something you can remember and feel natural.

Openers - Getting to know your audience

- “What brings you out here today?”
- "What's been the highlight of your day so far?"
- "How have/has [insert climate impact] impacted you personally?"
- "What role do you believe individuals can play in addressing climate change?"
- “Hi! Are you interested in helping to solve climate change?”

Let them respond and listen. Acknowledge what they said and ask for permission to proceed.

- “Would you like to hear about what we’re doing?”
- “That’s an interesting point and something we are concerned about as well. Would you like to hear about what we’ve learned?”
- “Are you interested in nonpartisan solutions to climate change?”
- “We work on bipartisan solutions to address climate change. Would you like to hear more about them?”
- “The IRA’s clean energy tax credits are at risk of being eliminated, would you write a letter to your Republican Member of Congress asking them to keep these tax credits?”
- “Would you like to send a letter to your member of Congress today?”

Let them respond and listen.

About CCL

1. CCL believes that it is going to take a grassroots effort of dedicated people like you raising their collective voices to make a difference at the policy level. CCL values optimism and uses a bipartisan approach because every voice is important and can help solve climate change. Are you interested in learning how you can get involved?
2. CCL is taking climate action to influence climate policy. Currently, we are working on trying to [insert current campaign here]. Our lobbying process has had great success using a bipartisan approach. Are you interested in learning how you can help?

3. CCL empowers everyday people to work with their community and their members of Congress. Our supporters cover the political spectrum and work in every state with hundreds of local chapters. Together, we're building support for national, non-partisan solutions to climate change.

Our Policy Agenda

- [Protecting the Clean Energy Tax Credits in the Inflation Reduction Act](#) - Almost half of the emissions reductions in the Inflation Reduction Act stem from the clean energy tax credits, which are at risk of being eliminated.
- [Carbon Pricing](#) - We advocate for a Carbon Fee and Dividend (CF&D) with a carbon border adjustment mechanism (CBAM) to lower emissions and deliver abundant and affordable clean energy to Americans.
- [Clean Energy Permitting Reform](#) - We work to increase America's capacity to transmit clean energy and speed up the approval of clean energy projects while preserving communities' ability to give input.
- [Healthy Forests](#) - We support preserving and expanding forests and climate-smart forestry and advocating for increasing urban forests, focusing on neighborhoods negatively impacted by a lack of tree equity.
- [Building Electrification and Efficiency](#) - We educate the public and elected officials on the importance of electrification and efficiency and how they can accelerate the transition to clean energy buildings, with attention to supporting low- and middle-income households.