

The “Cool Call” Email: Instructions and Examples

What is this?

A suggested outline for your first email to a priority prospect. Your goal is to get a reply that leads to a phone call or face meeting.

Why is it “cool” and not “cold”? You warm it up!

- It's **from your mailbox**, not from a mass mailing service like Mailchimp or Constant Contact. This is slower for doing large volume mailing, but more likely to get past spam and promotions filters. Use it for companies that you have researched.
 - EXPERTS: For a semi-automatic way to send larger quantities of customized emails from your gmail account, see <https://www.gmass.co/>)
- Use a **descriptive subject line** that makes it clear what this is, and conveys that you are not a distant mass mailer (e.g “meet for coffee, climate conversation in downtown Petaluma)
- You **identify yourself as a “volunteer” and neighbor** (who lives in their community.)
- If you have **something you have in common** -- you are a customer, attended same college, have mutual friend (especially if you have an introduction email from them), attending some event.
- **Express appreciation** for something about them/their company that you genuinely appreciate. This would be a sentence or two in the second paragraph. If possible, use this to bridge to the ask.
 - EXPERTS: You can substitute custom language here easily using the “Create multiple drafts” feature of GMass.
- **Crisply describe the purpose** of the email (e.g. I'd like to meet with you here in town -- your office or favorite cafe-- and hear your views about _____).
 - Emphasize listening, not just in the letter, but in the meeting as well.
 - Tailor the subject to what you've learned about your prospect (e.g. if they are more conservative, it could be “local energy development” or “community climate risk mitigation rather than “climate change” or “green jobs”. If appropriate, mention the bill with a link.
- **Close with your contact information and another thanks**. Type out your phone number in the last paragraph, it makes it easier for them to click on it to call/text.
- **For a “signature”, keep it short and simple**. Avoid image files -- for many email apps, they show up as empty boxes and require downloading
- Optional: Summary of CF&D

EXAMPLE (you can copy and modify as needed)

Subject: Meet at Aqus to talk about climate and economic development?

Dear Jim:

I'm a Petaluma volunteer for Citizens Climate Lobby. Barry Vessar introduced us at a Business for Clean Energy Breakfast at Labcon last year.

I hope you and your loved ones and your business have fared well over the past few challenging years of the pandemic. As challenging as this has been, the additional and growing burdens of climate change will be even more difficult. We have seen of late the horrible results when experts' warnings are ignored and remedies delayed. I really appreciate Labcon's progress with sustainability and clean energy. Your leadership is so important to making progress on climate.

I'd like to meet with you and discuss how businesses are helping to make *national* progress on climate. You may have likely heard about the Inflation Reduction Act passing Congress this summer, specifically that it is estimated to cut emissions by 40% by 2050. You may also know that carbon fee and dividend can help us cut another 10% to meet targets set by the IPCC report. You can help move us forward on effective solutions, like carbon pricing.

Please let me know when and where would be a good time to meet. You can Reply to this, and/or call/text me at 707-338-7363.

Thanks for your great work at Labcon!

Bruce

Bruce Hagen

National Program Manager, Grasstops Outreach "GO Team!" Program

[Business Climate Leaders](#), a project of [Citizens' Climate Lobby](#)

707.338.7363

We now have a really strong [bipartisan carbon dividend bill](#). Time to [ENDORSE](#).

Real World Examples

THIS ONE GOT A POSITIVE RESPONSE IN 2 DAYS, AND A MEETING WITH THE SUSTAINABILITY MANAGER INSIDE OF 2 WEEKS!

From: Eileen xxxxx

Sent: Friday, June 28, 2019 4:17 PM

To: 'asherman@xxxxx

Subject: Meet to discuss climate issues and how to address them

Dear Annie,

I am a volunteer with Citizens' Climate Lobby (CCL) – Santa Rosa. I moved here from Sacramento over 6 months ago and immediately began doing most of my grocery shopping at Oliver's Market. I appreciate the local, sustainable, and reasonably priced organic food you sell.

In preparing to send this e-mail, I found out about Oliver's being a Social Purpose Corporation and the innumerable ways your company does this – from the Community Card donations to caring for the environment with programs for waste reduction, recycling, energy conservation, etc.

I, and a couple of other CCL members, would love to meet with you and hear your views on how our group and Oliver's can work together on the crucial issue of climate change.

Please let us know when would be a good time to meet, hopefully in the next couple of weeks. You can reply to this message or call me at 707-501-3119.

Thanks for everything you do at Oliver's Market!

Eileen Heinrich

Santa Rosa Citizens' Climate Lobby

THIS ONE WAS USED WITH WINERIES, AS A "DEAR FRIEND" (WE SENT OVER 1000 OF THESE TO EMAIL ADDRESSES IN NAPA COUNTY). NOTE: IT INCLUDES A SUMMARY OF HR763 AT THE END.

Email subject line: Join Veedercrest, Spottswode, & Lail on Wine Climate Declaration

[Wine Industry's Climate Declaration](#)

Dear North Coast Winery Friend

We hope you are safe from the fires, and sincerely hope that you, your loved ones and your business are okay during this time of pandemic. We all know how tough the pandemic has been on the wine industry.

As challenging as this has been, the additional and growing burdens of climate change will be even more difficult. We have seen of late the horrible results when experts' warnings are ignored and remedies delayed.

With this in mind, we're happy to tell you about a big climate solution: the [Energy Innovation and Carbon Dividend Act](#). Since July over a dozen local wineries-- including Veedercrest, Spottswoode, and Lail -- have signed on to the [Wine Industry's Climate Declaration](#), to help position this powerful and bipartisan legislation for early enactment next year.

We invite you to read the Declaration. If you like what you see, please click [Sign](#), and join the growing list of wine industry supporters. For details, see the summary of the legislation below provided by [Business Climate Leaders](#) (a project of Citizens' Climate Lobby). If you have any questions, feel free to contact them at WineIndustryClimateDeclaration@businessclimateleaders.org, or me, Bruce Hagen, at 707-338-7363, bruceh@businessclimateleaders.org.

With appreciation,

Bruce

A Petaluma volunteer for [Citizens' Climate Lobby](#) and Business Climate Leaders

SUMMARY: The Energy Innovation and Carbon Dividend Act, H.R.763

"The Energy Innovation Act" is a practical bipartisan solution that is good for the climate, the overall economy and economic justice, and the wine industry. It implements a form of "carbon pricing known as Revenue-Neutral **Carbon Fee and Dividend** (CF&D)." CF&D is not the "silver bullet" to stop global warming, but it's the single most effective step governments can take, and is complementary to other measures, like regulations and subsidies.

H.R.763 was introduced in the U.S. House of Representatives last year by Democrat Ted Deutsch and Republican Francis Rooney, both of Florida. Counting them, it has **82 co-sponsors**, the most ever for a climate bill. It will not be enacted this year, but it needs to be the starting point for carbon pricing in next year's package of climate legislation.

CF&D is simple, transparent, and effective

- **The Fee:** oil and coal companies pay a steadily and steeply increasing fee on fossil fuel extraction and import. These cost increases leverage the power of market forces to promote clean energy and slash greenhouse gas emissions. This will help safeguard growing conditions for healthy vineyards, with negligible impacts on per-case production costs.
- The **Dividend:** all fee revenues are paid out to households via substantial* monthly per-capita dividends (* \$167/month in year 3 for 2-adult 2-child families.) This will stimulate spending on sustainable products-- like your wine-- while easing the fast transition to a climate-safe economy.
- The **Border Adjustment:** imports from countries without comparable carbon pricing will pay the fee at the border. This will prevent the “offshoring” of pollution and incentivize our trading partners to enact similar emissions reduction measures.

Why wineries are supporting H.R.763

- **It’s effective:** it will cut greenhouse gas emissions in half by 2030, 90% by 2050.
- **It’s efficient:** it uses existing and transparent mechanisms to collect fees from fossil fuel companies and distribute the dividends to families.
- **It’s equitable:** two-thirds of households (primarily low-and moderate-income) will break even or come out ahead financially. The border adjustment ensures that American products are not undercut by imports from countries without equivalent carbon pricing.
- **It’s economical:** we estimate the bill would increase per-case production costs by \$.20 and \$1.29 in years 1 and 10, respectively.
- **It’s doable:** our “fee and dividend” approach is supported by two-thirds of all voters, including 53% of Republicans. It is also endorsed by nearly 3,600 U.S. economists, including 27 Nobel laureates.
- **We have clout:** the wine industry is a big force in the economy. The Congressional Wine Caucus has 187 members. It’s co-founder heads the key House Committee with jurisdiction over the bill. And [Citizens’ Climate Lobby](#), with one-fifth of a million members, has chapters covering every Congressional district. We are focused on rallying nationwide bipartisan support for H.R.763.

What can you do?

- Take a few minutes to read the [Wine Industry’s Climate Declaration](#). If you agree, click the green button and add your company’s name to the growing list of wine businesses endorsing H.R. 763.
- To learn more about H.R.763 and CCL/BCL, and how you might help us make it the law, feel free to reach out to our [location] volunteers [name and contact info for local volunteers]

[Business Climate Leaders](#), a project of [Citizens’ Climate Lobby](#), Summer 2020