

CCL Volunteer Opportunities Email

Emails for announcing volunteer position openings. You can tailor these emails to suit your chapter's needs. We have tested the basic formula of these emails and found that when we stray from the formula, the effort to find volunteers fails. So, please consider that fact when you get the urge to modify.

Basic Formula

- ☐ Send the email to **everyone** on your chapter roster. You will think that you should only send the email to active volunteers. You will most surely fail in your attempt to find a volunteer if you choose to email only active volunteers. The magic in these emails resides in the fact that people who have never done a thing with your chapter finally see a role for themselves. So, please please please, send to everyone!

Use the following email templates below to recruit from your entire chapter roster. For more instructions and background [see the resource page](#).

The staff or volunteers mentioned in these emails have agreed to be in these emails. They will help train your volunteers who step up for these roles.

Any questions, please contact Elli Sparks, elli@citizensclimate.org

(Pop open the outline to the left to see the table of contents)

Chapter Leadership Team

Admin for the Chapter

Email subject line: Seeking a CCL admin volunteer

Dear CCL Friends,

An immediate volunteer administrative opportunity has opened up for those in [Your City].

This is a way to try your hand at working with our CCL chapter leadership team. Possible tasks include: sending chapter meeting reminders, maintaining our chapter roster, and/or updating our chapter's information on CCL's website.

If you would be willing to serve in this capacity over the next year or so, please let me know by end of day [Day of Week].

If you have never done this before, our group leader will walk you through the process and provide support.

Please consider volunteering.

With gratitude,
—[chapter leader]

Group Leader

Email subject line: Seeking a CCL volunteer leader

Dear CCL Friends,

An immediate volunteer opportunity has opened up for those in [Your City].

This is a way to try your hand at working with our CCL chapter leadership team, specifically to attend the group leader calls held on Tuesdays and to craft and run the monthly agenda for our chapter.

If you would be willing to serve in this capacity over the next year or so, please let me know by end of day [Day of Week].

If you have never done this before, [insert name of state coordinator] our state coordinator, will walk you through the process and provide support.

Please consider volunteering.

With gratitude,
—[chapter leader]

Welcome Team - Allocator

Email subject line: Seeking a CCL welcome volunteer

Dear CCL Friends,

An immediate volunteering opportunity has opened up for [Name of Your City].

This is a way to help welcome new volunteers to our chapter and set us up for greater success.

The Welcome Team volunteers contact new potential volunteers by email/text/voicemail and offer to introduce them to a seasoned volunteer in our chapter who can tell them more about volunteering with us. No prior experience is required.

We've found that people who join CCL are some of the best people on the planet. If meeting some of them and sharing your own passion for climate advocacy is for you, then reply to this message by end of day [Day of Week].

If you have never done this before, our folks on the Onboarding Action Team will walk you through the process and provide support.

Thanks for considering it,

With gratitude,
—[chapter leader]

Welcome Team - Onboarder

Email subject line: Seeking a CCL welcome volunteer

Dear CCL Friends,

An immediate volunteering opportunity has opened up for [Name of Your City].

This is a way to help welcome new volunteers to our chapter and set us up for greater success.

The Welcome Team volunteers call new members to get to know them a bit, introduce them to CCL, and connect them with volunteer opportunities that are a good match. No prior experience is required.

We've found that people who join CCL are some of the best people on the planet. If meeting some of them and sharing your own passion for climate advocacy is for you, then reply to this message by end of day [Day of Week].

If you have never done this before, our folks on the Onboarding Action Team will walk you through the process and provide support.

Thanks for considering it,

With gratitude,
—[chapter leader]

Policy Point Person

Email subject line: Seeking a CCL policy volunteer

Dear CCL Friends,

An immediate volunteering opportunity has opened up for [Name of Your City].

This is a way to help educate our volunteers on one of CCL's policy agenda areas: Healthy Forests, Clean Energy Permitting Reform, Building Electrification and Efficiency, and Carbon Pricing.

The Policy Point Person will select one policy agenda area to study, watch/read [CCL trainings](#), follow discussions on [CCL Community forums](#), and provide updates to our chapter and group leader periodically. No prior experience is required.

We've found that people who join CCL are some of the best people on the planet. If helping to educate them on CCL's policy agenda is for you, then reply to this message by end of day [Day of Week].

If you have never done this before, I will walk you through the process and provide support.

Thanks for considering it,

With gratitude,
—[chapter leader]

Lobby Volunteer

Appointment Setter for Lobby Day (could become Liaison)

(this worked for NY Mid Hudson & Columbia County chapters in addition to Jean Ritok's chapter)

Email subject line: Seeking a CCL volunteer to request a Congressional appointment

Dear CCL Friends,

An immediate short term volunteer opportunity has opened up for those in [Congressional District] - [Name of Member of Congress]'s Congressional District. Appointment Setter Volunteers are a group of terrific CCL leaders who make a difference in Congress.

This is a way to try your hand at working directly with [Name of Member of Congress]'s staff, specifically to request a Zoom lobbying meeting for CCL volunteers. The lobby meeting will happen in the second week of December. The effort to ask for the meeting happens in November.

If you would be willing to serve in this capacity during November, please let me know by the end of day [Day of Week].

If you have never done this before, our Congressional Liaison Director Mindy Ahler will walk you through the process and provide support.

Please consider volunteering.

With gratitude,
—[chapter leader]

Lobby Team Members

Email subject line: Seeking CCL volunteer team members for upcoming lobby meeting

Dear CCL Friends,

An immediate volunteer opportunity has opened up for those in **[Congressional District]** - **[Name of Member of Congress]**'s Congressional District. Volunteers will work with local CCL lobby team members to make a difference in Congress. It is empowering and fun!

This is a way to try your hand at being part of the climate advocacy lobby team meeting directly with **[Name of Member of Congress]**'s staff.

This 6 hour commitment spans roughly one month and includes:

- 4 hours of training (available either live or recorded)
- 1 hour planning meeting on Zoom (to review/rehearse the lobby meeting agenda.)
- 1 hour long lobby meeting on Zoom.

If you would be willing to serve in this capacity this fall, please let me know by the end of the day on **[Day of Week]**.

If you have never done this before, **[Name of CCL Congressional Liaison for this member of Congress]**, the CCL Congressional Liaison for **[Name of Member of Congress]**, will walk you through the process and integrate you into the lobby team.

If you have never done this before, our Congressional Liaison Director Mindy Ahler will walk you through the process and provide support.

Thank you for considering joining the lobby team.

With gratitude,
—**[chapter leader]**

Media Volunteers

Media Team Leader

Email subject line: Seeking a CCL volunteer leader

Dear CCL Friends,

An immediate volunteer opportunity has opened up for those in [Your City].

This is a way to try your hand at working with our CCL chapter leadership team, specifically to lead the team of volunteers in our chapter dedicated to reaching our local community through local print, radio, TV, and social media.

If you would be willing to serve in this capacity over the next year or so, please let me know by end of day [Day of Week].

If you have never done this before, CCL's State and Local Media Coordinator Charlotte Ward will walk you through the process and provide support.

Please consider volunteering.

With gratitude,
—[chapter leader]

LTE Team Leader

Email subject line: Seeking a CCL media volunteer

Dear CCL Friends,

An immediate and short-term media volunteer opportunity has opened up for [Name of Your City].

This is a way to try your hand at working directly with other CCL volunteers, specifically to read the [Name of Local Newspaper] looking for articles relating to climate change, the economy, or the environment and then share those articles with our CCL Letter to the Editor Writing Team.

If you would be willing to serve in this capacity over the next several months or so, please let me know by end of day [Day of Week].

If you have never done this before, CCL's State and Local Media Coordinator Charlotte Ward will walk you through the process and provide support.

Please consider volunteering.

With gratitude,
—[chapter leader]

LTE Writers

Email subject line: Seeking a CCL writing volunteers

Dear CCL Friends,

An immediate and short-term volunteer writing opportunity has opened up for [Name of Your City].

This is a way to try your hand at writing letters to the editor to [Name of Local Newspaper].

Specifically, you will read articles in your local papers, write letters in response to those articles, pitch carbon pricing as a solution, and submit those letters. You will work with other CCL volunteers to coordinate in [Name of Your City].

If you would be willing to serve in this capacity over the next several months or so, please let me know by end of day [Day of Week].

If you have never done this before, CCL's State and Local Media Coordinator Charlotte Ward will walk you through the process and provide support.

Please consider volunteering.

With gratitude,
—[chapter leader]

Media Manager

Email subject line: Seeking a CCL media volunteer

Dear CCL Friends,

An immediate and short-term media volunteer opportunity has opened up for [Name of Your City].

This is a way to try your hand at working directly with [Name of Local Newspaper], specifically to receive CCL media packets and forward those to our contact at [Name of Local Newspaper], to set up a meeting with the [Name of Local Newspaper] editorial staff, and to invite CCL volunteers to be part of that meeting.

If you would be willing to serve in this capacity over the next several months or so, please let me know by end of day [Day of Week].

If you have never done this before, CCL's State and Local Media Coordinator Charlotte Ward will walk you through the process and provide support.

Please consider volunteering.

With gratitude,
—[chapter leader]

Social Media Account Manager

Email subject line: Seeking CCL social media volunteers

Dear CCL Friends,

An immediate and short-term social media volunteer opportunity has opened up for [Name of Your City].

This is a way to try your hand at using social media to promote our chapter, specifically to create Eventbrite invitations, post them on social media platforms like Twitter, Facebook, and community calendars and post pictures of our chapter activities on those platforms.

If you would be willing to serve in this capacity over the next several months or so, please let me know by end of day [Day of Week].

If you have never done this before, CCL Content Marketing Manager Elissa Tennant will walk you through the process and provide support.

Please consider volunteering.

With gratitude,
—[chapter leader]

TV/Radio Volunteers

Email subject line: Seeking CCL radio and TV volunteers

Dear CCL Friends,

An immediate and short term volunteer opportunity has opened up in [Name of Your City].

This is a way to try your hand at public speaking on radio and TV to amplify CCL's messages.

Specifically, you will contact local radio and TV stations, pitch human interest stories related to climate change and climate solutions, develop clear and concise talking points, and polish your on-air presence..

If you would be willing to serve in this capacity for 1 - 2 hours per week over the next couple of months or so, please let me know by end of day [Day of Week].

If you have never done this before, CCL's State and Local Media Coordinator Charlotte Ward will walk you through the process and provide support.

Please consider volunteering.

With gratitude,

— *Name of State Coordinator(s)*

Communications Volunteers

Email subject line: Seeking CCL communications volunteers

Dear CCL Friends,

An immediate and short term communications opportunity has opened up in [Name of Your City].

This is a way to try your hand at pitching stories to the [Name of Local Newspaper(s)]

Specifically, you will identify journalists to contact, write press releases, and make pitches to entice reporters to write human interest stories about CCL volunteers.

If you would be willing to serve in this capacity for 1 - 2 hours per week over the next couple of months or so, please let me know by end of day [Day of Week].

If you have never done this before, CCL's State and Local Media Coordinator Charlotte Ward will walk you through the process and provide support.

Please consider volunteering.

With gratitude,

— *Name of State Coordinator(s)*

Grasstops Volunteers

Grasstops Engagement Manager

Email subject line: Seeking a CCL grasstops volunteer

Dear CCL Friends,

An immediate and short-term volunteer opportunity has opened up for the [Name of Your City].

This is a way to try your hand at working directly with a team of CCL volunteers who are reaching out to community leaders, specifically to research locally respected leaders, set up CCL meetings with those leaders, and then invite CCL volunteers to join those meetings to build relationships and gain support for carbon pricing.

If you would be willing to serve in this capacity over the next several months or so, please let me know by end of day [Day of Week].

If you have never done this before, Todd Elvins, CCL's National Actions Director, will walk you through the process and provide support.

Please consider volunteering.

With gratitude,

—[chapter leader]

Endorsement Seeker

Email subject line: Seeking a CCL grasstops volunteer

Dear CCL Friends,

An immediate and short-term volunteer opportunity has opened up for [Name of Your City].

This is a way to try your hand at working directly with a team of CCL volunteers who are reaching out to community leaders, specifically to join a team of CCL volunteers in meetings with locally respected leaders, introduce the local leaders to our work, and ask for their support.

If you would be willing to serve in this capacity over the next several months or so, please let me know by end of day [Day of Week].

If you have never done this before, Todd Elvins, CCL's National Actions Director, will walk you through the process and provide support.

Please consider volunteering.

With gratitude,
—[chapter leader]

Grassroots Volunteers

Outreach Team Leader

Includes Grassroots and Grasstops - edit as you see fit

Example of email sent Oct 2026:

Email subject line: Seeking a CCL volunteer leader

Dear CCL Friends,

An immediate volunteer opportunity has opened up for those in or near Charleston: to

coordinate grassroots outreach efforts for our local CCL chapter. CCL volunteers take seriously and with a lot of compassion the job of educating and persuading the public on the solutions to climate change. They need someone who will identify and secure local outreach opportunities for the chapter.

In this role, you can try your hand at working with our CCL chapter leadership team, specifically to contact local clubs and organizations that seek presenters, find opportunities for tabling at community events such as farmers markets and festivals, and create the volunteer schedule for these activities.

If you would be willing to serve in this capacity over the next year or so, please let me know by the end of day Friday.

If you have never done this before, David Cain, leader of our Presenters and Schedulers Action Team, will walk you through the process and provide support.

Please consider volunteering.

With gratitude,

Ernst Wullenweber
South Carolina State Coordinator
SC Charleston Group Leader

Presenter

Email subject line: Seeking a CCL presenter volunteer

Dear CCL Friends,

An immediate and short-term presenter opportunity has opened up for [Name of Your City].

This is a way to try your hand at working directly with our CCL Presentation Team, specifically to deliver solution-focused climate presentations on Zoom or in person (as comfort level and public health permits).

If you would be willing to serve in this capacity over the next several months or so, please let me know by end of day [Day of Week].

If you have never done this before, David Cain and our folks in the Presenters and Schedulers Action Team will walk you through the process and provide support.

Please consider volunteering.

With gratitude,
—[chapter leader]

Scheduler

Email subject line: Seeking a CCL scheduler volunteer

Dear CCL Friends,

An immediate and short-term scheduler opportunity has opened up for [Name of Your City].

This is a way to try your hand at working directly with our CCL Presentation Team, specifically to proactively propose and book speaking engagements for CCL presenters.

If you would be willing to serve in this capacity over the next several months or so, please let me know by end of day [Day of Week].

If you have never done this before, David Cain and the folks in our Presenters & Schedulers Action Team will walk you through the process and provide support.

Please consider volunteering.

With gratitude,
—[chapter leader]

Networker

Email subject line: Seeking a CCL networking volunteer

Dear CCL Friends,

An immediate and short-term networking opportunity has opened up for [Name of Your City].

This is a way to try your hand at working directly with our CCL Presentation Team, specifically to attend presentations given by CCL volunteers, network with members of the audience, collect contact information of audience members wanting to learn more about our organization, and follow up with those interested parties afterwards.

If you would be willing to serve in this capacity over the next several months or so, please let me know by end of day [Day of Week].

If you have never done this before, David Cain and the folks in our Presenters & Schedulers Action Team will walk you through the process and provide support.

Please consider volunteering.

With gratitude,
—[chapter leader]

Tabling Coordinator

Email subject line: Seeking a CCL coordinating volunteer

Dear CCL Friends,

An immediate and short-term coordinating opportunity has opened up for [Name of Your City].

This is a way to try your hand at working directly with our CCL Tabling Team, specifically to proactively identify community events, reserve a table at those events for outreach, and coordinate the schedule of CCL volunteers willing to help staff the outreach table.

If you would be willing to serve in this capacity over the next several months or so, please let me know by end of day [Day of Week].

If you have never done this before, David Cain and the folks in our Presenters & Schedulers Action Team will walk you through the process and provide support.

Please consider volunteering.

With gratitude,
—[chapter leader]

Tabling Volunteers

Email subject line: Seeking a CCL outreach volunteer

Dear CCL Friends,

An immediate and short-term outreach volunteer opportunity has opened up for [Name of Your City].

This is a way to try your hand at working directly with our CCL Tabling Team, specifically to help staff the CCL outreach table at local outdoor community events where you will convey clear and concise talking points about carbon pricing, and polish your ability to talk about CCL. While tabling, you will work with other CCL outreach volunteers.

If you would be willing to serve in this capacity over the next several months or so, please let me know by end of day [Day of Week].

If you have never done this before, David Cain and the folks in our Presenters & Schedulers Action Team will walk you through the process and provide support.

Please consider volunteering.

With gratitude,
—[chapter leader]

Calendar Listings/EventBrite/Online Promotions

Email subject line: Seeking a CCL community calendar volunteer

Dear CCL Friends,

An immediate and short-term community calendar volunteer opportunity has opened up for [Name of Your City].

This is a way to try your hand at working directly with our CCL Leadership Team, specifically to help create an EventBrite event and post our invitation on local community calendar listings.

If you would be willing to serve in this capacity over the next several months or so, please let me know by end of day [Day of Week].

If you have never done this before, Elli Sparks, CCL's Senior Director of Programs, will walk you through the process and provide support.

Please consider volunteering.

With gratitude,
—[chapter leader]

Mobilization Manager

Email subject line: Seeking a CCL volunteer to run monthly actions

Dear CCL Friends:

An immediate volunteer opportunity for running our monthly actions has opened up for [Name of Your City].

This is a way to try your hand at working directly with our CCL Leadership Team, specifically to plan our chapter's monthly actions based on CCL HQ suggestions, lead those actions in the

chapter meeting, and assist absent chapter members in taking the action outside of the monthly meetings. Actions might include writing to Congress, writing a letter to the editor, posting on social media, and other ideas.

If you would be willing to serve in this capacity over the next several months or so, please let me know by end of day [Day of Week].

If you have never done this before, folks in our Mobilization Managers Action Team will walk you through the process and provide support.

Please consider volunteering.

With gratitude,
—[chapter leader]

Community Building Volunteers

Inclusion & Community Building Volunteers

Email subject line: Seeking a CCL Community Building Volunteer

Dear CCL Friends,

An immediate and short-term volunteering opportunity has opened up for [Name of Your City].

This is a way to try your hand at working directly with local groups in [Name of Your City] as a representative of CCL, specifically to attend community events hosted by local groups. If you find yourself wanting to help these groups in additional ways, you can volunteer with them to help them with their goals.

If you would be willing to serve in this capacity over the next several months or so, please let me know by end of day [Day of Week].

If you have never done this before, Karina Ramirez, CCL's Diversity and Inclusion Director, will walk you through the process and provide support.

Please consider volunteering.

With gratitude,
—[chapter leader]

Conservative Outreach Volunteers

Email subject line: Seeking a CCL Conservative Outreach Volunteer

Dear CCL Friends,

An immediate and short-term volunteering opportunity has opened up for [Name of Your City].

This is a way to try your hand at working directly with local conservative groups in [Name of Your City] as a representative of CCL. Specifically you will attend community events hosted by local conservative/Republican groups, introduce yourself to their members and leaders as a representative of CCL, and share our policy initiatives with them. You may find yourself having one-on-one conversations with their members and/or leaders. You may also find it useful to give a CCL Conservative Presentation to them.

If you would be willing to serve in this capacity over the next several months or so, please let me know by end of day [Day of Week].

If you have never done this before, Drew Eyerly, CCL's Conservative Outreach Director, will walk you through the process and provide support.

Please consider volunteering.

With gratitude,
—[chapter leader]

Statewide Lever Teams

Media Team

At the end of Feb 2022, Regional Coordinator Jon Clark started recruiting in West Virginia for a state wide media team using this package of Volunteer Job Opportunities Emails. In the very first week, three people responded with interest in volunteering. Jon sent the emails to the West Virginia roster which includes 409 people.