

CCL's Strategy for Legislative Success

Prairie UU Society
December 1, 2024



CCL Chapters and supporters

- CCL has over **420** US chapters
- More than **200,000** US supporters



Build Political Will to Act on Climate



The Origin of CCL's Strategy – Part 1

**RESULTS - Founded in 1980
by Sam Daley-Harris**

Mission: Empower individuals to advocate effectively for ending global poverty through U.S. Congressional action.

Legislative achievements – examples

Global Fund to Fight AIDS, Tuberculosis and Malaria (2002)

Microenterprise Results and Accountability Act (2004)

Education for All Act (2016)



The Origin of CCL's Strategy – Part 2

Marshall Saunders founded CCL in 2007 - using RESULTS strategy

Non-partisanship:

Approach legislators with respect and a focus on shared values.

Citizen empowerment:

Train volunteers to speak confidently and knowledgeably about climate solutions.

Relationship building:

Foster long-term, constructive relationships with policymakers.

Focused advocacy:

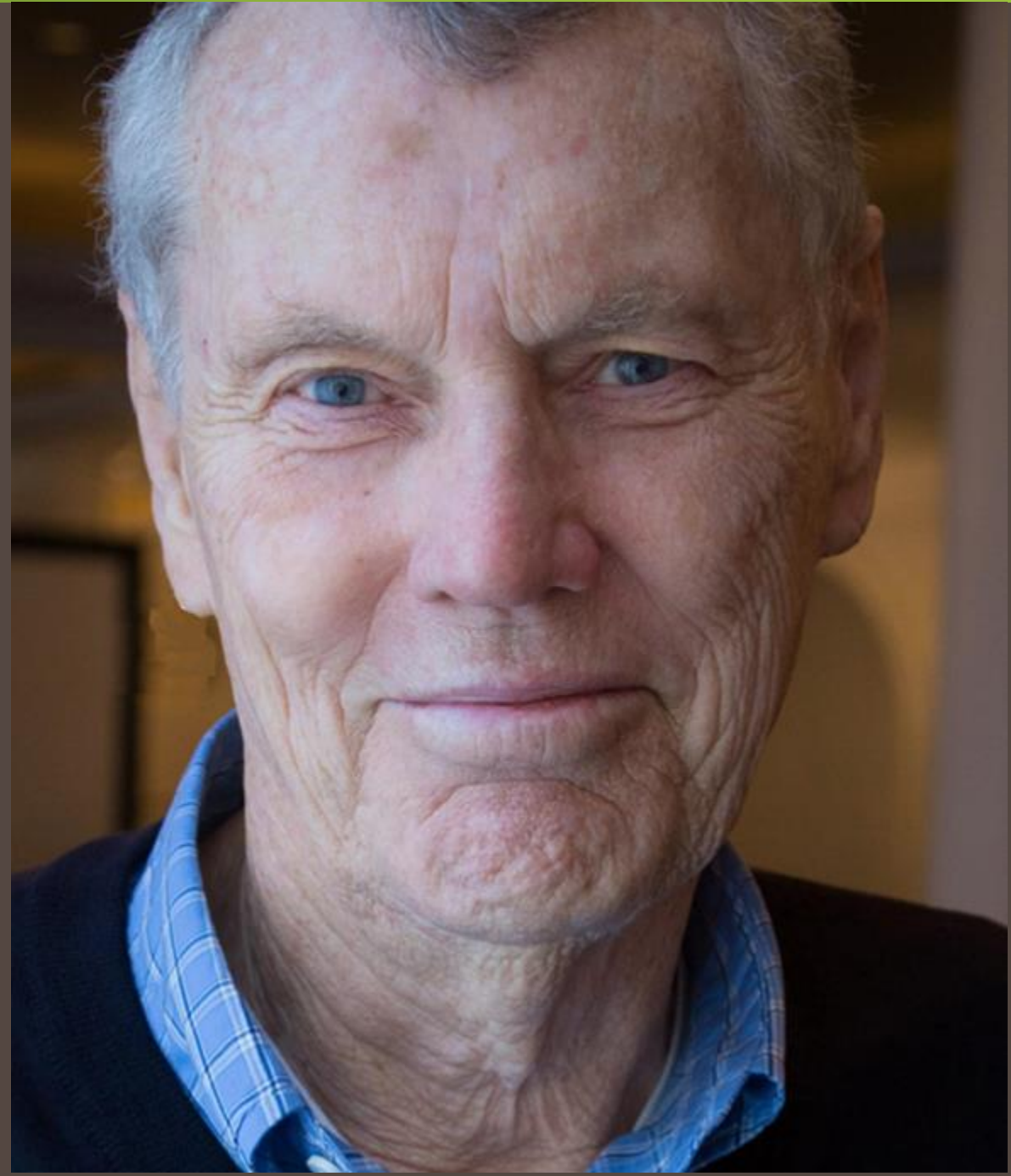
Concentrate on specific, actionable policy goals.

I used to think that the important people were taking care of the important problems.

No. Preserving a livable world is up to us little people.

What we do and do not do really counts.

Marshall Saunders, CCL Founder



CCL's Policy Agenda

- Carbon Pricing
- Healthy Forests
- Building Electrification & Efficiency
- Clean Energy Permitting Reform



Levers of Political Will

Lobbying Congress: Build relationships with federal representatives.

June Congress Lobby Day

Media Relations: **Letters to the editor**, op-eds, and editorial boards

Grassroots Outreach: Educate and recruit the public. **Local Tabling**

Grasstops Engagement: Build partnerships with community leaders and organizations

Chapter and Volunteer Development: Grow local groups/ advocacy skills

National Lobby Day, US Congress – **June 13, 2023**

About 1,000 CCL Volunteers visited offices of 436 of 485 Representatives and Senators

Representatives

Primary Ask – Permitting Reform

Secondary Ask – Increase Technical Service Providers Access Act of 2023

Senators

Primary Ask – PROVE IT Act



National Lobby Day – How it's done

Lobby meeting Roles

Leader

Timekeeper

Note-Taker

Constituent/ Storyteller/
Appreciator

Lead Advocate (Primary Ask)

Second Advocate (Secondary Ask)

Issue Expert (provides details)

First question – how much time ?

15-20 minutes typical

Leader – Introductions, transitions

Constituent – given an appreciation/
story/ establish common values

Lead Advocate – Primary ask

Second Advocate – Secondary ask

Listen up to two-thirds of the time!
Record responses

Thank you !

National Lobby Day – Rep Pocan and Rep Fitzgerald



Levers – Letters to the Editor

100 to 200 CCL letters published monthly nationwide

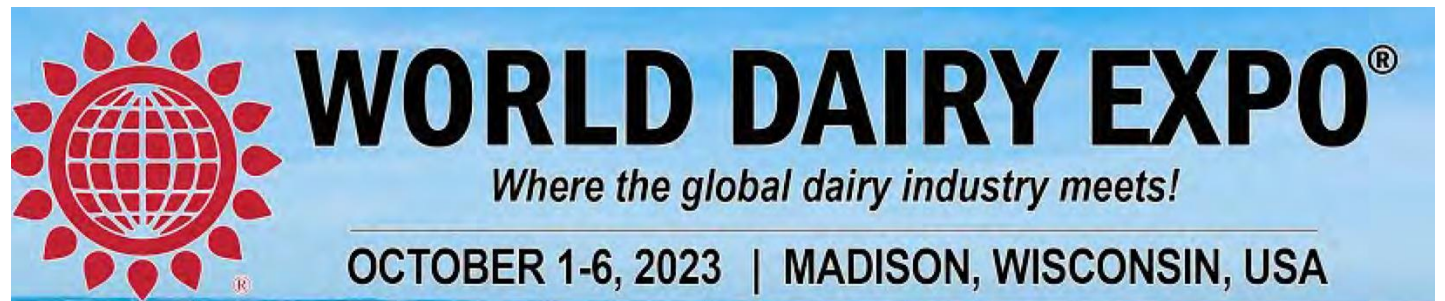
- Reference Recent News
- Connect to Climate Change
- Propose a Solution
- Include a Call to Action
- Be Concise and Respectful
- Submit Promptly

Every letter submitted helps get letters published

Levers – Tabling

Madison area Tabling

- Garden Expo
- Canoecopia
- World Dairy Expo
- Farmers markets



Levers – Tabling – World Dairy Expo

2021

Skeptical/ Surprised

- Emissions from animals are exaggerated.
- Cited rapid carbon cycle of dairy farms
- Criticized climate solutions
- Emphasized farming adaptability
- Desired less government intervention

2024

Requesting information

- Voluntary environmental credits
- Climate Smart Commodities Program
- Inflation Reduction Act's funds to support practices
- Measurement of methane, carbon in soil, expanding nuclear power, recycling, ethanol fuel



Current Advocacy Focus

PROVE IT Act (S.1863 / H.R.8957): Prepares for a tariff on imports that have high manufacturing emissions

Energy Permitting Reform Act of 2024 (S.4753): Permitting reforms to accelerate clean energy connection to the grid

Seedlings for Sustainable Habitat Restoration Act (S.1164 / H.R.5015): Supports seedling nurseries to expand reforestation.

Increased TSP Access Act (S.1140 / H.R.3036): Expands consultants who help farmers, ranchers and forest owners use conservation and climate programs.

Legislation passed

Growing Climate Solutions Act (2023): facilitates farmers' access to carbon credit markets.

Inflation Reduction Act of 2022: Aims to reduce U.S. carbon emissions by at least 40% by 2030.

Infrastructure Investment and Jobs Act (2021): Supports carbon capture and storage.

Tipping Points for Change

In many countries around the world a 3.5% tipping point has led to major breakthroughs for protest movements.

And studies suggest that there is a 25% tipping point for genuine behavioral change and transformation on a larger scale.

Both of these tipping points are within reach.

Tens of millions of people have been taking action to transform our relationship to the planet.

Formidable obstacles remain, but if we take history as our guide, these can be overcome by good strategy, effective organizing, and people power.

Erica Chenoweth, Professor of Political Science, Harvard



