

Responding to The Climate Emergency

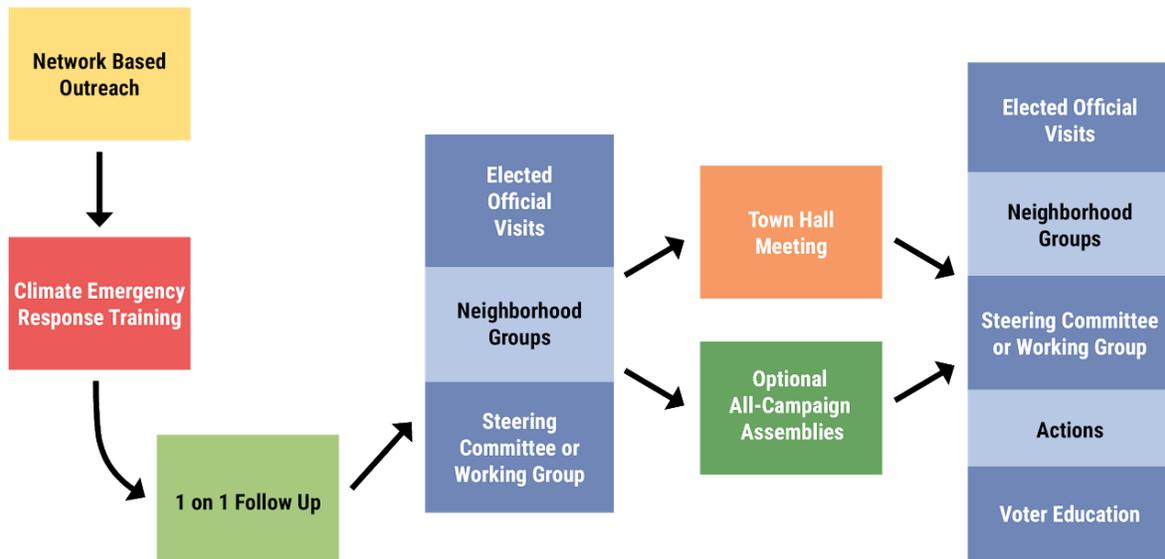
One Person's Journey

PREPARING THE PATH

A successful Climate Emergency Campaign touches thousands of people, involves hundreds in some small way, and has dozens taking on significant actions or leadership roles.

Organizing a successful campaign means laying out a smooth path for all of these people to follow. This handout shows an individual's path as they become involved in responding to the Climate Emergency.

PAVING THE WAY, BRICK BY BRICK



Here is a more detailed explanation of each of these steps:

- Throughout a Climate Emergency Campaign, we do [network based outreach](#) to invite people we know to participate.
- When we reach out to people, we invite them to attend a Climate Emergency Response Training ([curriculum is here](#)).
- We then [follow up with them individually](#) about the action they committed to at the training, and make sure they get plugged in to a role.

Their next step could be:

- [Meeting with an elected official](#)
- Joining a [neighborhood Climate Emergency group](#), or
- Joining the [Steering Committee or a working group](#).

As the campaign progresses, people who've gotten involved should be invited to join a [kickoff Town Hall Meeting](#), and possibly a regular assembly of everyone who is taking part in the campaign.

At every turn, we should offer people more ways to get involved, whether it's the options above (meeting with an elected official, joining or starting a neighborhood group, joining a steering committee or working group), [taking action in our community](#) or educating voters about the Climate Emergency.

The story below illustrates the journey that one person, Sophie, could go through as she joins a Climate Emergency campaign. Read it and reflect on what the other members of the campaign did to get Sophie involved.

STORY: THE POWER OF CONNECTION

On a Saturday morning in May, Sophie attends the Climate Emergency Response training held in Anytown, USA. She was invited by her friend, Bill, who is involved in the campaign.

She learns a lot from the training and is excited about supporting the campaign. At the end of the training, she promises to meet with her City Councilor and to invite 10 people she knows to the next training. But she still has some questions about what to say.

After the training, Bill reaches out to follow up with her. They get coffee, and Bill talks to Sophie about how important it is to meet with her City Councilor and invite her friends to the next training. Bill gives Sophie a guide for the meeting, and puts her in touch with another person from the same training so they can go together.

He also starts to talk with Sophie about other ways she could get involved -- a working group, or a neighborhood Climate Emergency group. Sophie starts to see how her being involved will make a difference in the campaign.

A week later, Bill calls Sophie to ask how her meeting went and which of her friends are coming to the next training. Bill takes notes to share with the Steering Committee. He reminds Sophie that the working group meeting she's interested in is happening in a few days, and she agrees to go.

In the working group, Sophie connects with a group of people who are excited she's there to help them. They help her take on small tasks, and then bigger ones. The group frequently socializes at gatherings in people's homes and local coffee shops.

Sophie attends the kickoff Town Hall meeting, and eventually she also decides that she wants to start a Climate Emergency group in her neighborhood. As Sophie heads out to knock on her neighbors' doors, collect petition signatures at the local library branch and approach a local cafe about holding a kickoff meeting, she is confident in what she is doing and knows there are many people she can ask for help if she gets stuck.

DISCUSSION QUESTIONS

- Have you ever known someone like Bill who helped you connect to a group of people? What did they do that worked well? What did not work well?
- At each step, what are some reasons that Sophie might not follow through? What can we do to reduce the chance of that happening?
- How would this approach change for someone who does not have as much free time as Sophie?
- How can the Steering Committee stay organized to make sure that people get the follow up they need?

TIPS ON SMOOTHING THE WAY

At this moment in our history, we need to involve as many people as possible. We also need to do it as quickly as we can. That is why we suggest you start with this model, which is designed to help you reach hundreds or even thousands of people.

People who come into your group will have their own ideas about what they want to do. We suggest you start by asking people if they want to help with the tasks and projects listed here, and in the [Campaign Timeline](#). Think about ways that different people can support in different ways with the amount of time they have available.

You can also ask people if they have other ideas. We suggest that groups should try out new ideas by asking:

- Is this idea going to get large numbers of people involved in responding to the Climate Emergency?
- Do we have a clear plan for following up with those people and getting them involved?

TWO STEPS AHEAD

Creating a smooth path often means planning **two steps ahead**. When you are planning any event or activity, we recommend you ask yourself:

- What will the people who participate in this do next?
- What do we need to do **now**, to make sure that those people have a smooth path to follow **into their next activity**?

For example:

- When you hold a Climate Emergency Response Training, make sure you also plan who will hold follow up meetings with the people who attend. And who will make sure they get information about joining a steering committee, starting a neighborhood group, or meeting with a City Councilor?
- If you are planning a rally, you should also make sure that you have a space, date, time flyers and sign up sheets ready for the next Climate Emergency Response Training. That way, you can sign up people who come to the rally to attend.