



## Planning Your Climate Emergency Campaign in a Time of Uncertainty

### Top pointers from our recent webinars

On March 26 and 27, 2020, more than 60 Cape Cod climate activists registered for the webinars—**Planning Your Climate Emergency Campaign in a Time of Uncertainty** – with [Massachusetts Climate Action Network's](#) Executive Director Carol Oldham. In two informative webinars, Carol showed participants how to use time "at home" to do valuable work to build teams, prepare cases and get momentum going for Declaration of Climate Emergency wins at town meetings, whenever they may occur. Below are key points from her presentation:

#### **Build your team**

+ **Form a team.** The ideal number of members is between 5 and 7. Call it the “steering committee” or “management team”...whatever works for you. This is the core group to plan and implement your Climate Emergency Declaration campaign.

+ **Build your network of supporters.** Each member of your core team should reach out to other friends, colleagues and others who may be interested in the climate cause. Identify all potential supporters. Grow your network to as many people as possible!

+ **Ask for official endorsements from town bodies.** Some to consider approaching will include: Board of Selectmen, Finance Committee, Energy Committee, Conservation Commission, Planning Board, Health Board, Building Committee

+ **Get your Select Board on board.** Identify one board member and have a one-on-one to explain your Resolution and solicit his or her support. It can be a huge advantage when it comes to the vote by the entire Board.

+ **And others.** Think broadly about all the possible impacts that climate can have on town operations and talk to folks in other departments and committees who may end up being involved.

+ **Ask for endorsements or expressions of support from other organizations** in your town. Consider asking local environmental organizations, conservation trusts, faith groups, civic organizations. Get creative!

+ **Ask for statements of support from local leaders,** influencers, scientists, experts. And ask them to speak at Town Meeting.

#### **Prepare for Town Meeting**

+ **Print a “quarter-pager” handout.** Offer your case for support in bulleted talking points on one side and a list of supporters on the other. See MCAN's template on its website for an example.

+ **Anticipate foreseeable and known objections** and “innoculate” your case against them. Address what you know will come up anyway – but do it first.

+ **Don't forget the youth!** Solicit local high school students to address the town meeting. Theirs are powerful and compelling voices – after all, it is their lives we are talking about! You'll need to speak to your Town Moderator first to see what the local process is for having under-18-year-olds speak at town meeting but most towns will permit it.

+ **Develop a list of follow-up steps** to be ready to go as soon as you've achieved your win.

+ **Discuss the possibility of joining forces with other towns and collectively joining MCAN** as a Cape Cod Chapter. Under this regional model, each town's Climate Action Network would retain its identity while joining more than 120 cities and towns throughout Massachusetts to amplify your voice, enlarge your political influence and enjoy the enhanced resources and support offered by MCAN.