



## Toolkit: November 2017 Nights of Action for Climate Justice

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Thank you for participating in the November 2017 Nights of Action for Climate Justice!

From Hurricane Maria's devastation of Puerto Rico to the wildfire smoke choking the American West, the impacts of climate change are here and impossible to ignore. Yet in this moment, the Trump administration, at the behest of the fossil fuel industry, is intent on delaying and blocking climate justice. In fact, even as Trump moves to pull the U.S. out of the Paris Agreement, his administration plans to continue to bully other countries to undermine progress at the international climate treaty negotiations. That's why we're standing in solidarity with our allies around the globe to expose U.S. interference on behalf of Big Polluters, demand the U.S. stand down, and ensure the world can advance people-first climate policy. This is an exciting opportunity to make a tangible difference in ensuring progress on climate policy. By joining this action, you'll be standing up to the U.S. government's bullying on the international stage and supporting countries around the world who know a different kind of climate policy is possible.

This toolkit is designed to give you everything you need to be part of the Nights of Action happening across the country the week of November 5, 2017 as the next global climate talks—the 23rd Conference of the Parties (COP23) to the U.N. Framework Convention on Climate Change (UNFCCC)—begin in Bonn, Germany. We are here to support you on questions, advice, materials, and anything else! Just email [actionleague@stopcorporateabuse.org](mailto:actionleague@stopcorporateabuse.org) or call 617-695-2525.

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## **Section 1: Steps for participating in the Night of Action.**

The Night of Action is designed for anyone across the U.S. to be able to participate wherever you are. You can choose how big to make it. Our recommendation is: aim high!

### **Step 1: Decide what kind of event you want to have.** A few ideas (but get creative!):

- Host a Corporate Accountability house party to have friends and family get involved more deeply by taking action and joining the organization as members.
- Invite friends and neighbors over to take action over a potluck dinner.
- Host an after-dinner discussion and action over wine & cheese or dessert or a singalong.
- If another activist group you're a part of is meeting the week of November 5, spend 10 minutes of the agenda talking about the campaign and having everyone take action.
- Partner with a local group working on similar issues to host an event at the library, community center, or someone's home to brief people and take action on this campaign.
- Organize a gathering at your place of worship and invite members of your faith community to attend.
- Note: Unable to organize an event? See section 2 for how to participate on your own.

### **Step 2: Recruit people to attend.**

- Set a goal for yourself: How many people do you want in the room?
- Remember the organizer's rule of halves: Half the people you invite will say yes. Half the yes RSVPs will make it in the door. So if you want 10 people over for a potluck, invite 40.
- Send out invitations via email, but know that some people won't see it. Follow up a couple days later and then phone and/or text anyone you haven't heard from yet. Reach out to [actionleague@corporateaccountability.org](mailto:actionleague@corporateaccountability.org) for a sample invitation email.

### **Step 3: Get your space ready!**

- What do you want things to look like when people walk in? Where will you put the food? Where will people sit while you're explaining the action? Will you have multiple action stations for people to rotate around, or will you spread all the materials out on the dining room table? How can you make it fun and engaging (think music!)?

### **Step 4: Hold your Night of Action. See section 2 below for details.**

### **Step 5: Report back to us.**

- This is *super* important -- we need to know the collective impact we had! Make sure to fill out [this form](#) before the night is over to let us know how it went.

### **Step 6: Report back to your attendees.**

- Within a couple days of your Night of Action, email your attendees to thank them and share updates from around the country. Your point person from Corporate Accountability will make sure you get others' updates to include, and you can always email [actionleague@corporateaccountability.org](mailto:actionleague@corporateaccountability.org) for more information.

## **Section 2: What to expect: Running a Night of Action event.**

Here's a sample agenda for a typical Night of Action gathering in your home, assuming about 10 friends and family sharing a potluck or dessert. Adapt it to make it appropriate for your plan!

Remember, the bottom line is: Take action for climate justice!

**6:30 - 7:30    Eat dinner and socialize.**

**7:30 - 7:45    Welcome & context.**

*Bonus points:* Prep someone else to share some of this information!

- Remind everyone why they're here. (Think: Why do you personally care about climate change? What gets you riled up when you think about our current political climate?)
- Share information about Corporate Accountability. You can find our mission and campaigns at [www.corporateaccountability.org](http://www.corporateaccountability.org). You should also feel free to share a little bit about how you heard about us and why you decided to get involved.
- Share information about the climate campaign. Here are a few points that can help you. You can also reach out to us at [actionleague@corporateaccountability.org](mailto:actionleague@corporateaccountability.org) for more:
  - Even while the impacts of climate change become more and more obvious, here in the U.S., the Trump administration, at the behest of the fossil fuel industry, is intent on delaying and blocking climate justice.
  - In fact, even as Trump plans to pull the U.S. out of the Paris Agreement, his administration plans to send a team to bully other countries at the international climate treaty negotiations.
  - So Corporate Accountability is launching a new campaign to stand in solidarity with allied organizations across the Global South to expose U.S. interference on behalf of Big Polluters, demand the U.S. stand down at the climate talks, and ensure the world can advance people-first climate policy. This new push builds on the power that Corporate Accountability, its allies, and hundreds of thousands of people from around the globe have been building behind the call to kick Big Polluters out of climate policy at the U.N. over the last two years.
  - This is an exciting opportunity to make a tangible difference in ensuring progress on climate policy.
  - This week, the next round of climate talks is beginning in Bonn, Germany, and Corporate Accountability has a team on the ground there organizing to kick Big Polluters out.
  - By participating in the Night of Action tonight, you're joining with people across the country standing up to the U.S. government's

bullying on the international stage and supporting countries around the world who know a different kind of climate policy is possible. And the Corporate Accountability team in Germany will make sure that the government delegates gathered there hear our message loud and clear!

**7:45 - 7:50 Action set-up.**

Explain the different actions for people to take (samples in sections 3 - 6 below):

- Everyone should make a phone call to the U.S. Department of State before they leave tonight! (This is the top-priority action.)
- [Become a monthly donor](#) to Corporate Accountability to help power this work on an ongoing basis. (This is also super important!)
- Email the links to the petition and calling script to friends and family asking them to add their voices to the campaign.
- Post on social media to ask followers to make the phone call.
- Write a letter to the editor to the local newspaper to raise visibility for the campaign.

**7:50 - 8:30 Lights, camera, action! (And more food & socializing.)**

**Once everyone is gone...** Remember to fill out [this form](#) so we can track our collective impact.

### **Section 3: How-to: Making a phone call.**

#### **Tips:**

1. Keep it short and simple. The script is a great guide!
2. Speak from the heart
  - a. Personalize the intro. Let people know why you are calling and why you care about this issue
3. Be persistent -- if someone picks up, they may tell you you're calling the wrong place or that they can't take your message. Remember, they're there to represent you! Be polite but firm and insist that they either give you the correct number to call or that they take down your message and pass it to the relevant people.

#### **How-to:**

1. Call the U.S. Department of State. (We will send you the best numbers to call before your Night of Action.)
2. Use the script below (leave a voicemail if no one answers).
3. If you're close to a computer, track the call using [this form](#) right away.

#### **Call script:**

Hello, my name is XX, and I live in CITY, STATE.

I am calling to demand the Trump administration stand down and stop undermining the U.N. climate talks.

As someone concerned about my [family's/community's] future and the future of the planet -- and in light of the Trump administration's intent to withdraw the U.S. from the Paris Agreement - - I demand the U.S. government, represented internationally by the state department:

- Stay out of all negotiations concerning the Paris Agreement and its implementation.
- Stop representing the interests of Big Polluters in international climate negotiations.
- Pay its fair share to address the global climate crisis.

The global community will not stand for continued bullying by the U.S. in these talks.

The Paris Agreement negotiations should be a place for governments serious about addressing climate change, not an administration of industry shills and climate change deniers.

Thank you for your time.

**After you hang up:** *Make sure to track your call and the response you got (if any) [here!](#)*

#### **Section 4: How-to: Writing letters to the editor.**

*Letters to the editor (LTEs) to your local newspaper are a great way to raise the visibility of critical issues and upcoming or recent events, and educate members of your own community. They're also important to local elected officials, who monitor them to see what issues their community members are concerned about.*

#### **Instructions:**

- 1) Search online for how to submit LTEs to your local paper.
  - Usually it's via a simple form on the paper's webpage or an email to the editor.
- 2) Keep it short (150 - 175 words max).
- 3) Make one point and one point only.
- 4) Personalize it.
  - For instance, mention your role as a parent or teacher, your role in your community, or simply why you are concerned about climate change.
- 5) Respond to a recently published piece!
  - LTEs are more likely to be published when they're responding explicitly to a previously published article in the news outlet you're submitting to. For instance, you could cite a recent story about climate change, extreme weather, or U.S. environmental policy.
- 6) End your letter with a call to action.
- 7) Call the paper to confirm that they received your letter, and ask when it's likely to be printed (best done one day after you submit your letter).
- 8) Monitor your news outlet until your letter is printed and email a copy of it to [actionleague@corporateaccountability.org](mailto:actionleague@corporateaccountability.org).

#### **Sample points to include:**

- This week, government delegates from around the world are gathered in Bonn, Germany for meetings on the global climate change treaty -- including the landmark Paris Agreement.
- As a \_\_\_\_\_, I'm extremely concerned about climate change, because \_\_\_\_\_.
- Even as Trump plans to pull the U.S. out of the Paris Agreement and renege on our climate commitments, he's sent a team to these negotiations -- to continue bullying other countries to weaken their commitments as well.
- This is the opposite of what the world needs, as islands like Barbuda and St. Martin already grapple with the devastating effects of climate change.
- It's bad enough that Trump and his administration full of industry shills and climate change deniers are already rolling back progress on climate change here in the U.S. It's even worse that they're continuing to bully other countries around the world -- obstructing justice to protect Big Polluters' profits.
- The only thing worse than Trump pulling out of the Paris Agreement is Trump butting deeper into the Paris Agreement talks in bad faith.
- I call on the U.S. to stand down and stop undermining the global climate talks.

## **Section 5: Sample social media posts.**

Here are some sample social media posts you and your guests can use during the Night of Action -- feel free to make them your own! Make sure to tag us:

Facebook: @Corporate Accountability

Twitter: @StopCorpAbuse

Instagram: @StopCorporateAbuse

### **Facebook/Instagram**

[With a photo of your group gathered or a photo of someone making a call to the State Department]

Right now, I'm with [X number] other people on the eve of the international climate talks in Germany participating in @CorporateAccountability's Night of Action calling on the Trump administration to stop bullying the rest of the globe on behalf of Big Polluters. Join me in taking action! [http://act.corporateaccountability.org/p/dia/action4/common/public/?action\\_KEY=22462](http://act.corporateaccountability.org/p/dia/action4/common/public/?action_KEY=22462)

### **Twitter**

[With a photo of your group gathered, or a photo of someone making a call to the State Department]

RIGHT NOW: Join me & @StopCorpAbuse in calling on @realDonaldTrump to stop being a climate bully for Big Polluters:


[http://act.corporateaccountability.org/p/dia/action4/common/public/?action\\_KEY=22462](http://act.corporateaccountability.org/p/dia/action4/common/public/?action_KEY=22462)



**Tell the U.S. government: Stand down and stop undermining U.N. climate talks.**

As people concerned about our future and the future of the planet -- and in light of the Trump administration's intent to withdraw the U.S. from the Paris Agreement -- we demand the U.S. government:

- Stand down: Stay out of all negotiations concerning the Paris Agreement and its implementation.
- Stop representing the interests of Big Polluters in international climate negotiations.
- Pay its fair share to address the global climate crisis.

<b>Name</b>	<b>Phone</b>	<b>Address</b>	<b>Email</b>	<b>Please call me!</b> I'd like to help!!
<i>Jennifer Garcia</i>	<i>617-695-2525</i>	<i>10 Milk Street Boston, MA 02108</i>	<i>jgarcia@stopcorporateabuse.org</i>	

**Please return to Corporate Accountability Campaign Headquarters: 10 Milk St. Suite 610, Boston, MA 02108**  
**For more information visit [CorporateAccountability.org](http://CorporateAccountability.org) or call (617) 695-2525.**