

Call4ClimateNOW Campaign Overview

Tapping Your Climate Superpower: Join Your Fellow Businesses in the #Call4ClimateNOW Campaign

With the recent release of the [powerful IPCC report](#), there is no longer any doubt of human caused climate change. [Inside Climate News writes of the report's conclusions](#) that “This summer’s extremes are only a mild preview of the decades ahead” and that “no part of the planet will be spared”. But perhaps the report’s most powerful finding is that **we still have a small window of opportunity to act to stop things from getting even worse**. As Laurence Tubiana, one of the architects of the Paris Agreement said this week in response to the UN IPCC Report, “Scientists did their job, it is time for leaders to do theirs.”

The next six weeks offer the most important opportunity in a generation to pass important climate legislation to put our nation on a path to avoid the worst impacts of climate change.

“This is crunch time politically. We have no time to waste. If for some reason you’ve been keeping your powder dry, now is the moment. We need you like we’ve never needed you before.”

-Author & Journalist Bill McKibben at 8/11/21 Call4ClimateNOW Webinar

If you have ever considered using your powerful voice as a business, now is the moment.

Join #Call4ClimateNOW: Businesses Raising Our Voices Together

Businesses from across the U.S. have joined the Climate Collaborative, B Lab, 1% for the Planet, and the American Sustainable Business Council (ASBC) in the [#Call4ClimateNOW campaign](#) to encourage the American public to call our nation’s lawmakers and urge them to address the threat of our changing climate this fall.

During the month of September, businesses will reach out to their stakeholders, such as their consumers and employees, to encourage them to use our toll-free number to call their Senators to ask them to support bold climate action and to invest at the scale of the crisis NOW.

#Call4ClimateNOW



LEARN MORE

Want to help stop climate change?

Pick up the phone right now and call **202-951-7780** to urge your Senators to take bold action on climate.

It will make a difference!



How It Works:

- Businesses will register on the Climate Collaborative (CC) site to be part of the #Call4ClimateNow campaign. [REGISTER FOR THE CAMPAIGN HERE](#). There is no cost for companies to participate!
- The Collaborative will provide digital assets and messaging guidance to support participating businesses outreach to their stakeholders. The toolkit will be delivered on or before August 25th and will include talking points, graphics, and sample social media posts.
- Beginning September 8th, participating businesses will use those assets and/or create their own, to reach out through their channels (newsletters, FB, twitter, Instagram, etc) to urge people to join them by calling their Senators to ask them to support bold climate action. The businesses will direct people to take action at www.Call4ClimateNow.com.
- People will visit www.Call4ClimateNow.com to get the toll-free number, sample talking points, and encouragement for participating in this simple and fun way to be part of the solution.
- We will flood U.S. Senators' offices with calls urging them to take bold climate action this fall and put our nation on a path to solving the climate crisis.

Important Upcoming Dates

Aug 25th 1 pm ET/10 am PT	Toolkit delivered to companies and an online briefing. Eve Fox will walk you through the #Call4ClimateNow toolkit with resources for your business to reach out to your stakeholders. The toolkit will include sample messaging, talking points, social posts for Twitter, Facebook, and Instagram, graphics, and other assets. Jay Curley from Ben & Jerry's will discuss strategies for dealing with pushback. We will also provide time for companies to share their plans and connect with others if they have ideas on how to amplify each other's messaging. Sign-up for the event here!
Sept 8th 1 pm ET/10 am PT	Join your peers as we celebrate the launch of the #Call4ClimateNow campaign. Anne Kelly will brief us on the status of climate bills in Washington and the outlook for the month of the campaign. We will share updates on the campaign and answer any last-minute questions. You'll also have a chance to hear what companies have planned for reaching out to the American people through their communication channels. Contact us if you would like to share what you are doing! Sign-up for the event here!
Sept 30th	Campaign ends!

[Sign up here](#) to join Stonyfield, Numi Organic Tea, Dr. Bronner's, Happy Family, Legacy Vacation Resorts, Nature's Path and many more who have already signed on to the campaign. We can't wait to add your logo to the Call4ClimateNow.com web site!

Resources

- Register for the campaign [HERE](#)
- Gain an in depth understanding of the campaign by watching the [August 11th webinar campaign briefing](#) with author and activist Bill McKibben, Anne Kelly from Ceres, and Sarah Silverman from Numi Organic Tea.
- Watch the entertaining original 90 second [video by Dr. Leah Stokes](#) of U.C. Santa Barbara as she models how easy it is for people to call their Senators. Note that Dr. Stokes created this video that has been viewed 43K+ times for the #call4climate campaign which is slightly different from our business version which is #Call4Climate**NOW** campaign!
- Interested in making your own simple video? Download a guide and sample script [here](#).

Thank you to our donors! Did we mention that there is no fee for participating in the campaign? Our work on the campaign is made possible by generous contributions from Giannuzzi Lewendon, Whipstitch Capital, Gary & Meg Hirshberg, Loft Growth Partners, Natural Products Consulting, aiim, All Natural Strategies, and Jessica & Decker Rolph as well as other investors and businesses.

Questions?

Contact us at info@climatecollaborative.com