

Guidance and Sample Script for Your Company to Create Your Own Simple Video for the #Call4ClimateNOW Campaign

We're so glad that you're part of the [#Call4ClimateNOW campaign](#) to urge Americans to call our lawmakers in the U.S. Senate and House of Representatives NOW urging them to support bold climate action. The idea for doing a video came from [this one by Dr. Leah Stokes](#) which has been viewed 43K+ times! It is fun, simple, and makes it feel easy and unthreatening to call. Please note that Dr. Stokes is just calling her Senators and we are asking people to call both of their Senators AND their Representatives. We highly recommend you watch Dr. Stokes' again before creating your own video.

Are you sick of watching climate disasters across the country? Want to take some action?

Tell your Senators we need big, bold climate investments passed this summer. Go to [call4climate.com](#) + dial 202-318-1885! It's not hard: watch me do it in this video. Then, join me!



10:24 AM · Jul 13, 2021

756 25 Share this Tweet

The image is a screenshot of a tweet. At the top, there is a text overlay with a question and a call to action. Below the text is a video thumbnail showing a woman with glasses talking on a phone. The background of the video shows a bookshelf with several books, including one titled 'CIRCUITING POLICY' and another 'ALL WE CAN SAVE'. Below the video, there is a timestamp '10:24 AM · Jul 13, 2021' and an information icon. At the bottom, there are icons for likes (756), replies (25), and a 'Share this Tweet' button.

Take a minute to watch Dr. Leah Stokes's video at: <https://twitter.com/leahstokes/status/1414954010277138432>

IMPORTANT NOTE: Dr. Stokes did this video for the call4climate.com campaign which is a parallel campaign to our business effort which is call4climateNOW.com campaign! It is a different phone number and website from our campaign for the business community! So be sure to use our phonenumber 202 951 7780 and website Call4ClimateNOW.com.

Humor can smash barriers. While climate is by no means a funny topic, sometimes a bit of fun and playfulness can break down resistance and bring people in. Calling one's elected officials can be scary and intimidating. Our job is to make it seem EASY and that is the purpose of this video— to SHOW them how easy it is and invite them to join you, their trusted brand, in this very important action that MATTERS!

KEY MESSAGES TO COMMUNICATE IN YOUR VIDEO

Key Messages

These key messages are based on what our research has shown are the biggest barriers to action— people don't know what to do and they don't think their actions will matter.

1. CALLING MATTERS! Senators use the number of calls they receive for or against a particular topic to decide what to focus on, and what to fight for. They count, so please call so that YOU are counted! This is a critical moment and every call counts!
2. It's not too late!! With the recent release of a major new scientific report from the UN, there is no longer any doubt about the unavoidable impact of our changing climate. The good news is that there are solutions to prevent the worst impacts, but we must act quickly. Our window is closing which is why we must act now! As Laurence Tubiana, an architect of the Paris Agreement said, "Scientists did their job, it is time for leaders to do theirs".
3. It's super easy. We will show you how. Watch me do it. Call4ClimateNOW.com even has suggestions on what you can say.
4. If you are nervous or worried about having to speak with someone, call during off hours on weekends or evenings.
5. It feels GOOD to take action and you will know you did something important.

SAMPLE NARRATIVE

Sample Narrative

Here is a sample suggested flow for telling your story.

1. Like us, many of you are concerned about the growing threat posed by climate change.
2. There are solutions, but the window is closing so we must act now. It's no longer enough to care. We must act.
3. The great news is that by tackling climate change we will be creating a better, healthier, more equitable nation and economy for all.
4. Here is what we are doing to address the challenge. (Spotlight on your business practices.)
5. But simply addressing our own climate impact is no longer enough or fast enough. We are compelled to do more. That's why we are joining other businesses from across the U.S. calling our Senators to urge them to take bold action on climate NOW.
6. If, like us, you are concerned about climate change, we invite you to join us by taking action at www.Call4ClimateNOW.com, calling your Senators to let them know that you support bold efforts to address the threat of a changing climate.
7. Why call? Calls are a proven, effective tactic. Senators use the number of calls they receive for or

against a particular topic to decide what to focus on, and what to fight for. Senators count every call. Even if you know your Senator already cares about climate, it is important to call as it provides the support they need. Your calls count.

8. It's simple to do. It matters enormously. It makes a difference.

Sample Script

Here is a sample script based on [Dr. Stokes video](#). Modify as you please or create your own completely different video. Most importantly, communicate the key ideas above including that calling your lawmakers is easy and you will feel GREAT once you have done it! Have FUN with it!!!

Please note that this complete script makes for a long video so you may want to cut out parts.

Hi everybody, it's me, (Name, title, what I do @ your company).

Here at (company) we are very concerned about the growing threat of climate change. More than 97% of [scientists agree](#) that climate change is human caused and it is here NOW fueling weather events around the globe including here in our communities. And it's going to get worse if we don't act soon.

The great news is that by tackling climate change, we can create a better, healthier, more equitable nation and economy for all.

We've been working to reduce our climate impact at (our company) for a long time. (Give some brief examples.) But the clock is ticking, and the scientists tell us we are running out of time to avoid far worse consequences. Our nation needs to do more immediately to scale up solutions to the climate crisis.

That's why we need our politicians to act.

We have the technology **today** to solve the climate crisis. What we don't have yet is the political will. So today, I'm calling my Senators and Representative to ask them to take bold action on climate! And I'm going to show you how. It is SUPER easy and I promise, you are going to feel REALLY good after you make the call. Some people think it doesn't matter, but I'm here to tell you it DEFINITELY matters! Lawmakers use the number of calls they receive for or against a particular topic to decide what to focus on, and what to fight for. They count, so please call so that YOU are counted!

First, you go to CALL 4 Climate NOW.com and then you pull out your phone and you dial the number. It's 202-951-7780 (Say it slowly! Note how Dr. Stokes put her hand up to show the number 4. Please also note that our number is different than her number and we are call 4 climate **NOW** as opposed to call 4 climate as in Dr. Stokes's video.)

You hit call and before you know it you'll be patched through to your lawmakers- first your Senators and then your Representative.

The next thing you're going to have to do is enter your zip code. I live in (State) so my two Senators are _____ and _____.

My first call is to (Senator 1) and when I'm done, I'm going to press STAR (*) so I can talk to (Senator 2)'s office. Then I will press * again and be connected to my Representative.

Now since I'm calling late, I got voicemail so I'm going to leave a message. There is a sample of what you can say at Call4ClimateNOW.com or even better, use your own words. In any case, let them know your

name and where you are from.

Hi my name is _____

(The following sped up but ideally slow enough that people can still understand it as in [Dr. Stoke's video](#).

NOTE: The following is the sample at www.call4climateNOW.com)

Hi, my name is [YOUR NAME] and I'm calling from [YOUR CITY/TOWN] because I'm very concerned about climate change. [ADD YOUR OWN REASONS HERE- THIS COULD BE THINGS LIKE "I WANT MY KIDS/GRANDKIDS TO INHERIT A HEALTHY PLANET" or "WE LIVE IN AN AREA WHERE WILDFIRES ARE BECOMING AN ANNUAL THREAT" "THE ICE STORM LAST WINTER DISRUPTED OUR LIVES FOR WEEKS AND COST \$XXX IN REPAIRS, OUR COMPANY HAS ALREADY BEEN IMPACTED BY THE DROUGHT IN CALIFORNIA, OUR REFRIGERATION COSTS ARE UP, OUR SUPPLY CHAIN HAS ALREADY BEEN IMPACTED."]

*I'm calling to ask the (Senator or Representative) to support **big, bold climate action** that invests at the scale of the crisis. There are four very important things I believe need to be part of any climate legislation:*

- 1. Creating a Clean Electricity Payment Program that cuts pollution and modernizes our grid.*
- 2. Directing 40% of funding to frontline communities.*
- 3. Ending subsidies for fossil fuel corporations.*
- 4. Starting a Civilian Climate Corps that puts people to work.*

We're already living with the early stages of climate change and now is the time we must take bold action to prevent things from getting much worse. There's no time to waste.

Thank you for taking the time to listen and pass my requests along to the Senator.

Now that I'm done with the first call, I hit STAR (*) to dial my other Senator.

(Repeat the message for the next Senator on even higher speed.)

And finally I hit STAR (*) to dial my Representative.

The next thing I want to do is to fill out the form on the right side of the home page to let the folks at Call4ClimateNow.com know how my calls went. (Show yourself filling in the short form to report your calls.)

Great! Now the last thing I want to do is tell at least three friends about it so I'm telling all of you. Go to Call4ClimateNOW.com and dial 202-951-7780.

Phew. See, that wasn't so bad.

And I have to say, I'm feeling pretty darn good that I have done my part to reach out to my lawmakers.

Pat yourself on the back. (Someone can pat the speaker on the back)

The scientists have done their job. Now it's time for our leaders to do theirs.

I hope you will join us by calling your lawmakers in Washington, D.C. right NOW at Call4ClimateNOW.com

Suggestions of ways to personalize this and make it more fun:

- Have your CEO be the “talent” in the video
- Have workers from your company do the call, especially those who have never done it before. Show how nervous they are and then at the end, if they are feeling really good about what they did, capture that on video. “Wow I was nervous to do that. I have never called my elected officials before, but it was easy, and I feel GREAT that I did my part.”
- Have fun with the nervousness before making the call- show the fear. Empathize with people that it is a bit scary.
- Do something funny around the fact that if you are nervous you can call after hours and on the weekend when no one will answer.
- Play up how good people feel after having made the call. Jump for joy! Pat people on the back. Cry with joy!

Once the campaign launches, be sure to share your video widely on social media with [#Call4ClimateNOW.com](https://www.instagram.com/Call4ClimateNOW). We'd love it if you could tag us when you share it so we can amplify it (we're [@Call4ClimateNOW](https://www.instagram.com/Call4ClimateNOW) on Instagram, Facebook and Twitter.) Call out your peers from other businesses to join you!

We can't wait to see what you create!

A big thank you from all of us at the Climate Collaborative and [#Call4ClimateNow.com](https://www.instagram.com/Call4ClimateNOW)