

August 16th, 2021: We are so thrilled to see so many companies sign on in the first few days since we announced the #Call4ClimateNOW campaign. There are currently 34 companies and organizations signed on and we will begin our one-on-one outreach this week. B Lab, ASBC, and BICEP have all reached out to their companies. It is clear that people recognize this critical moment for action. Thank you for leading the way and stepping up.

Website

[Call4ClimateNOW](#) is now live! If you don't see your logo on the homepage, it's because we don't have it, so please send it to us at info@climatecollaborative.com.

Sample Script for a Video

You can find a sample script [here](#) which includes guidance for if you choose to create your own video. Dr. Leah Stokes' video for the parallel #callforclimate campaign (our business effort is #Call4ClimateNOW) has been viewed 43K+ times. It is a great model for a video you could simply produce to include in your social media.

Partner with Other Companies to Amplify Your Reach and Impact

Legacy Vacation Resorts is looking to partner and collaborate with other businesses involved in the campaign (to share/brainstorm best practices and Climate Campaign engagement methods, etc.) It's a GREAT way to amplify impact! If you are interested in collaborating, please reach out to Emma Jacobs ASAP at emma.jacobs@legacyvacationresorts.com. Thank you Emma!!!

Invite Other Businesses!

If everyone who signed-up reached out to three companies to participate we would rapidly grow the number of participating companies. The most powerful influence to get people to take climate action is hearing from a trusted friend. **Please consider reaching out to your fellow businesses** and ask them to join you in #Call4ClimateNOW. Here is a sample email and a link to a document that explains the campaign.

Dear (friend),

The next six weeks are CRITICAL for climate with Congress debating action. It is the most important opportunity in a generation. With the release of the recent major scientific report from the IPCC, it's clear that climate change is getting worse BUT we still can avoid the worst impacts IF we act now. Our window is closing which is why we must act now!

We have joined the business community's #Call4ClimateNOW campaign. We will be urging our stakeholders- our consumers and employees to call their Senators and Representatives. Call4ClimateNow has made it simple by providing us with everything we need such as social posts, talking points and graphics.

I hope you will join us so we can flood our lawmakers with calls at this critical time.

[Here is more information](#) on the campaign. Let's talk if you have questions.

(Signed)

Important Upcoming Dates: SIGN UP NOW!!!!

Campaign Briefing, Aug 25th 1 pm ET/10 am PT

Toolkit delivered to companies and an online briefing. We 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 [here!](#)

Campaign Launch, 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!](#)

Got questions? Email us at info@climatecollaborative.com