

August 24th, 2021: We are so delighted that you are part of the #Call4ClimateNow campaign. This is your weekly update and a reminder of the briefing this Wednesday, August 25th at 1 pm ET/10 am PST. If you have not registered for it yet, you can do so [here](#).

Campaign Toolkit and Briefing

The campaign toolkit containing sample messaging, social posts for Twitter, Facebook, and Instagram, graphics, and other assets will be emailed to you on Wed, Aug 25th, the same day as the briefing where we will walk you through the tool. Jay Curley from Ben & Jerry's will provide valuable insights for dealing with pushback and tough comments on social media, gleaned from their many years of experience speaking out on controversial topics. We will also have plenty of time for companies to ask questions, share their plans, and connect with others. If you are not registered for the briefing, sign on [here](#).

Participating Companies

Thanks to our partners at B Lab, ASBC, BICEP, and 1% for the Planet, there are now more than sixty companies signed on to the campaign. The reach of your companies is in the millions! The momentum is energizing and inspiring. You can see the logos of participating companies [here](#). If you have signed on to the campaign but do not see your logo, please send it to us at info@climatecollaborative.com.

If you have friends from companies that have not signed on, reach out to invite them! We have a sample email prepared for you [here](#).

One Constant is CHANGE!

Over the weekend there was a bit of a rebellion by some moderate Democrats in the House of Representatives. Whereas previously it appeared that the real need was to focus on just the U.S. Senate, it is now important that Representatives are also called. The campaign initially was asking people to call their Senators, but now we will **ask people to call BOTH their Senators and their Representative**. Also, the program that is emerging as the leading clean electricity standard is the Clean Electricity Payment Program, so we are adding that to the materials as well. We are making these changes to all of our assets over the next twenty-four hours.

Misc Other Resources

[This overview](#) contains important links to information on the campaign including a [sample script](#) for companies wishing to produce their own videos. If you are looking for information, start there with the overview.

Campaign Kick-off on 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!](#)

Questions? Email us at info@climatecollaborative.com

See you soon!

Nancy