

The [Call4ClimateNOW](#) campaign is off and running. Word is spreading and people are making calls to their lawmakers! We are now [160 businesses strong](#) from food, clean energy, fashion, travel, personal care and more! Welcome to the many companies from [Snowsports Industries America](#) that joined in the past week. We've seen some amazing posts on social that you can view [here](#).

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### ***1) Launch and Press Release***

This [press release](#) was sent out today, and we are now reaching out to journalists. Please, tweet it and post it on your LinkedIn and other social to distribute it far and wide! Please also share this release and campaign with any social influencers or press that you work with. You can find a PDF version [here](#).

We had [our first article in E&E news](#), a division of Politico. It is subscription only and reaches politicians and those deeply involved in environmental issues.

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### ***2) Important! Time Sensitive Sign On Deadline Extended to Tuesday 9/21***

As Anne Kelly of Ceres indicated on the last briefing call, opposition to climate action from the U.S. Chamber of Commerce and other sources has become intense. In particular, businesses are opposing the proposed business tax to help pay for the Build Back Better (also known as the budget reconciliation bill) plan's provisions. ***That's why your voice in support of bold climate action is so critical.*** This is an unprecedented moment for our nation and world. We cannot risk failure.

Our friends at [ASBC](#) have asked us to circulate a business sign on letter that is due by close of business on 9/21/21. Stand up and speak out in support of both the investments against climate change and rebuilding our economy, along with the revenue measures needed to pay for those investments. [Learn more and sign on.](#)

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### ***3) Sign Up Now: Campaign Update and Briefing with Jessy Tolkan, Renown Campaign Expert, Tuesday, 9/21/21***

As the campaign is heating up, we have had requests to do more campaign updates and briefings, so we've scheduled another one for Tuesday, Sept 21<sup>st</sup> at 1 pm ET. [Jessy Tolkan](#), Founder & CEO of [Drive Agency](#) will speak about the best practices and hot tips to ensure that you are maximizing the impact of your social media engagement. Jessy will share how to best leverage your social media audience and enable your posts to inspire and maximize engagement. Anne Kelly from Ceres will give the latest update on how things are heating up in D.C. and we will

share the newest content we have created for you. You do not want to miss this. Bring your marketing people!

Sign up [here](#) for the briefing!

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#### ***4) New Tools and Resources for Your Outreach***

The most important thing you can do right now, in addition to signing onto the ASBC letter above, is to send a compelling email to your list. You can find sample emails in the [toolkit here](#).

Eve Fox has created a Wakelet where you can see posts from other participating companies. It's a great place to look for inspiration! If we are missing some of your content, email a link to us at [info@climatecollaborative.com](mailto:info@climatecollaborative.com).

**What you're doing is working - please keep it up!**

Watch the below video and pat yourself on the back. We created a super short (just 24 seconds) celebratory video featuring some of the lovely feedback we've been receiving from the people making calls to Congress. [Watch it now!](#)



**New content and graphics!**

As businesses are starting to post more content, we are learning what is most effective. Eve shares some new content below which you might consider using to help increase engagement. It can also be found in the toolkit, which we update weekly. Note that in the new posts, Eve focused not on the policy ask but on how we can all take action and here is how YOU can.

She created four new graphics featuring photos of nature modeled after U-Konserve's encouraging theme of "we can all do something." Check them out below and consider sharing via email or social media using our sample share text below or write your own.

*Sample share text:*

For Facebook and Instagram: *#Climatechange can feel like an overwhelming problem but we can all do something to help stop it. Take 60 seconds right now to call your members of Congress and urge them to take big, bold #climateaction this fall. Dial 202-951-7780 and visit [www.Call4ClimateNOW.com](http://www.Call4ClimateNOW.com) for super simple talking points and to let us know how your calls go. @call4climatenow #climateactionnow #globalwarming*

For Twitter: *#Climatechange is a big problem but we can all do something to help -- take 1 min. now to call your members of Congress & urge them to take big, bold #climateaction this fall. Dial 202-951-7780 & visit [www.Call4ClimateNOW.com](http://www.Call4ClimateNOW.com) for simple talking pts & to let us know you've called.*

- **Honeybee** - [download here in 1200x628 px](#) or [download here in 1080x1080 px](#)



- **Waves** - [download here in 1200x628 px](#) or [download here in 1080x1080 px](#)



- Parched earth vs lush crops - [download in 1200x628 px](#) or [download in 1080x1080 p](#)



- Sunflowers - [download in 1200x628 px](#) or [download in 1080x1080 px](#)





**Looking for more ideas?**

Check out some of our [current favorites on Wakelet](https://wakelet.com/wakelet/45ubjw) to get a sense of what other participating businesses have been sharing: <https://wakelet.com/wakelet/45ubjw>

We would also LOVE to hear what's resonating with your audience - drop us a line at [info@climatecollaborative.com](mailto:info@climatecollaborative.com) with any insights you'd like to share.