

*The Call4Climate combined effort has resulted in over 8,000 calls to members of Congress.* Your posts over the past week have been powerful and effective, resulting in a spike in calls. Check out some of what your peers have posted on the [Wakelet](#).

What we have learned from this first ever large-scale business climate outreach to stakeholders:

- It takes multiple posts to drive calls. If your followers are not used to hearing a climate message from you, the first few are priming the pump before they act. **Keep at it!**
- We're happy to report that while there have been occasional negative comments here and there, the feedback has been overwhelmingly positive on Call4ClimateNow posts with some companies seeing their highest engagement of the year.
- Using influencers has a huge impact! People respond to hearing a climate message from people they trust. When the influencers post on their social media it spreads the message even further.
- Employees are a huge opportunity! Many of you report having positive experiences engaging your co-workers in calls. We can see jumps in calls on days when businesses do an employee event.

*Here is what you can do right now to keep the phones ringing!*

*Let's hit 10,000 calls in the next week!*

**1) Step up your efforts on social media!** We need your voice out there on social media to counter the petroleum industry and others. To make this easy for you, **we've put together some sample posts and images you [can access here](#)** that you can customize to make specific to your brand and organization. If you work with influencers, consider asking them to do a post for you as well as a post on their own channels. Check out Clif Bar's successful [Instagram posts](#) for an example of this.

If your CEO is on Twitter, consider sharing a quote stating that the investment in climate action is a smart investment because the costs of addressing climate change will only continue to rise. Be sure to issue a call to action by including [www.call4climatenow.com](http://www.call4climatenow.com). Climate Nexus has some [great examples](#) and you can see other examples [here](#). Whenever possible, use photos of real people as it is proven effective.

We know your social media calendars are packed, **please consider bumping some scheduled posts to make room for more posts about Call4ClimateNow. We may not have this opportunity again** in time to avoid the worst impacts of climate change.

**2) Call your members of Congress if you haven't already using [Call4ClimateNow](#)**— talk to the staffer about your business and how important a stable climate is to your ability to employ people in your state, talk about your children, talk about your grandchildren. If you want to write a statement or letter, [here](#) is an example from Salesforce and [here are other examples](#) of statements from businesses in support of climate action that has been compiled by Ceres.

**3) Send a stand-alone email message to all your employees** urging them to join you in calling their members of Congress. Use your own words and make it clear that you and other leaders in your company have made these calls. Call4ClimateNow makes it easy. Legacy Vacation Resorts, Dr. Bronner's, and others have had great results driving employee engagement.

**4) Send a stand-alone email message to your customer email list** asking them to join you and your company in standing up to ensure the climate action we need to preserve our futures. Make it personal. Sample emails are in the [toolkit](#).

**5) Then plan to *resend* both of these emails** (or a similar message) **in 3-5 days to anyone who did not open or click through in the first email**. If you can, send an email like this out every week until climate action passes. Please try to work the Call4ClimateNow request into any e-newsletters you're sending, too.

*Note: Remember, email is very powerful and will likely drive more calls than your social posts. Although, they both play a critical role in helping engage people to take action.*

We are in the final push now! We can't leave anything undone.

Let us know if we can help you in any way.