

The **most important U.S. climate legislation ever** will likely be voted on in the House of Representatives in the coming days. **This is a critical moment** as this may be our last chance to pass critical climate policy for another decade. Our collective future is on the line and **failure is not an option**.

We need all hands on deck -- **here's what you can do over the next week:**

1) 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.

2) 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.

3) 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. Guidance is in the new sample social posts linked below. Sample emails are in the [toolkit](#).

4) Plan to *resend* both of these emails (or a similar message) **in 3-5 days to anyone who did not open or click through 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: email is very powerful and will likely drive more calls than your social posts unless you're putting significant dollars behind them, although those are critical, too.

5) Step up your efforts on social media! The U.S. Chamber of Commerce, the Business Roundtable, and the oil industry are out in force working to stop this vital climate legislation. Exxon/Mobil was the largest ad buyer on Facebook last week! We need your voice out there on social media to counter their deep pockets and slick spin. 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 them specific to your brand and organization.

We know your social media calendars are packed but **consider bumping some scheduled posts to make room for more posts about Call4ClimateNow because we may not have this opportunity again** in time to avoid the worst impacts of climate change and we don't want to have any regrets.

As renowned campaign expert [Jessy Tolkman of Drive Agency](#) said in our [recent briefing](#), **research shows that talking about this is GOOD for your business AND you can't post too often!** 82% of Americans support the goal of 100% clean energy and will appreciate you making this so easy for them.



For example, Clif Bar's [Instagram post](#) from a few days ago, which features four of their athletes, is becoming **one of their highest viewed/engaged videos in the past year** and continues to gain traction, amassing 10K+ organic views in less than 24 hours. In addition, some of their [athletes](#) have shared the video on their own social channels. Maybe this could work for your brand, too! :)

Messaging guidance from expert Jessy Tolkan of Drive Agency

Make it as personal as possible and about your business. Mention your product, where you are located, and why you care about climate. Speak your truth to connect to this moment. And whenever possible use real photos of real people in your business. Make it real.

Here are sample social posts for this big push using the guidance above, for you to adapt to your needs.

[Download the NEW SOCIAL POSTS HERE](#)

Please note that if you have photos of people in your company or customers, those are even better than the images we've created using stock photos as they make it more personal.

Need more inspiration? Check out the [Wakelet](#) where you can see amazing examples of campaign social posts, videos, and emails from many of you.

Don't hesitate to reach out to us if you need anything!

Hot off the press! Congratulations to Call4ClimateNow companies Ben & Jerry's, Clif Bar, Dr. Bronner's, Grove Collaborative, Seventh Generation, and Stonyfield for being mentioned in the [White House Press Release](#) on U.S. businesses supporting the Build Back Better agenda.

We wish you great success with this BIG push!