



## **1Sky Climate Team Story**

### **Issues:**

- Big Oil and Dirty Coal interests have too much influence over Congress, creating a fossil-fuel echo-chamber that we can only beat by sheer numbers.
- 2010 was the hottest year on record and new studies show the U.S. will lead the world in CO2 output over the next 25 years.
- A majority of Americans know that renewable energy is a solution for creating jobs in our country and protecting our families and communities from the devastating effects of climate change.

### **Solutions:**

- If we build up enough people power, politicians won't be able to continue catering to dirty energy interests. They will finally have to take strong action on climate change and enact the climate and energy policies we so desperately need.
- Special interests have lobbying money and the old status quo. 1Sky Climate Leaders can build the power with their voices and their communities to urge elected leaders that America needs a clean energy future.
- The way to make this happen requires building a grassroots movement so powerful that Congress cannot ignore the call to act on the devastating effects of climate change and support solutions for a clean energy economy.

### **Joining 1Sky's Climate Teams:**

- You can be a part of the climate movement and help build a local climate team that works together on grassroots, local efforts. You'll meet organizers and allies in your community; talk with your members of Congress; write letters to local media; and participate in meet-ups, flash mobs, press conferences, and rallies to raise the profile of concerned citizens who want to make a difference on climate.

### **Why join a 1Sky Climate Team?**

You can be a part of a local effort to:

**[www.1Sky.org/Local](http://www.1Sky.org/Local)**



- Work with other motivated people in your area as a team to plan actions - such as a public event or local house party
- Get support and training from 1Sky staff organizers and regional coordinators to expand organizing skills within your team. This would include working with press, recruitment, and event planning.
- Receive weekly strategy updates and policy updates to stay up-to-date on federal climate policy.
- Give feedback and share strategic/tactical ideas to 1Sky staff/leadership
- Be a part of a national campaign effort with more than 200,000 supporters dedicated to creating a cleaner, better future.

### **Summary:**

1Sky is a dedicated part of a growing movement that is capturing the attention of organizers and leaders nationwide with the courage, compassion, and conviction to push for strong action on climate change. We will continue to build people power and overcome the influence of dirty energy interests. By holding national actions and strengthening the grassroots network, we can make it happen—but only with your help.

### **So, what is a 1Sky Climate Team?**

A **1Sky Climate Team** is a group of 1Sky supporters that work together on grassroots, local efforts on a monthly basis. You'll meet organizers and allies in your community; talk with your members of Congress; write letters to local media; and participate in meet-ups, flash mobs, press conferences, and rallies to raise the profile of concerned citizens who want to make a difference on climate.

A 1Sky Climate Team:

- Folks agree to work together as a team and take on roles to organize effectively (ex. recruitment, media outreach, etc)
- Holds 1Sky actions once a month and usually have gatherings to plan the actions
- Is encouraged to additionally hold local actions in line with the 1Sky solutions, if time/capacity permits
- Has FUN (may hold social parties, climate movie nights, etc)

1Sky Climate Team Layout:

#### Team Leader

- Recruit new and current members to participate in and join your 1Sky Climate Team
- Develop new leaders in and foster community building through social events, etc.



- Organize monthly social events and makes sure team holds 1Sky national events
- Is in contact with 1Sky National on a weekly basis
- 15 hours/month

### Main Roles in Team

- Recruitment Leader: Recruits folks to participate in events and join local
- 1Sky Climate Team (all team members should have a recruitment mindset)
- Media Leader: Contact and pitch local media on events and work with media at events
- Event point: (rotating role) This person manages the nuts and bolts of upcoming event and works with team members to make upcoming event a success
- 5 hours/month

### Additional Role Opportunities

- Recruitment helpers: Recruits folks to participate in events and join local 1Sky Climate Team
- Media helpers: Contact and pitch local media on events and work with media at events
- Logistics Leader and helpers: Scouts event locations and prepare event materials
- Spokespeople: changes for each action
- Social media Leader and helpers: uses social media outlets (facebook, twitter, etc) to highlight the local 1Sky climate team and actions, blogs about actions and highlights
- Visuals Leader and helpers: crafts visuals for events, takes photo/video for events
- Fundraiser and helpers: comes up with opportunities to fund-raise for 1Sky
- 5 hours/month

### General Team Members

- Attend 2-3 events /year
- Provide some logistic support
- 1 hour/month

## **1Sky's focus for 2011:**

### Movement Building

- Expand the movement for climate and energy reform by focusing on individual and ally leadership development
- Expanding the national base of support (e-list, allies, etc.) to activate at key moments

### Coal

Begin to reduce coal emissions and target coal's political power by defending the Clean Air Act and promoting its enforcement/implementation:

- Mobilize leaders and activists to influence swings and potential leaders
- Provide on-the-ground organizing support to areas where we have focused our leadership development and national organizing to amplify the fight

### Push the President

Pushing the president and administration through grassroots pressure and public campaigning around Clean Air Act defense and enforcement; federal procurement and labor contracts; and international financing/engagement.

Asks will be determined based on several considerations including:

- Impacts on global warming emissions
- Whether the president has complete executive authority
- What would rally the troops and our allies
- Achievability
- Communicability
- Reinforcement with other campaign priorities