



Small Business Outreach Packet

Thank you for helping to identify and engage small businesses in your community with the 1Sky campaign. Small business owners and managers are some of the most powerful voices to make the case that a clean energy future will revitalize our economy.

Over the next few months we have an unprecedented opportunity to pass bold climate and energy legislation, and the business voice is critical during this time. Fossil fuel companies and other special interests are falsely arguing that strong action will wreck the economy, but we know the opposite is true: Investing in clean energy and reducing our carbon emissions are our tickets to economic recovery and job creation.

To overcome the opposition, we want to work with you to recruit and mobilize businesses in your area, both small and large, to influence and call upon our elected officials to support strong climate and energy legislation. This packet will give you the tools to get started in reaching out to local businesses in your community. If you have any questions, please feel free to contact us at business@1sky.org.

GETTING STARTED

- 1. Recruit businesses to sign on in support of a clean energy economy.** The easiest way to get businesses on board is to simply walk around your neighborhood and talk to people. Don't make any assumptions – feel free to approach any business and just walk in and ask for the owner or the manager. The more diversity amongst businesses, the better! Anyone from your local hardware store to your grocery store to your gym is fair game.

As you approach businesses, have conversations with them about why you personally care and why they care about creating a clean energy economy. Hand them the letter of support (last page) and ask them to make their voice heard by signing on. Here's a sample way to approach local business owners:

"Hi! [My name is ____, and] I'm volunteering with the 1Sky campaign. We're working to solve our economic crisis by shifting to a clean energy economy and creating green jobs. Today we're gathering signatures from small businesses and other community leaders asking Congress to create a new energy economy. We'll deliver those letters to Congress in a few weeks. Will you sign a letter endorsing a clean energy economy?"

- 2. Get others involved.** Another way to get started is to invite friends, family and other members of your community who may be interested in helping you recruit businesses to a kick-off meeting. At your meeting spend some time getting to know each other, and then launch into brainstorm mode about which local businesses to reach out to. Think of businesses that are visible or prominent in your community, businesses that are already creating a clean energy economy, or businesses that you already have relationships with. Then have everyone get started in approaching those businesses and asking them to sign the letter of support (last page).
- 3. What else can businesses do? Take a picture and lobby.** There's no shortage of ways businesses can get involved! Ask them if you can take a photo of them in front of their business – then send it over to us at business@1sky.org so we can visually show their support. Then, be bold: Ask them to schedule a meeting with your elected leaders to represent the local business voice on this issue of a clean energy economy. This is a

great opportunity for businesses to gain access to elected officials and make their voices heard. If businesses are reluctant to set up a meeting, ask if they'd be willing to attend a meeting that someone else organizes – we'll work at 1Sky HQ to connect interested businesses with these lobby visits.

4. **What about the media?** Ask individual business leaders if they are willing to engage the media. This could mean being interviewed by local newspapers, radio stations and TV outlets, participating in press conferences, or submitting op-eds and letters to the editor. These are great opportunities for businesses to gain public visibility! We'll be sure to direct interested local reporters to those leaders so we can get the word out in your community.
5. **Follow-up with your businesses.** Get business cards or take note of business names and phone numbers, and call them back within a couple of weeks to see if they are on track to set up their lobby visits. If they are not quite ready to do that, invite them to participate in public events, to be on panels, to engage the media, etc. Get them involved so they'll be your allies in this sprint to pass bold climate and energy legislation!
6. **Report back to us at 1Sky.** The only thing more powerful than taking individual action is the movement taking collective action. Be sure to send us copies of your business sign-ons and e-mail us pictures and contact information of the businesses that are willing to set up or attend lobby visits or engage the media.

For your list of businesses and photos:

business@1sky.org

For copies of your sign-ons:

1Sky, attn: Adi Nochur
6930 Carroll Ave., Suite 1000
Takoma Park, MD 20912
301-270-4550 x224

Frequently Asked Questions

Q: Can a business change the letter or write their own?

A: Sure. Just make sure it urges Congress to support a clean energy economy.

Q: What if a business doesn't sign on right away?

A: It will often take some work to get in touch with the owner or manager, so don't get discouraged. Keep good records and follow up regularly until you get a hold of the owner or manager, and they make a final decision and get you a copy of their letter.

Q: Does the business have to be small in order to be included?

A: No way! We welcome the support of businesses of any size if they stand with us on this issue.

Q: What's the deadline for gathering everything?

A: We'll be putting pressure on Congress from businesses all spring and summer, but there are lots of other activities we'll need your help with. Try to do your outreach before June 1st so we can have our first set of businesses signed on and ready to go.

Q: What can I give to the businesses to help them set up their lobby visits or do media work?

A: You can direct them to the business organizing guide on our resources page:

<http://www.1sky.org/resources>. Additionally, you can work with them to call your elected official's office and set up a lobby meeting on their behalf. Questions? Email business@1sky.org.

A Message from Your Local Business Community

"Support American businesses by supporting clean energy policy."

To my member of Congress:

As a business person, I stand with other businesses large and small in calling on Congress to take bold action to shift us to a clean energy economy. I am on the front lines of the economic crisis. It is clear to me that this is the time to make major investments in the industries that will power our future and create millions of green jobs if we want to keep our nation a competitive leader in the world economy.

I know that the best way to address the economic challenges we face and solve some of the long-term problems that caused them is to transform to a clean energy economy. We cannot afford to wait – the costs of inaction on climate change will severely impact our economy and our future. Investments in energy efficiency, solar power and wind energy will create clean energy jobs, secure our economic viability and restore America's role as a global leader in the clean energy industry. American businesses are losing ground to companies in Asia and Europe, and our economy needs these investments now to remain competitive.

Now is the time to act, to put America on a new course for a clean energy future and a sound economy. Support American businesses by supporting clean energy policy.

Sincerely,

Business name: _____

Your name & title: _____

Business address: _____ *Email:* _____

City: _____ *State:* _____ *Zip:* _____ *Phone:* _____

Yes, I'm interested in working with the iSky campaign by speaking to Congress or the media, appearing at events, or in other ways. (Check here): _____

We may share your letter and photo with Congress and the media, and we may post your name, business name, and city on our website – <http://www.isky.org>.