

Guide to Starting a Climate Emergency Campaign

ABOUT THIS GUIDE

This guide is for anyone who wants their city or county to respond to the Climate Emergency. It is a step-by-step toolkit for starting a local Climate Emergency Campaign. **In a Climate Emergency Campaign, we tell local governments to launch a massive effort to rapidly respond to global warming and the extinction crisis.**

Our goals: End greenhouse gas emissions by the year 2030, begin restoring the climate and environment, kick start the process of getting governments around the world to treat climate change like an emergency, and build an economy that works better for all of us.

WHO THIS GUIDE IS FOR

This guide is for all types of organizations. It was designed for use by climate organizations across the U.S. We hope that it will also be useful for other organizations, including religious communities, neighborhood organizations, social, racial and economic justice groups, labor unions, and political organizations.

This guide is best used by a group. If you are not yet part of an organization, please reach out to other groups in your area to see if they are interested in this approach. If that is not possible, you can launch a campaign with friends or neighbors.

A TOOL FOR REACHING MORE PEOPLE

Many climate activists are part of small, local groups that might have 10, 15, 25, or 50 active members. But in this moment of Climate Emergency, we believe that we need to build more power by bringing in more people.

- We need local groups with hundreds, or even thousands, of members and dozens of partner organizations on board.
- We need to grow these members' understanding of what responding to the Climate Emergency means.
- And we need a structure that allows us to stay in touch with people – whether they can spend an hour every other week at a neighborhood meeting, or ten hours a week leading the campaign.



To do this, many groups need a step-by-step plan to level up our work and reach more people. **This guide provides that plan.**

The guide starts with an overview of the Climate Emergency, our principles, and practices that we use in organizing. From there, we move on to tools for outreach and building relationships; instructions for a training to get new people plugged in; and a guide to structuring your campaign through steering committee and working group meetings and neighborhood groups.

Only after these building blocks are in place, at least a few weeks into your campaign, should you start conversations with your local government about responding to the Climate Emergency.
Getting people involved is the first step.

HOW TO USE THIS GUIDE

This is just one recipe. These materials have been developed based on several years of work with local organizers around the U.S. But just as a cook may change some ingredients from a recipe, you may need to adapt this guide to the needs of your community.

Please reach out for support. The Climate Mobilization offers regular training calls on this organizing guide, and will soon launch in-person trainings.

To contact us, [fill out this form if you're in an organization that is considering a Climate Emergency campaign](#), and [fill out this form if you're interested in starting a Climate Mobilization chapter](#). We'll add you to our list about upcoming online trainings, additional resources and information about in-person trainings. We also have additional offerings available for [grassroots organizations](#) and for [organizations focused on addressing climate change](#).

GETTING STARTED

[What is the Climate Emergency?](#) -- An overview of the goals of Climate Emergency Campaigns, how we work to create change, our principles, and our key organizing practices.

[Road Map for Your Climate Emergency Campaign](#) -- A step-by-step timeline for your campaign.

[Responding to the Climate Emergency: One Person's Journey](#) -- Shows the path that a new member should take to get involved in a local Climate Emergency Campaign.

[Key Agreements for Local Campaigns](#) -- We ask that groups running a Climate Emergency Campaign uphold these agreements.

[Key Organizing Practices](#) -- Tools for building a welcoming group with strong relationships among its members.

OUTREACH AND BUILDING RELATIONSHIPS

[Reaching Out to Partner Organizations](#) -- A guide to building relationships with other groups.

[Reaching People In Your Network](#) -- A guide to outreach.

[Welcoming New Members](#) -- A guide to following up with new people who come in your door.

TRAINING CURRICULUM AND MATERIALS

[Curriculum for Climate Emergency Response Training](#) -- A script for a two and a half hour training that serves as an orientation and point of entry for people who want to learn more about the Climate Emergency Campaign.

[Commitment Card](#) -- A tool for asking people to join your campaign

THE KEY BUILDING BLOCKS OF A CAMPAIGN

[Guide to Steering Committee and Working Group Meetings](#) -- A guide to structuring your campaign.

[Guide to Neighborhood Climate Emergency groups](#) -- Grow your campaign by starting smaller groups in different parts of your city or county.

[Guide to Putting On a Town Hall](#) -- A guide to hold a Town Hall event to kick off your campaign.

TAKING ACTION

[Lessons from the Butte County Climate Emergency Campaign](#) -- A reflection from a community that started a Climate Emergency campaign in the wake of direct hits from climate disasters.

[Guide to Meeting with Elected Officials](#) -- A guide to approaching members of your city or county government about declaring a Climate Emergency.

[Sample Climate Emergency Declaration](#) -- A template Climate Emergency Declaration that your city or county can pass as part of your campaign.

[Taking Action In Your Community](#) -- A guide to planning public events and actions that engage others in your area.

[Climate Emergency Campaign Messaging](#) -- A tool to support your outreach to the press.

[We've Passed a Declaration! Now What?](#) -- A guide to next steps after passing a Climate Emergency Declaration.