

72 Hours for Clean American Power Sample Messaging and Emails

The 72 Hours for Clean American Power Campaign asks you to deliver four key messages during your call to Senate offices:

1. Who You Are
2. Where You Are From
3. Why You Are Calling
4. Now is the time to act on Comprehensive Clean Energy and Climate Change Legislation.

Who You Are: Who you are is extremely important to Senators and their staff. One of the primary goals of the 72 Hours for Clean American Power call-in campaign is to demonstrate broad and diverse support for comprehensive clean energy and climate legislation. As a result, it is very important that you tell Senate offices who you are. If you're a veteran, tell them you're a veteran. If you're a small business person, let them know. Give them all the information they ask for and more. This part is essential so please remember to tell Senate offices who you are.

Where You're From: This is also extremely important. Senators need to know that clean energy and climate advocates come from every corner of their state.

Why You're Calling: Senators need to know why you care. Whether your motivation is the environment, national security or jobs and the economy or all of the above, it is essential to let Senators know why you care.

Urgency: NOW is the time to act on Comprehensive Clean Energy and Climate Change Legislation. If the Senate does not act this year – especially in the next few months, the clock will run out on this Congress and it could be a very long time until they take it up again.

SAMPLE CALLS

Hi- My Name is Brenda Smith and I'm a small business owner from Town/City, State. We desperately need help to jumpstart our economy and create jobs – and a clean energy and climate bill can help us do it. We've waited long enough – the clean energy economy is passing us by. We are losing ground to China and India and losing jobs here in America. I want Sen. X to act now to pass clean energy and climate legislation. Not next year – NOW.

Hi – My name is Sally Smith and I'm an engineer from Town/City, State. We need a clean energy economy and a solution to Global Warming. Jobs in the clean energy economy are for everyone – construction workers, scientists, steelworkers and engineers like me. We've waited long enough – we need you to fight for us and fight for clean energy and a solution to Global Warming - and we need you to do it now.

Hi - My name is John Smith and I'm a farmer from Town/City, State. I want Senator x to fight for energy and climate legislation. Energy and Climate legislation is good for farmers and good

for America. It will provide new jobs in rural Areas. I feel very strongly about this – we just can't wait any longer. We need you to act now.

Hi – My name Bob Smith and I'm from Town/City, State and I go to xx State University. I've had enough, it's no longer ok for you to ignore climate change and the opportunities that clean energy can provide for me. This is about my future and the Senate has stalled long enough. I want you to act now and pass comprehensive clean energy and climate legislation.

Hi - my name is Justin Smith. I'm an Iraq war veteran from Town/City, State. I've seen how our dependence on foreign oil puts our soldiers at risk, hurts our economy, helps our enemies and endangers our security. I want Senator X to support comprehensive clean energy and climate change legislation NOW. We need to stop sending a billion dollars a day overseas for oil. Some of that oil money goes to countries that support the terrorism we are fighting across the globe. Senator X should support a comprehensive energy and climate bill NOW so we can keep that money here and invest it in American jobs for American workers.

Hi – my name is Matt Smith – I'm from Town/City, State. I'm an environmentalist and I want you to do something about Climate Change – NOW. If we don't do something, our children and grandchildren will suffer the consequences. They'll have to deal with rising sea levels, stronger storms, increased famine and droughts and more threats to our national security. It's up to you to create a better tomorrow for all of us. Pass comprehensive climate and energy legislation – and do it now.

SAMPLE TWEETS

Tell your senators to pass comprehensive clean energy & climate legislation. Make the call: <http://bit.ly/...>

Do you want clean energy and climate reform? Tell your Senator now. <http://bit.ly/...>

It's your planet. Tell your Senator to pass clean energy and climate legislation. <http://bit.ly/...>

Make America the leader in the clean energy future. Tell your Senator to pass climate and clean energy reform. <http://bit.ly/...>

If you want a sustainable future for all, urge your Senator to pass clean energy and climate policy. <http://bit.ly/...>

Stop the polluters! Demand clean energy and climate legislation. Make the call: <http://bit.ly/...>

Stop Big Oil! Demand clean energy and climate legislation. Make the call: <http://bit.ly/...>

Help create a cleaner, more sustainable future. Tell your Senator to pass clean energy and climate policy. <http://bit.ly/...>

More jobs, enhanced security=comprehensive clean energy and climate policy. Tell your Senator now. <http://bit.ly/...>

Do you want a cleaner, greener world? Have a phone? Make it happen: <http://bit.ly/...>

SAMPLE EMAILS

Climate Change Email #1

Subject: Tell the Senate to act now, not wait

Dear Friend,

We experienced the warmest decade on record, according to researchers from NASA, but our senators want to put off action on climate change. We can't wait any longer and we need your help now.

Today, we are joining with dozens of diverse organizations, representing millions of Americans, calling on the U.S. Senate to pass comprehensive clean energy and climate legislation that will jumpstart our economy, create millions of new jobs, and tackle climate change.

Will you take action and demand the Senate passes comprehensive clean energy and climate change legislation?

The time is now. We cannot wait any longer. **Make the call.**

Climate Change Email #2

Subject: Tackle climate change now

Dear Friend,

Rising sea levels. Stronger storms. Melting ice caps. Increased famine and disease. Drought. This doesn't have to be our future - or our legacy.

With leadership from the Senate, we can change our future. Our planet is in peril and we need the Senate to act on passing comprehensive clean energy and climate change legislation this year.

Today, we are joining with dozens of organizations representing millions of Americans, calling on the U.S. Senate to pass comprehensive clean energy and climate legislation.

Will you contact your senators and demand the Senate pass comprehensive energy and climate change legislation?

The time is now. We cannot wait any longer. Join us. **Make the call. We need to make sure that Senate hears from us this week.**

Clean Energy Jobs and Economy Email

Subject: Secure America's future in the 21st century

Dear Friend,

You've seen the headlines. America is struggling through the worst economic downturn since the Great Depression. Americans are losing their jobs and businesses are closing their doors. It's a vicious cycle – but it's one we can break.

There's no question that we have the power to do it. With help from the Senate, we can create millions of good paying jobs that can't be shipped overseas.

Today, we are joining with dozens of organizations, representing millions of Americans, calling on the U.S. Senate to pass clean energy and climate legislation that will jumpstart our economy, foster innovation in new, cleaner technologies, and create millions of jobs.

Will you take action and contact your Senators and demand the Senate passes clean energy and climate change legislation?

While the Senate stalls, China is moving forward investing billions into new green technology. America can be the leader in the new energy economy.

We cannot wait any longer. Put America back to work again. **Make the call. We need to make sure that the Senate hears from us today.**

National Security Email

Subject: A billion threats to our nation's security

Dear Friend,

By now, you know that we're sending \$1 billion a day in oil money overseas. Some of that money goes to countries that don't like us and ends up in the hands of terrorists that plot and carry out attacks on our troops and our country.

Today, we are joining with dozens of organizations, representing millions of Americans, calling on the U.S. Senate to pass clean energy and climate legislation that will put us on a path towards energy independence and secure our nation.

Will you stand up for our security by contacting your senators TODAY and demand the Senate passes clean energy and climate legislation?

America's top military leaders and veterans have seen the impact of our addiction to oil firsthand and understand the imperative to act. The Pentagon recently released a report that said, "climate change, energy security, and economic stability are inextricably linked."

Heed their warning. Tell the Senate to end our dependence on foreign oil. We can't wait any longer. The security of our nation depends on it. **Make the call. We need to make sure that Senate hears from us this week.**