



Tabling 101

We recommend reviewing CCL's Core Values as the first step in preparing for Tabling. The values are stated here and can be found on CCL's website at <https://citizensclimatelobby.org/about-ccl/values/>

What We Believe In

Citizens' Climate Lobby is a non-profit, nonpartisan, grassroots advocacy organization focused on national policies to address climate change. These core values guide our staff and volunteers along the way:

Focus

We are focused on what we see as the single most impactful solution to climate change — a national carbon fee and dividend. We know it will not solve the problem entirely, and appreciate the work that our friends in other groups are doing. So that we can be effective, we do not let ourselves get distracted by work that does not support our core purpose. After we accomplish our goal, we will tackle the next most impactful solution.

Optimism

We believe that people are good, and that democracy works. We are confident that our approach will work because we see progress. We stand for a solution, not in protest of other solutions. We don't expect perfection from ourselves or others; this is a process and we know that people can improve. Together, we are a community that offers one another comfort, support, and fun as we work.

Relationships

We take the most generous approach to other people as possible — appreciation, gratitude, and respect. We listen, we work to find common values, and we endeavor to understand our own biases. We are honest and firm. We know that there is a place for protest, but our approach is to build consensus — that's what will bring enduring change. That's why elected officials and their staff, no matter what their politics, say they are happy to see us — and mean it.

Integrity

We are prepared and do our research. We are always on time for meetings. Our approach is thoughtful & thorough. We consult experts and use data. We are open to new information; in fact we solicit opposing opinions. We refine our solutions to make them better. We follow up when we are asked. We keep on.

Personal Power

We use our voices to be heard. This simple act transforms us from spectators to engaged citizens, and it reveals the true nature of democracy to us. We are volunteer-driven — trusting volunteers to make important decisions, and to create and develop things that will be valued by Citizens' Climate Lobby.

Being Nonpartisan

Our group is open to all who are serious about solving climate change. You are welcome no matter where you live, what you wear, what you do for a living, or who you voted for in the last election. We work with elected officials and community leaders from across the political spectrum because we believe that everyone is a potential ally.

Why We Table at Events

It's one of the best ways to recruit new members, educate and encourage people to take action. It's a good way for CCL volunteers to quickly develop their lobbying skills.

Effective tabling requires the same verbal communication skills needed to lobby politicians or speak with editorial boards. IT'S A CONVERSATION. You learn how to quickly establish a personal connection with strangers...how to communicate precisely about important concepts...how to ask good questions...and, most importantly, how to listen. You find out what works best for you.

Educating our fellow citizens is empowering. You will inspire others by your example. And, it encourages people to get involved—to take that first “action”—by sending a postcard, writing a short letter to Congress, attending a CCL meeting.

Prepare for the Event

Understand the event, who your audience might be and what the goals are. (The Outreach Coordinator will provide insights on the goals.) Familiarize yourself with the handouts that are available on the table so you can be prepared to give the person you are talking with the handout that is relevant to your conversation. Think about your conversation starter. Remember, someone who slows down or stops is signaling an interest. Ask some friendly questions about themselves. “What brings you here today? “Where are you from?” “Are you worried about climate change?” GET THEM TALKING! LISTEN!

If you sense the person doesn't have much time, you may find it more appropriate to just start with “Have you heard about Citizens' Climate Lobby or The Energy Innovation and Carbon Dividend Act?” It will depend on the situation and the personality of the person you are interacting with. Tune in to their body language and go with what you think will be most effective.

Practice laser talks, the one liners and your delivery before the event; learn how to make the laser talks sound conversational. Practice with a friend beforehand.

Sample Conversation

When you sense you have more than a minute with someone here is a sample of how a conversation might go. This is just a suggestion—experiment with different openers to find what is most comfortable for you to start a conversation.

1. Open: “Hi! “What brought you out here today?” “Are you enjoying the [EVENT]?” “Looks like you are interested in [REFERENCING A SAYING ON A T-SHIRT, HAT, BUTTON]”.
2. Let them respond, draw them out, LISTEN for cues.
3. Pick up on something they say and share who you are and why you are at our booth. Given what you know about them, select a couple points about the Energy Innovation and Carbon Dividend Act that you think would resonate with them. “It's good to meet you. I'm [YOUR NAME] a volunteer with the Madison chapter of Citizens' Climate Lobby. We're here today to share a bit about a bill that was introduced in Congress in January of this year. This bill gives us hope as we work to combat climate change [SELECT RELEVANT ATTRIBUTES OF THE BILL FROM PAGE ONE OF THE FACT SHEET] (<https://static.smallworldlabs.com/cclobby/content/resources/factsheet/energy-innovation-act-fact-sheet-bw.pdf>)
4. If there is time and interest explain how the EICDA works: [PAGE 2 OF THE FACT SHEET]
5. Close: (make it your own based on the situation): “Would you like to write to your member of

Congress today?” “Would you like to join us for an introductory call Wednesday night?” “Would you like to come to our monthly meeting? “Have you ever lobbied your member of Congress?— Join us in DC this June!”

Suggested Messaging

Try to keep Citizens’ Climate Lobby’s values, purposes and method in mind when speaking with others.

CCL Purpose:

- To create the political will for a sustainable climate.
- To empower individuals to have breakthroughs in exercising their personal and political power.

CCL Method:

- CCL takes the view that politicians generally do not create political will, rather they respond to it. CCL employs a relationship model for citizens to create political will that has proven to be successful in the by the organization RESULTS.
- CCL is a nonpartisan organization. People of all political affiliations are welcome. By joining CCL you will work with people who are for something: reducing greenhouse gas emissions, not against something.

What should we avoid? What should we do?

- Avoid sitting at your booth in deep conversation with your partners or on a cell phone, laptop, or tablet – attendees will not want to interrupt you. Stand in front of the table but off to the side so when you are engaged in conversation with prospective CCLers, passersby can still see the display and materials.
- If you are planning to ask people to fill out Constituent Letter forms, try to arrange for a place for them to sit and write off to the side of the display table.
- If you find that the display set-up is not working for you and minor adjustments will improve your effectiveness, rearrange to best meet your objectives.
- Use humor when appropriate—it helps people relax and encourages engagement. An example when there are many organizations tabling at an event: “You don’t want to miss THIS table.”
- Avoid turning off some people by raising “hot button” issues (like Keystone XL or nuclear power) – it is best to stay neutral on these issues and keep on point. Do say we are for pricing carbon/GHG emissions, not against KXL or nuclear power. The economists tell us that once you get the price right the free market will determine the optimal mix of resources, and that the sources with the highest life-cycle emissions will no longer be economically viable. We are for something, not against things like KXL, EPA regulations, etc.
- Avoid lecturing or regurgitating the laser talks. Do speak conversationally and listen very carefully.
- Avoid over using dire warnings of climate doom. ALWAYS couple dire messages with a solution.
- Avoid making or responding negatively to derogatory or inflammatory comments; that’s not a good way to inspire others. Do be respectful and mention your member of Congress by name; that’s motivating.

Preaching to the Choir

CCL’s niche is grassroots mobilization to create political will at the federal level for a carbon fee and dividend policy. We are creating political will and there is very little overlap with the work we do and what others are doing.

Be complementary of other organizations and their work. It’s possible that while volunteering you’ll be a small fish in a big pond competing for people’s attention, **do so in a respectful way.**

Handling pushback from like-minded people

- The cynical type: people who are dismissively cynical. After explaining a revenue-neutral carbon tax policy, these are the people who'll often say "there's no way a revenue-neutral carbon tax will make it through Congress."
 - Don't get defensive or dismiss them.
 - Acknowledge their frustration.
 - Tell them that's how you felt before you joined CCL.
 - Tell them you now see things differently.
 - Tell them how the conversation in DC has changed because of the work we're doing.
 - Turn their frustration into empowerment.
- The territorial type: people who believe that a CF&D or revenue-neutral carbon tax (RNCT) compromises their efforts.
 - CCL's policy is not a replacement for what others are doing, it complements their efforts.
 - Economists and scientists tell us CF&D or RNCT is the best first step.

Some Key CCL Statistics

Current Stats

- Supporters in nearly every Congressional District
- 509 Chapters
- 1,700 Lobby Meetings by Citizens
- 74,800 Letters to Members of Congress
- 4,300 Op-Eds, Editorials, Letters to Editors
- 3,400 Tabling Events

For more information:

CCL Community Tabling Training

<https://community.citizensclimatelobby.org/learn/tabling/>

CCL Community website resources

<https://community.citizensclimatelobby.org/resource/>

Local resources

<http://www.madisonccl.info/presentations-and-tabling.html>

Local contacts

- For tabling events and materials
Beth Bookland
901 Arden Ln.
Madison, WI 53711
845-499-9715 (cell)
- For tabling materials and electronics
Linda Farmer
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