



## CLIMATE ORGANIZING

### COMMUNITY CLIMATE CAMPAIGN: FIRST STEPS

*Want to start a local climate campaign in your community, but don't know where to start? We've put together a list of "first steps" to help you get up-and-running.*

**Set up a meeting with Wilderness Committee staff.** If you haven't already, get in touch with our Climate Leaders Coordinator, Emily Keller ([emily@wildernesscommittee.org](mailto:emily@wildernesscommittee.org)). We're here to support you and provide one-on-one mentorship – either in person or over the phone. We may also be able to connect you with other people interested in climate organizing in your community.

**Brainstorm the basics.** Set aside a couple of hours – either by yourself or with some interested friends and neighbours – to brainstorm the basics for your climate group. Try to answer the following questions:

- How is your community impacted by fossil fuels and climate change? Are there ecological impacts? Human health impacts? Usually people are most strongly motivated to act when there is a single issue (e.g. coal transport through their community) with direct impacts (e.g. reduced air quality) to rally around.
- What is the purpose, and what are the short-term and long-term goals of your group?
- What are some possible names for your group?
- Are there other community groups working on climate issues in your area? Do you know anyone involved in these groups? What other groups or individuals might be your allies and/or partners? (E.g. other environmental groups, city councillors, health sector representatives, local schools, etc.)

**Begin to develop your "Story of Self".** Each of us has a compelling personal story that can motivate others to act with a common purpose and values. Storytelling is at the heart of a powerful organizing technique called Public Narrative that was developed by a man named Marshall Ganz and used during Obama's 2008 campaign. We're developing an entire toolkit on Public Narrative and Storytelling, but for now we encourage you to start thinking about your own story. [Click here for more information.](#)

**Learn about local climate issues.** Do some background reading on fossil fuel projects in BC, such as the Enbridge Northern Gateway pipeline, Kinder Morgan pipeline, fracking in the Peace Region, LNG export, coal mining on Vancouver Island, and coal export from Fraser Surrey Docks. The [Wilderness Committee's Save the Salish Sea campaign website](#) is a great place to start.

**Organize an event.** Hosting an event is a great way to launch your climate campaign and recruit members! There are many different types of events – from rallies to music events to kitchen-table conversations. Check out our **Events & Actions guide** for more event ideas and a step-by-step guide to event planning. The Wilderness Committee can help with event posters (design and printing), and our Climate Campaigner, Eoin Madden, is available to speak at events.