

# GLOBAL WARMING CAMPAIGN Toolkit



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# We have a problem



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**There's no denying it: global warming is happening.**

It seems like every day, scientists

give us more bad news from the faraway corners of the world. But global warming isn't just a problem for glaciers and polar bears.

All across the country, Americans are feeling the impacts in their own back yards. Firefighters are battling unprecedented wildfires in nearly every Western state. Southerners are watching their lakes and rivers dry up as historic droughts sweep the region. In the Midwest, farmers are seeing major changes in rainfall patterns. From the Northeast to the Gulf Coast to the Southwest, global warming is here.

### Creating Change

People across the country are making small changes in their lives and doing their part to stop global warming—changing their light bulbs, carpooling, and buying more efficient appliances. City and state governments are taking action too by investing in renewable energy and cracking down on the worst polluters. But while we act, Congress is doing next to nothing to solve global warming.

## Mobilize America for solutions

Create 5 million new green jobs with a sweeping national mobilization for climate solutions, energy independence, and investment in a new energy economy. Conserve 20% of our energy by 2015. Invest in efficiency and challenge all sectors of society to save energy immediately.

## Secure our future

Do what science says is necessary: reduce global warming pollution at least 25% below 1990 levels by 2020. Get on a realistic path to the reductions needed to prevent dangerous climate disruption: at least 80% below 1990 levels by 2050.

## Transform our energy priorities

End development of new coal plants that emit global warming pollution. Pivot boldly away from fossil fuel dependence and toward a clean energy future with strong standards and incentives for energy efficiency and renewable energy.

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# The solution



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# Student power

Students have always been at the forefront of social movements. To defend our future against environmental challenges we must get organized to call for solutions.

**Take action** on your campus and in your community:

## **Congress week of action: hold your elected representatives accountable**

September 15 – 19 is our Congress Week of Action.

### **1. Do your research.**

Find out which Member of Congress represents the district your school is in by going to [www.house.gov](http://www.house.gov) and using the “find your representative” box.

### **2. Make your campaign visible.**

Ask your reps to take the strongest position on climate change. Follow these steps to hold a call-in day and collect petitions.

- Find a space: reserve a table on campus, use a common room or any other public space.
- Get friends to help! Have a few friends volunteer and bring their cell phones for everyone to call. Make posters to advertise the call in day!
- Have the call in day! Ask everyone to call their representatives and ask them to take a stand on global warming.
- Collect petitions on campus and in your community.  
[us.greenpeace.org/postcard](http://us.greenpeace.org/postcard)
- Place lawn signs and stickers all over your community.  
[us.greenpeace.org/lawnsigns](http://us.greenpeace.org/lawnsigns)

**3. Deliver your petitions** to your rep’s local district office (their website will tell you the address). Ask your rep to meet with you to talk discuss their position on global warming.

Stop  
Global  
Warming  
projecthotseat

Dear Rep Davis,

## National Day of Action on Coal:

### Take a stand against global warming polluters

November 14-15, 2008 is a Day of Action against coal.

Coal-fired power plants provide about half of our nation's electricity and almost 40% of the nation's annual carbon dioxide emissions. Coal power is one of the most polluting energy sources available. From toxic air and water pollution to the devastation caused by coal mining and the disposal of coal ash, coal threatens our health, our communities and our environment.

#### 1. Do your research

Visit [www.dirtymoney.org](http://www.dirtymoney.org) and [www.ilovemountains.org](http://www.ilovemountains.org) to find out who is connected to coal in your community and pick a target for your event.

#### 2. Hold your own Greenwash event to raise awareness on your campus and in your community

A lot of energy companies like to make grand statements about the climate to the public and then do exactly the opposite. Why not put those statements in perspective by holding your own green wash? Get a bunch of buckets of soap, some green food coloring, take to your local target and greenwash away.

#### 3. Register your event online

at [us.greenpeace.org/campusevents](http://us.greenpeace.org/campusevents).

SEPT

15-19

Congress Week of Action on Global Warming

NOV

4

Election day – be sure to vote for the candidates who best represent your views!  
[powervote.org](http://powervote.org)

NOV

14-15

Day of action on coal

# Take action





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# What now?

1. Plan your campus campaign. Flesh out your plan for what you'll do with your fellow students for the week of action, election day, and the coal day of action. Register your planned events online at [us.greenpeace.org/campusevents](http://us.greenpeace.org/campusevents)

2. Sign up for Greenpeace student campaign trainings:

Join our **Conference Call Trainings** throughout the semester. See [www.greenpeacestudents.org](http://www.greenpeacestudents.org) for the calendar and sign up.

Be a part of the **Greenpeace Organizing Term**. Every semester and summer, 25-30 students take a semester away from campus to work full time with Greenpeace.

GOT students take part in classroom trainings on the basics of organizing and social change making, and then get out and put these skills to action on real Greenpeace campaigns. Think about it as a semester abroad. Only cooler. You can learn more and apply at [www.greenpeace.org/usa/getinvolved/greenpeace-organizing-term](http://www.greenpeace.org/usa/getinvolved/greenpeace-organizing-term)

3. Contact Greenpeace to get lawn signs and stickers! [us.greenpeace.org/lawnsigns](http://us.greenpeace.org/lawnsigns)

4. Find out more & sign up for news and action alerts [www.greenpeacestudents.org](http://www.greenpeacestudents.org)

## About the Greenpeace Student Network

The Greenpeace Student Network is an alliance of passionate leaders fighting environmental crimes with grassroots power. Armed with top organizing tools, expert guidance, and the best training, our network gives you the opportunity to be a real force in a global movement for change.

Any student with a desire to make a difference has a role in our network. Whether you've never worked on a campaign before or you're a seasoned activist, take the next step...

Join us online: [www.greenpeacestudents.org](http://www.greenpeacestudents.org)

Contact us via email: [usastudents@greenpeace.org](mailto:usastudents@greenpeace.org)

Call us: 415 255 9221 x330

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