



Dear Climate Advocate,

Thank you for your interest in acting on climate!

Climate change impacts us all. From Long Island to Buffalo, New Yorkers have experienced the economic, environmental, health, housing, transportation, and agricultural impacts of our changing climate.

The time is now for New York to lead the nation by setting standards that cover all sectors of our economy and adopting laws that cut climate pollution, set firm standards for clean energy, and increase the energy efficiency of our buildings and transportation systems.

Spreading the word in your community can make a difference! The attached toolkit can guide you through raising awareness on this issue that impacts you, your family, friends, and neighbors.

Materials include:

- 5 steps to raise awareness and protect your community
- #ActonClimateNY Talking Points
- Tips for writing a letter to the editor
- Social media outreach

For more information or assistance, please contact Kristin Legere at 518-462-5526 ext. 242 or klegere@eany.org. Thank you again for taking a stand and challenging our leaders to act on climate.

Sincerely,

Peter M. Iwanowicz
Executive Director



**ENVIRONMENTAL
ADVOCATES OF NEW YORK**

YOUR GOVERNMENT WATCHDOG

#ActonClimateNY Action Kit

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#ActonClimateNY Action Steps

Below are action steps you can take that can help raise awareness to #ActonClimateNY.

1. Contact your state, town, village, or county legislators and leaders, and ask them to support action on climate. By sharing the enclosed information, you can help inform them about the need for action on climate and help them understand how climate change has impacted your community.

2. Engage neighbors, friends, and community partners in your efforts. Start raising awareness on the issue with your friends and neighbors; connect with groups you know of that want to ensure your community is protected from environmental dangers, or reach out to new organizations. Ask them to become Climate Advocates and be part of changing our collective future for the better.

3. Ask neighbors, friends, and community partners to share their story with us. Ask your neighbors, friends, and community partners to share their story if they have been impacted by climate change. They can use the online form at www.eany.org/stories or use the enclosed form and return it to Environmental Advocates.

4. Write a letter to the editor of your local newspaper. Writing a letter to your newspaper on this issue can help inform legislators and the public, as well as illustrate how this climate change impacts your community. Keep your letter short and to the point (150 - 250 words), and use your own voice to share why your community should support #ActonClimateNY.

5. Start saving energy. Energy inefficient buildings are among the biggest sources of climate pollution. Sign up for an energy audit from New York State for your household, and turn off lights and electronics when you're not using them. Then spread the word on the changes you have made!

#ActonClimateNY Talking Points

- Our changing climate is one of the most pressing issues of our time. As nations move toward agreements on climate action, New York needs to:
 - * Adopt a law that cuts climate pollution, sets firm standards for clean energy, and increases the energy efficiency of our homes and businesses.
 - * Ramp up the use of clean energy sources, like solar and wind, while moving us away from dirty fossil fuels of the past.
 - * Set safeguards that protect public health, the environment, and our economy.
 - * Ensure that New York leads the nation by setting standards that cover climate pollution across all sectors of our economy.
 - * Preserve its commitment to the Regional Greenhouse Gas Initiative (RGGI), which cuts carbon pollution from power plants and invests in clean power and energy efficiency.
- The Governor has committed to reducing carbon pollution 80% by 2050 (half by 2030) and generating 50% of all electricity from renewable sources by 2030. These goals should be placed into law. New York will then have the economic blueprint to create jobs, improve our communities' health, and make us a global climate leader.
- International leaders will meet in December 2015 in Paris for the 2015 United Nations Climate Change Conference.
- New York State needs to be a climate leader by placing our climate pollution reduction and clean energy goals into law.
- This will raise the bar and guide us to a future where New Yorkers' needs are met by a system that is more efficient, relies on more renewable sources, and dedicates resources to communities already disproportionately impacted by our changing climate and poor air quality.
- New Yorkers cannot afford to wait any longer. We need a blueprint that leads us to safe and sustainable climate future.

#ActonClimateNY Write a Letter to the Editor

Writing a letter to your newspaper on this issue can help inform legislators and the public, and illustrate how climate change impacts your community.

Some tips for writing a letter to the editor include:

- Keep your letter short and to the point, no more than 250 words.
- Check with your local newspaper guidelines paper for word limits and submission guidelines. These sections are typically under the 'Contact Us' tab of the outlet's website.
- Use your own voice – the talking points included in this toolkit can give you context, but make them your own and add your point of view.
- Share a personal story about a local extreme weather event to illustrate why this issue is important to you or someone in your community.
- Focus your letter on what matters most to you.
- Use your opening sentence to tell readers what you are writing about and to get them to read further.
- Explain why acting on climate is important.
- State your opinion and what should be done.
- Avoid using jargon and/or acronyms.
- Keep the tone of your letter polite and informational.

Resources:

Environmental Advocates of New York Website – Search “Climate Change” or “Act on Climate” or “Climate Action”
www.eany.org

Twitter
Follow Environmental Advocates of New York
[@greenwatchdogNY](https://twitter.com/greenwatchdogNY)

Facebook
<https://www.facebook.com/EnvironmentalAdvocatesofNewYork>

#ActonClimateNY Social Media

One of the best ways to raise awareness is to create a voice on social media about the issue. Although you can use any social media network, below is a sample post for Facebook and tweets that can be used on Twitter.

Sample Facebook Posts

#ActonClimateNY! Tell New York State leaders we need laws that promote a sustainable climate future now!

Sample Tweets

#ActonClimateNY! @NYGovCuomo lead us to a sustainable climate future now!

Protect our communities, Stop #ClimateChange, #ActonClimateNY

Resources:

Environmental Advocates of New York

Website
www.eany.org

Twitter
[@greenwatchdogNY](https://twitter.com/greenwatchdogNY)

Facebook
<https://www.facebook.com/EnvironmentalAdvocatesofNewYork>

Instagram
[@greenwatchdogNY](https://www.instagram.com/greenwatchdogNY)