CCL CANADA 2017 PLANNING PAGES

RELATIONSHIP BUILDING WITH YOUR MP: Begin with the end in mind. Your MP and his/her staff should know who you are by face. They will rely on you and your group members for good information. They will know with certainty that you have their back on carbon pricing.

TASK	PLAN: Person(s), goals, timelines, job descriptions and plan
REFLECTION: Rate how well your group did in relationship building with your MP _____ ? (poorly, fair, poor, good, and excellent) **GOALS:** Plan to set your bar higher in 2017.	
Liaison (s) Keeps track lobbying. Visits the constituency office. The point of contact for your MP.	
MP Bio Creator / Curator Who is keeping this up-to-date?	
Open Parliament Receive alerts that your MP spoke in Parliament. https://openparliament.ca/	
EMAILS: Who emails your MP our Media packets, newsletters, your local media hits and generally keeps her/him in the loop without infobombing them?	
Social Media: Who connects with your MP over social media, cheering him/her on Facebook or Twitter?	
SNAIL MAIL LETTERS How many letters will you send your MP this year?	
Lobbying: How many meetings? Where does your MP need help? Who "others" to bring with you when you lobby? Academics? Business people? Youth? First Nations? Let the demographics of your riding and your MP guide you	
Other Plans	

RELATIONSHIP BUILDING WITH YOUR LOCAL MEDIA: Begin with the end in mind. We want our local media to endorse carbon fee and dividend and we want them to endorse climate friendly politicians in 2019.

TASK	PLAN: Person(s), goals, timelines, job descriptions and plan
REFLECTION: How many LTEs did your group get published in 2016 _____ ? **GOALS:** How many LTEs will your group get published in 2017 _____ ?	
You media team: Who will track the news? Do you send out alerts? Do you have ghost writers or workshops?	
Subscribe to local papers	
MEDIA PACKETS: Who emails your local editors and reporters CCL Canada's National Media packets. Are you addressing the editor by first name?	
Editorial Board Meeting: This will be an upcoming monthly action. Here is the resource: Meeting with editorial boards	
Curator: Is someone keeping track of your media hits and compiling the data for your MP?	
Other Plans Local Media Releases Tips for writing media releases for local CCL events and an example. Do you submit OpEds? Tips for writing an OpEd When members go to Ottawa, Provincial Capitals or Washington to lobby do they submit stories. Examples of CCL Lobbying Stories	

COMMUNITY OUTREACH AND CCL MEMBERSHIP: The more people you have in your group locally, the more social capital you have, the more "hands" you will have and thus the more political will you can generate.

Outreach Team. Who is on the team? What are their job descriptions? Write down phone numbers.	
How many outreach events did your group conduct in 2016? _____ How many will you do in 2017 _____ ? How many people are on your local CCL email list _____ ? How many do you want by the end of 2017 _____	

TASK	PLAN: Person(s), goals, timelines, job descriptions and plan
Which events will you target? Earth Day? Local Festivals? Libraries? Malls?	
What resources will your group bring for outreach? Petitions, pamphlets postcards, banners, etc	
Do you send out media releases for your local events? Tips for writing media releases for local CCL events and an example.	
Who tracks the membership? Are all members registered in CCL database - Salesforce?	
Do you belong to an umbrella group for environmental groups?	
Other Ideas	