

GOAL SETTING FOR THE CCL CANADA 50 CLUB

Describe your riding: 1) Traditionally elect Conservatives; 2) Bounce between electing centrist and right-leaning parties; 3) Bounce between electing centrist and left-leaning parties; 4) All over the map! How many metrics do you have this year _____? Keep in mind your ridings characteristics and the strengths, weaknesses and talent in your group as well as your current number of metrics, devise a plan to get 50 field reports entered into Salesforce by the end of 2017.

CCL Action	Ease	Importance	Best practices and other thoughts	Goal	Person Responsible
Direct relationship building with political leaders:					
Lobbying MP	Depends	Very high	Don't give up. Use our resources. Phone and email for appointments.		
Lobbying Senators	Depends	Moderate	Assign someone to begin a relationship.		
Lobbying MPP/MLA	Depends	Very high	Don't give up. Use our resources. Phone and email for appointments.		
Lobby City Councillors	Depends	Moderate	Don't give up. Use our resources. Phone and email for appointments.		
Indirect relationship building with political leaders:					
Social Media Interactions	Easy*	High	*You and your MP must be good at social media communications.		
Sending Your MP updates	Very easy	Very high	Send your MPs our newsletters and media releases.		
Sending postcards/letters	Very easy	Very high	Handwritten snail mail has an impact. Keep postcards on you.		
Parliamentary Petitions	Easy	High	Carry one on you at all times. People love to sign petitions.		
Lobbying Staffers	*Very easy	Very high	Drop in regularly to the constituency office. *Must live nearby.		
Connecting with your community:					
Outreach: Non-Earth Day events	Fairly Easy	Moderate	This is a lot of work but worth it if you have members that love it. Also great to get out of your bubble.		
Outreach: Earth Day events	Fairly Easy	Moderate	This is a lot of work but worth it if you have members that love it. Great for enviro-networking.		
Connecting with your local media:					
Letters to the editor	Depends	Very high	Don't give up. Use our resources. Ask for help. Create an LTE team.		
OpEds	Depends	Very high	Rewrite our media releases and submit them as your opinion.		
Editorial Endorsement	Depends	Very high	Relentlessly send LTEs, and CCL media releases to your local papers.		
Articles in papers	Depends	High	Write media releases about your group's upcoming endeavours.		
Meet local editorial board	Depends	Very high	Do all of the above and then ask for an appointment.		
Radio	Depends	High	You have to like to speak on the radio and know the laser talks		
TV Commercials	Difficult	Exceptional	Should have a local TV connection. Let's talk if you do.		
Connecting with business leaders:					
Presenting to Rotary	Depends	Very High	Have a Climate Reality Presenter help you.		
Chamber of Commerce	Depends	Very High	Get a team together. It's like lobbying MPs.		
Open Letter for business	Easy	Exceptional	Make a list of businesses and a team to get signatures.		
Other					
Projected number of new metrics by year end:					
Current number of metrics already entered in Salesforce:					
Total:					