

SOLAR UNITED NEIGHBORS

Lobbying from Your Couch: Impactful Online Solar Activism



Introductions



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Introductions



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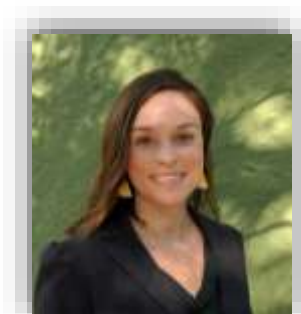
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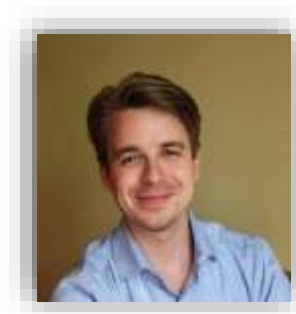
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Agenda

Introductions

Zoom Logistics & Meeting Norms

Our Theory of Change

Federal: 30 Million Solar Homes Campaign

What is citizen lobbying?

Lobbying Remotely

Setting up a virtual meeting

Testifying

National & State Break Out Rooms

Next Steps

Zoom Logistics

Audio:

You can **Mute/Unmute** your microphone by clicking the microphone icon at the bottom left of control bar. Please remain muted if you aren't speaking.

Video:

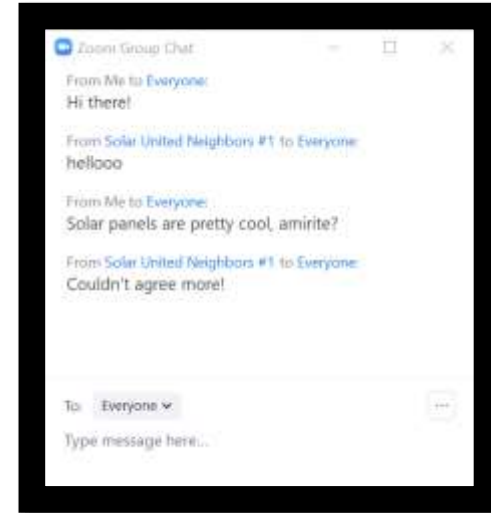
If your device has a camera, you can turn it on/off by clicking the **Start/Stop** icon at the bottom left.



Zoom Logistics

To Chat:

Click Chat to open up the **chat window** to view, send, and receive messages from everyone.



Choose Video Layout:

At the upper right of your screen, you can switch between **Speaker View** and **Gallery View**.

Meeting Norms

- Be respectful
- Be courteous
- Be mindful of others' feelings
- Step Up, Step Back
- Please do not be shy. We want to hear from you!
- Other?

Our Theory of Change



Join the 30 Million Solar Homes campaign!

To address social injustice, the economic downturn, and climate change



An equitable economic recovery built on climate protection and energy democracy

- create millions of jobs
- billions in local investments
- fight climate change
- reduce air pollution
- lower energy bills
- increase equality
- increase resiliency



1 in 4 homes!



SOLAR UNITED NEIGHBORS

**#30Million
SolarHomes**



INSTITUTE FOR
Local Self-Reliance



30MillionSolarHomes.org

275+ orgs have joined
30MSH Sign-on letter

Take action

- sign petition
- share w/ others
- organizational sign-on
- **lobby your reps!**



TELL CONGRESS:

**30 MILLION SOLAR
HOMES WILL CUT AIR
& CARBON POLLUTION.**

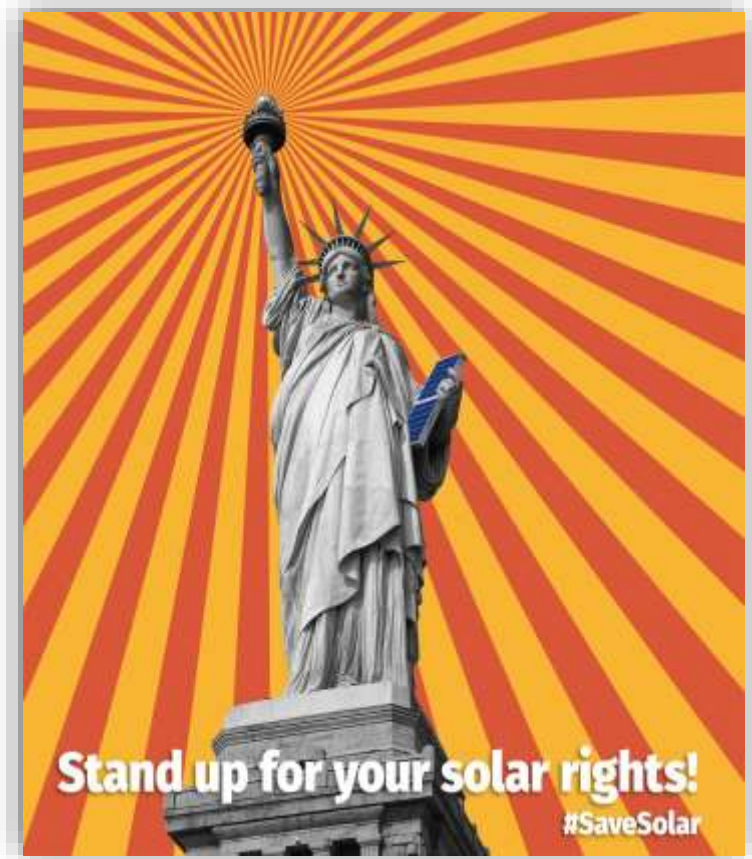


ILSR INSTITUTE FOR
Local Self-Reliance initiative
for energy justice



What is Lobbying?

Meeting with an elected official to learn of an elected officials stance and to influence elected official on an issue



Online/Remote Citizen Lobbying

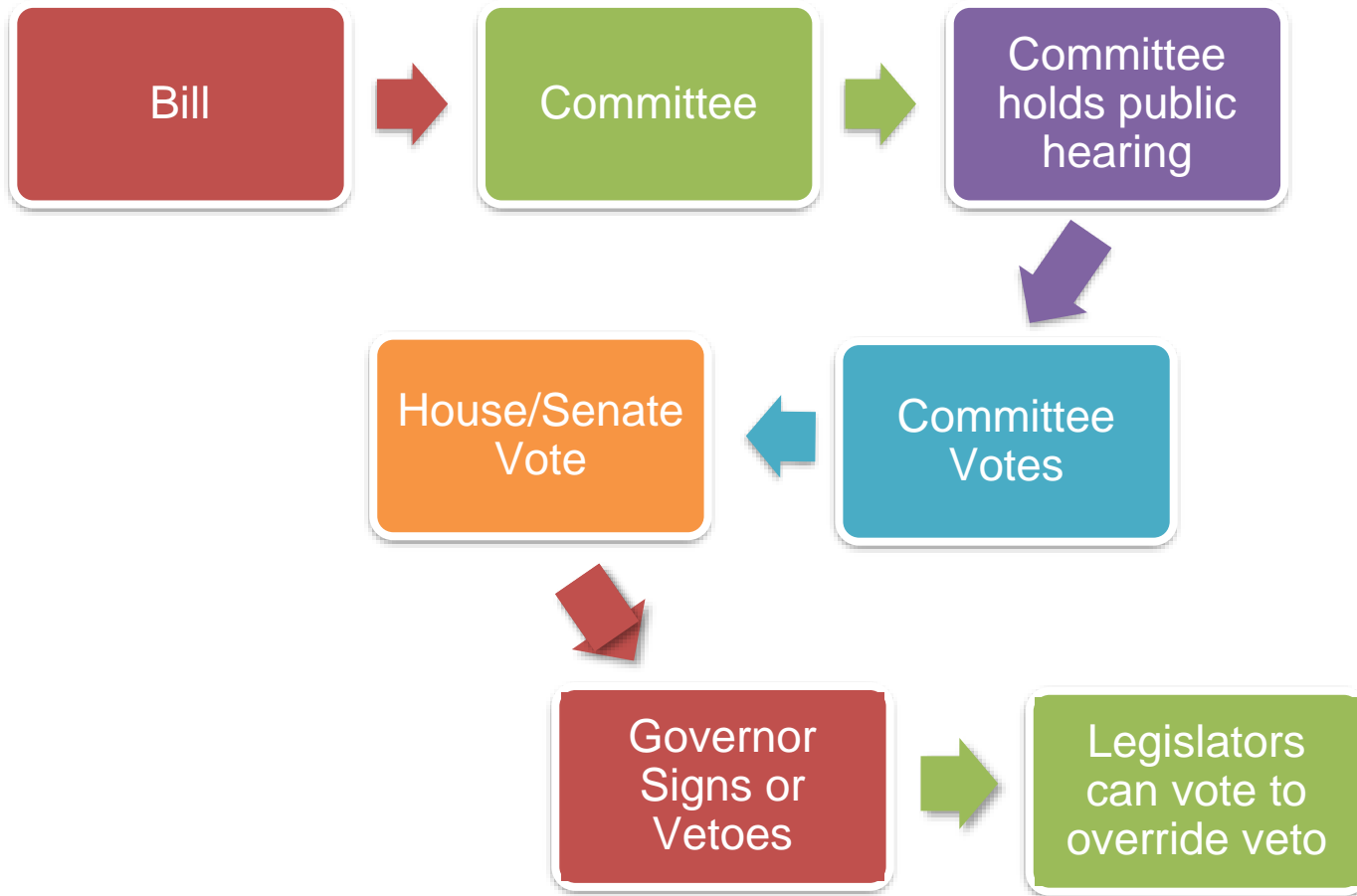


What has the biggest impact?



© Ellen Duda from *You Call This Democracy* by Elizabeth Rusch

How does a bill become law?



Lobbying Steps



- 1) Research and preparation
- 2) Organize others to join
- 3) Schedule the meeting
- 4) Attending the meeting
- 5) After the meeting

Your Focus for Testifying

Step 1: Research and Preparation

- Know who you're meeting with: Learn about their background solar/energy record
- Know your goals for the meeting
- Know your bottom line
- Know your ASK
- Know who's saying what (if you are going with multiple people)- who is the moderator, who makes the "ask", who is taking notes

Step 1: Research & Preparation, Create an Agenda

Sample Agenda:

- **Introductions:** Identify yourself and share why you care (personal story)
 - Ex: Solar story for an HOA bill to lift restrictions
 - Ex: Have seen wildfires devastate your state
- **Why this bill is important:** explain how the bill solves a problem or impacts your family, community, or business
- **STRONG Ask:** if they will support or oppose the bill
- **Learn:** Legislator's stance/ questions
 - Listen & take notes
 - If comfortable, respond to lawmakers question and concerns and restate your ask
- **Close:**
 - Thank them
 - Have a clear follow up plan

For testifying
as well

Remember: that your story has an important impact and be sure to take time to prep what you would like to say

Step 2: Organize Others to Join

- Reach out to friends, neighbors, community leaders who may want to attend (diverse voices)
- Work with us to engage SUN members in the legislative district to join
- Partner with other organizations
- Organizing a group of people will help get a meeting



Step 3: Schedule the Meeting

- Request a virtual meeting at least one week ahead
 - Email and then follow up with a phone call
- If your legislator is not available, ask to meet with a staffer/legislative aide

Step 4: Attending The Meeting/Hearing

Attire: Semi-formal/ formal

Tone: Direct, while also being respectful and polite

For testifying as
well

Conduct the meeting

Agenda:

- If group: great to have a moderator, a note taker, and someone to be responsible for the “ask”
- If one-on-one: you can keep the meeting more informal but still be sure to prep an agenda

Note: If you don't know the answer to a question it is ok to say so and offer to follow up with the legislator with the information after the meeting.

Step 4: Attending The Meeting/Hearing

- **If the representative opposes:**
 - Express respectful disappointment
 - Ask what info/questions they need to reconsider position and follow up ASAP with info (ask us for help)
- **If representative supports:**
 - Express gratitude
 - Be clear on your follow-up plan
 - Timeline and who to contact



Step 4: Attending The Meeting/Hearing

- **If the representative is undecided:**
 - Ask what more information they need/ you can provide
 - Ask them for a good timeline to follow up with an answer
- **For testifying:** Don't expect for the legislator/s to let you know their stance. This is often an information gathering stage.



Step 5: After the meeting

- **Review/clarify your meeting notes**
- **Send follow-up email thanking them for the meeting**
 - Thank them for their time again
 - Include any requested information
 - ***If supported:*** Thank them, clarify next steps for sponsoring the bill, and urge them to encourage their colleagues to follow suit.
 - ***If undecided:*** remind them when you will follow up for an answer

Lobby Meeting: Key Takeaways

- ✓ Do your research & prepare
- ✓ Tell **YOUR** personal story
- ✓ Have a **STRONG** ask
- ✓ Have fun!
- ✓ Follow up



State & National Break Outs

State Directors from eleven states/D.C. are here!

- Arizona
- Texas
- Ohio
- Minnesota
- West Virginia
- Maryland

- Virginia
- Colorado
- Washington D.C
- Florida
- Indiana
- Pennsylvania

You either have been assigned to one of state break out groups OR you will join our national team for a further discussion about 30 Million Solar Homes

How Break out rooms will work

Next Steps

- Let us know if you need help connecting with your representative
- Find solar advocacy resources, including this slide presentation at solarunitedneighbors.org
- Questions? Email advocacy@solarunitedneighbors.org or connect directly with your State Director



Poll

Would you be interested in meeting with your elected officials?



Join Us

Facebook:

www.facebook.com/solarunitedneighbors

Website:

www.solarunitedneighbors.org

Instagram:

www.instagram.com/solarunitedneighbors

Thank You!