

Be the Climate GOAT: Get out the Climate Vote



A collaborative campaign of the
Higher Education and National
Youth Action Teams to leverage
the power of youth voices

Major aims

Persuasion

Persuading existing voters to prioritize climate change as a voting issue if they don't already do so.

Mobilization

Turning out voters who already care about climate change but aren't currently planning on voting.

Recruitment

After talking with voters, the volunteer recruits some of the people they've discussed with as volunteers themselves to in turn reach out to the people they know.



Steps of Deep Canvassing Script

Step 1: Conversation Starters & First Rating

Step 2: Story Sharing

Step 4: Process the Conflict

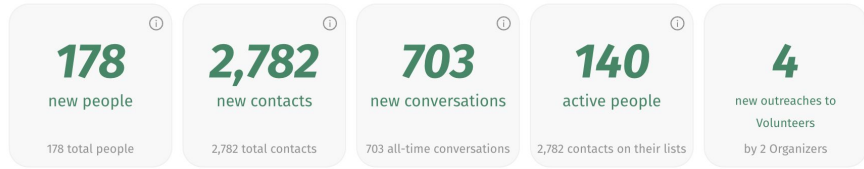
Step 3: Make the Case

Step 5: Wrap up and Final Rating

Step 6: Gratitude and the Ask



Impact



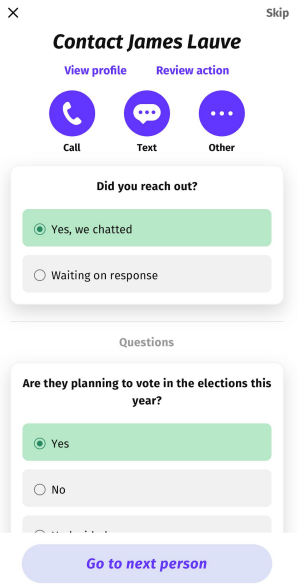
State	People			Contacts			Conversations		Outreaches to Volunteers
	New	Active	Total	New	Of Active People	Total	New	Total	New
(None Listed)	97	67	97	1372	1372	1372	33	33	0
WI	28	22	28	842	842	842	174	174	2
PA	7	7	7	357	357	357	399	399	0
CA	5	5	5	4	4	4	2	2	0
VA	5	5	5	2	2	2	2	2	0
FL	4	4	4	4	4	4	1	1	0
TX	4	4	4	5	5	5	2	2	0
MI	4	4	4	0	0	0	4	4	0
IL	4	2	4	0	0	0	46	46	0
NV	3	3	3	0	0	0	22	22	2

- Student volunteers have have had over 700 interactions overall, including 475 conversations since April.
- Nearly 3000 new contacts
- 100+ volunteers signed up

How to get Involved

1

Visit cclusa.org/BeTheGoat to join our network of volunteers on Empower



Climate GOAT Campaign Script

Thank you for signing up to have deep conversations with people in your community about climate change and why it should be a top voting priority! This document contains conversation scripts and guides to help you. Don't worry about using the scripts word-for-word; they are meant to be guides to make it easier to start a conversation. For all scripts and guides, you'll see suggested language in regular font, and *tips or instructions in italics*. There will also be some pro tips in boxes throughout the document!



Full Script	1
Potential conflicts and how to respond	7
Government Inaction/Mistrust	7
Individual Responsibility	7
Impacts on Livelihoods	7
Not sure change is possible	7
Placing the blame on other countries	7
Concerns about taxes/affordability	8
Other issues are more important to them	8
Don't see the connection between voting and climate policy	8
Not sure voting matters	9

2

Get familiar with the script and some of our tips for tough conversations at cclusa.org/GOATscript

3

Got questions? Reach out to us at electionscouncil@citizensclimatelobby.org

4

Start having climate and voting conversations with your friends and family!

5

Give us your feedback so we can improve the campaign at cclusa.org/GOATfeedback