



“Writing letters for the Sierra Club is one thing I can do from home that I truly feel makes a difference.

I write get out the vote letters to registered voters who have in some way expressed an interest in the environment. I am very concerned about the planet we are leaving my wonderful nieces and nephews.

Helping get these voters to the polls may make help make a better world for them. “ —Sharon Kirchner



SIERRA CLUB

In the 2020 election, voters will determine whether we act on climate change before it's too late. The Sierra Club has been fighting to protect the planet for 128 years. Over the past decades, we've built an army of advocates, organizers, and allies across the country. We are ready for this moment. In addition to winning a new president, we will focus on electing environmental champions to state and local offices, protecting our House majority, and winning the Senate.

The core of our strategy is person-to-person communications. Political scientists have done extensive research on what campaign tactics are effective at winning votes, and nothing is more effective than people talking to people. That's why we are putting people at the center of our strategy. **COVID-19 is changing the ways that we can reach people, but our program is built to contact voters safely, remotely, and virtually. If we can organize enough volunteers to contact enough voters, we will win.**

1. **Over the phone:** Over the phone: We will organize volunteers across the country to make over 2 million calls and send over 10 million texts to climate and environmental voters in our four priority states: Arizona, Florida, Michigan, and Pennsylvania.
2. **Sending mail:** We will organize volunteers to write and send over 1 million personalized letters to voters in our priority states who don't normally vote in every election and remind them to cast a ballot.

Links for More Info

Sierra Club: If you want to help get environmentally minded candidates, click here for more info.

<https://www.sierraclubindependentaction.org/2020-plan-to-win>

An easy place to start: <https://www.sierraclubindependentaction.org/writing-climate-voters-letters>

<https://www.sierraclubindependentaction.org/2020-plan-to-win>