

Online Campaigns

The web is an important tool in organizing and communicating in the 21st century. Online campaigns are now the most common form of political expression.

Instructions for Your Campaign:

Search the web for an online letter writing or petition campaign that matches your vision.

Websites to start with include:

www.petitionspot.com

www.petitiononline.com

www.ipetitions.com

Write a letter or sign a petition online to your Senator, Representative and/or the President, President urging them to support the relevant legislation.

Write on behalf of the entire class, making sure to explain why this is an important Jewish issue.

Now tell others. Draft an email to send to your class and parents to get others to do the same.

Letter Writing, the Old Fashion Way

You've heard the saying, 'A picture is worth a thousand words.' Well in politics a letter is worth a thousand people. And with the proliferation of email, 'snail' mail is now considered much more weighty than emails

Instructions for Your Campaign:

Please write a letter to your Senator, Representative and/or the President urging them to support the relevant legislation.

Please write on behalf of the entire class, making sure to explain why this is an important Jewish issue.

Get everyone one in the class to sign the letter and give it to your teacher for mailing

Education and Outreach

To create real political change you need to create a movement of people who can express their voice together on an issue. Without education and outreach, issues can not garner the support they need to sway Congress. Plus, come election time you can make sure people know who the best candidates are and sway them at the ballot box.

Instructions for Your Campaign:

Create a flyer to send home with your fellow students, urging your parents to “Take Action” personally and politically on climate change.

Your flyer could focus on issues such as:

An overview of the issue or campaign.

What they can do to reduce their footprint

How your elected officials or candidates for office feel on this issue

Resources to join the campaign.

Please create the flyer on behalf of the entire class, making sure to explain why this is an important Jewish issue.

Your teacher will photocopy it, so you can distribute it to everyone in your class (and more if you'd like).

Protest

Public protest has long been an important technique in raising awareness about an issue and showing the politicians how the public feels. By bringing the issue to a public place, you stir discussion and debate and hopefully raise the profile of an issue.

Instructions for Your Campaign:

Help promote your cause using your own knowledge and creativity, in a large public way. Create a protest that your class can hold as your parents arrive to support solutions to climate change.

Your protest should include:

A positive message (a pro protest)

A simple message and how people can get involved

A simple chant that the entire class can sing.

Posters and signs, with slogans and information

Use the arts and crafts materials to make signs and posters. When possible please use re-used Cardboard and other paper products, to save on the climate effects of paper production.

Be ready to teach your chant to the other students and lead them in a protest.

Lobbying

Lobbying people in positions of power has long been the fastest technique to get something done. If you have the ear of the politicians you have a real chance to change their minds. Whether it's because you are right, or because the politician need your support, either way lobbying gets the job done.

Instructions for Your Campaign:

Lobbying objective: To convince your synagogue to officially support climate action.

List up to three people at the synagogue or in the local community that would be good targets of your lobbying

- 1.
- 2.
- 3.

Using your knowledge of the issue, create an argument to present to these people as to why your synagogue should get involved in this issue.

Your argument should include:

Why this is a Jewish issue

What are the pros of action and costs of silence.

How the synagogue can help

Sample Letters to Government

On reducing greenhouse emissions

Date:

Dear Representative _____,

Global warming and climate change pose an imminent threat to the stability of the planet, our natural ecosystems and millions of humans worldwide. As a concerned citizen of the United States and as Jew, I believe we have a responsibility to care for our planet, protecting the health of people and all Creation.

I therefore strongly urge you to sponsor the Safe Climate Act (H.R. 1590). This bill is a science-based long-term solution to global warming that will help protect future generations from the worst effects of global warming. America is already suffering from the impacts of global warming, including increased droughts and heat waves, sea levels rise, and stronger more devastating hurricanes.

The Safe Climate Act reduces U.S. emissions of global warming pollution to 1990 levels by 2020 and to 80% below 1990 levels by 2050. Scientists agree these are the reductions needed to curb the most damaging impacts. This is achieved through energy efficiency, increased use of renewable energy, and cleaner cars.

Jewish law reminds us not to waste, to protect natural areas and to save human life. These reductions will do just that by reducing U.S. dependence on oil, protecting pristine places from oil drilling, improving air quality and other far-reaching benefits. Global warming is the most important environmental challenge of our time and I strongly urge you to support this important bill.

Sincerely,

Name

Address

Better fuel economy standards for American automobiles

Date:

Dear [*Decision Maker*] ,

I am writing to urge you to support a strong increase in Corporate Average Fuel-Economy (CAFE) standards. Making our cars and trucks go farther on a gallon of gas is an important step in critical efforts to reduce global warming pollution and our addiction to oil. Increasing CAFE standards is a proven policy to boost the miles-per-gallon of new vehicles.

HR 6 contains modest improvements to CAFE standards, increasing CAFE to 35 mpg by 2020. Sen. Levin, however, proposes to weaken even these mild standards to an average of 30 mpg by 2025. This is unacceptable. Please oppose efforts like the Levin amendment to weaken the CAFE standards contained in HR 6, and work to encourage the adoption of stronger emissions standards of at least 40 mpg.

Sincerely,

Name

Address