



America at an Inflection Point

Until recently, the effects of climate change have gone unnoticed or been ignored by the general public. Our climate system seems to have “tipped” and warming temperatures are now widely manifest in floods, wildfires, droughts and extreme weather. Nearly 80% of Americans say they notice the warming. They are concerned. Climate change directly threatens our economy, health, and security, and challenges our moral character.

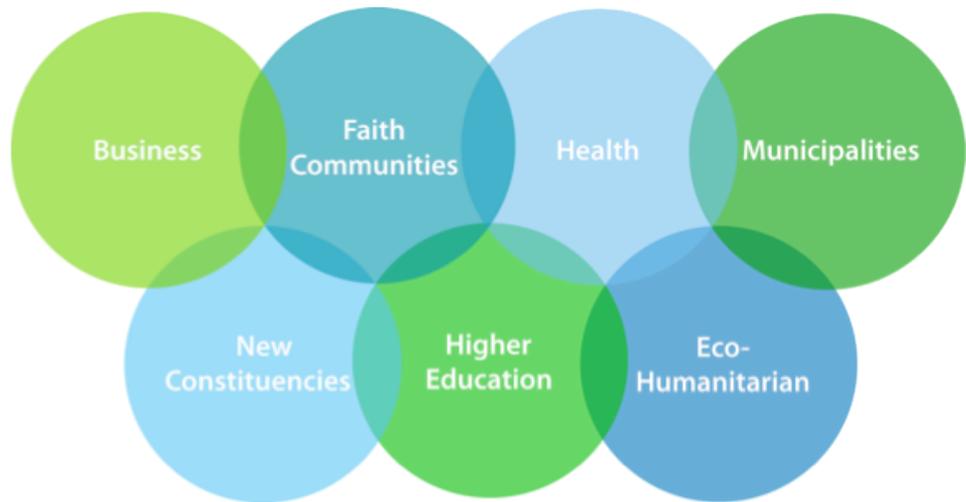
This presents a new path toward progress. Reality is trumping doubt and apathy. We have the opportunity to reframe the climate issue and mobilize new constituencies by focusing on the impacts that Americans see all around them. We are at an inflection point. It is time for climate change to shift from an “environmental issue” to a social issue, resonant with the center of American values.

MomentUs will lead from behind, fill strategic gaps and empower sector-based American responses to the economic, health, security and moral challenges brought by climate change.

MomentUs: A Catalyst

MomentUs is a new strategic organizing initiative that will build public support for climate change action. MomentUs will lead from behind, fill strategic gaps and empower sector-based American responses to the economic, health, security and moral challenges brought by climate change. MomentUs will:

1. Develop and support a **broad network of individual and institutional leadership**, from a targeted, diverse array of sectors within and beyond the movement, in independent and collective efforts to engage their stakeholders and the public in climate solutions. This leadership will inform and guide MomentUs.



2. **Build the Capacity and Capabilities** of the climate movement by fostering leadership, collaboration, knowledge, and best practices on engaging Americans in climate solutions. MomentUs will conduct and share original **research**, and synthesize research by others, focusing on making this knowledge solutions-oriented and actionable to inform programs and communications.
3. **Build, Support and Celebrate Climate Leadership.** MomentUs will identify, cultivate, support, and award collaborative climate leadership among organizations and individuals across all levels in all sectors.
4. Create a **New Master Narrative** that harnesses economic, political, and social forces to proactively engage on climate solutions. It will be grounded in sensible moral appeal, resonate with American values, and shift the national discussion toward immediate relevancy and action.
5. **Create a National Campaign** to bring the master narrative to the public and build a values majority of support among Americans for effective action on climate that leads to national, state and local institutional, individual and public policy action. The campaign will be developed in collaboration with the network, and launched both directly and through the media outreach of the network.
6. Facilitate development of a **Principles Based Solutions Framework** to help coalesce the movement, guide climate policy solutions, engage and empower Americans, and effectively address the problem.

By collaborating closely with other organizations, pooling expertise, and synergizing constituencies and resources, MomentUs will **avoid duplicating existing efforts**, fill strategic gaps, and achieve new leverage, scale and reach. MomentUs is dedicated to collective action and building common cause among Americans, ultimately helping to redirect society toward a more sustainable and just future.

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