

HOW-TO GUIDE

Elected Officials to Protect America

ecoAmerica's How to Guide is a resource for US leaders and their stakeholders to address climate challenges wherever they are living and working.

OVERVIEW

If you are a local, regional or national leader who is working on a climate change agenda, this stepwise model will help you organize a successful climate program with planning, stakeholder engagement and execution steps. This series features the finalists of ecoAmerica's 2024 American Climate Leadership Awards.

STEP-BY-STEP GUIDE

- 1. Federal Agency Coordination.** Meet with departments of federal agencies including the Department of Energy, Department of Transportation, Environmental Protection Agency, and more. Learn agency needs for engaging with Justice40 leaders.
- 2. Map and Outreach to Justice40 Districts:** Conduct targeted outreach to traditionally underfunded communities, partnering with organizations for effective mapping.
- 3. Recruit Task Force Members:** Cultivate participation by reaching out to elected officials representing Justice40 communities across the country.
- 4. Peer-to-Peer Education:** Organize virtual and in-person sessions, leveraging fellow lawmakers to educate on IRA opportunities. Establish a fellowship program offering training and support for elected officials to organize peers.
- 5. Press Conferences & Media Campaign:** Collaborate with lawmakers to conduct Zoom video-press briefings and in-person/hybrid events, create messaging videos, success videos, and write impactful op-eds and letters promoting IRA success stories.
- 6. Summit and Policy Webinars:** Collaborate with government partners to conduct a summit and webinars educating lawmakers on IRA and other funding opportunities.
- 7. Technical Support:** Partner with experienced organizations for grant application training; facilitate joint proposals for rural or small towns.