

a ACTivate Action Toolkit

Stop the Climate Rollback. Speak Up for Clean Energy. The House has passed a budget bill that threatens to undo historic clean energy progress. The next step is the Senate; your voice can make a difference.

Use this toolkit to help you take action in your community and with your elected leaders.

1. Write a Letter to the Editor

Purpose: Letters to the editor are short, timely messages that respond to current news and reach local readers — including your elected officials.

Tips

- Keep it under 200 words.
- Reference a recent article or local issue.
- Make it personal why this matters to your family, business, or community.
- Include your name, town, and contact info (for verification, not publication).

Sample Opening

"Your recent coverage of rising energy prices missed one key point: cutting clean energy funding won't lower bills — it'll raise them."

Key Message Points

- Clean energy means lower utility bills.
- Clean energy brings jobs and innovation.
- Clean energy strengthens U.S. energy security and independence.

Where to Send It

Find your local newspaper's opinion or letters section (usually on their website) for submission guidelines.

🗣 2. Write an Op-Ed

Purpose: Op-eds are longer opinion pieces (600–800 words) that allow you to go deeper on the issue and share your perspective.

Structure

- Hook: Start with a personal story or local impact.
- Problem: Explain what's happening with the House budget.
- Solution: State what should happen next Senate action, continued funding, etc.
- Call to Action: Encourage others to speak out or contact lawmakers.

Sample Headline

Slashing Clean Energy Hurts Families Like Mine

Tips

- Be clear, direct, and use plain language.
- Use facts: This <u>study by Energy Innovation</u> provides impacts on the economy and jobs by state(ACT can provide more).
- End with hope and action.

Where to Send It

Target local or regional outlets. Go to the publication website. In the opinion section, you will find instructions for submitting op-eds and LTEs. ACT can help you pitch and place your piece. Email: communications@joinact.org

▼ 3. Write a Letter to Your U.S. Senators

Purpose: Personalized emails or mailed letters to your Senators are a powerful way to make your voice heard.

Steps

Go to www.senate.gov to find your Senators.

Write a Short Message with Key Information

- Who you are and where you're from
- Why clean energy matters to you
- What you want them to do: oppose the House budget and protect IRA programs

Sample Letter

Dear Senator [Last Name],

I'm a resident of [City/Town] and a supporter of clean energy. I'm deeply concerned about the House's proposed budget, which would gut key clean energy programs that reduce energy costs, create jobs, and make our country more energy independent.

These investments matter to our communities. They help businesses grow, reduce emissions, and make our homes safer and more affordable. I urge you to reject these harmful cuts and protect the Inflation Reduction Act.

Thank you for your leadership, [Your Full Name] [City, MA]

Need Help?

Want help drafting or submitting your message? Reach out to ACT's comms team at communications@joinact.org. We'll help you edit, format, or place your content — fast.

Thank you for being part of the ACTivate network.

Together, we can push back against misinformation, shape smarter climate policy, and protect the future we're building — one action at a time.