

# WHAT PEOPLE ARE SAYING ABOUT THE CLIMATE ADVOCACY LAB

The Climate Advocacy Lab is the center of gravity for data, research, and sharing what works (and doesn't) in climate and clean energy advocacy in the US. The Climate Advocacy Lab can help you save money, be more efficient, employ best-in-class insights, and win by harnessing the latest from social science research and field testing. Better yet, it's free.

## So why should you work with the Lab?

### We help you work even smarter.



"The Lab is the gold standard for helping climate orgs integrate evidence-based practice and cutting-edge social science findings into their outreach, communications, and volunteer support programs."

— Brett Cease, *Citizens' Climate Lobby*

### We learn alongside you.

"The Lab worked extensively through our first research project to connect to low propensity voters of color. The Lab helped us each step of the way (from concept to implementation to evaluation) and were amazing partners both in values and in utilizing their resources to support community-led work."— Tiffany Mendoza, *Front and Centered*



### We grow your skills.



"The Lab's workshops have changed the way I have thought about organizing and their endless and intimate support makes me feel like I can rely on them for anything."— Emery Kiefer, *Climate Reality Project*

### We expand your network.

"Meeting key contacts and collaborators has been one of the most concrete benefits of being an active member of the Lab. These connections simply don't happen on their own."

— Adam Seth Levine, *Johns Hopkins University and research4impact*



### We make your job easier.



"So often, the resources and clearly digestible research I'm presented with is truly transformative. I feel like I regularly think back to, and shift my organizing, based on some of the evidence I've learned from Lab newsletters and resources."

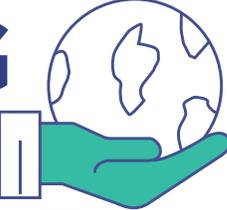
— Nikita Perumal, *Kentuckians for the Commonwealth*

Reach out to us at [info@climateadvocacylab.org](mailto:info@climateadvocacylab.org)  
to help you build power and win!  
[climateadvocacylab.org](http://climateadvocacylab.org)



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# BUILDING IMPACT AT THE LAB



The Climate Advocacy Lab helps you work smarter, saving you time and money and leading to better outcomes. We love that folks from across the movement – from national-level strategists to local organizers to academic researchers – look to the Lab for ways to work better through our community ethos of learning and sharing.

## Here are some of the ways our evidence-based work has translated into organizational wins:



### Building capacity

In September 2019, the Lab co-hosted a workshop on digital campaign strategy with the Connecticut Roundtable on Climate and Jobs (CRCJ), bringing together a diverse room of green groups, labor organizers, and environmental justice activists. This workshop not only provided CRCJ with the skills and knowledge to run digital ad campaigns on Facebook and other social media platforms, it helped them strengthen relationships and solidarity among its in-state network of partners working for a just transition.

*“The workshop created a space to network with our partners and allies and start building those relationships.”*

Taylor Mayes, CRCJ



### Improving outreach

In 2018, the Lab worked with the California Environmental Justice Alliance (CEJA) to evaluate their communications strategy in order to build long-term, persistent engagement on climate issues among their members. We assisted them with designing and implementing a multi-month test that clarified the types of issue connections and messaging that resonate best with their supporters across the state. CEJA has carried these lessons into their current communications program, framing much of their outreach in terms of protecting community health.

*“The data provided valuable information that will allow us to streamline our efforts and more efficiently communicate with EJ communities.”*

Gladys Limón, CEJA



### Saving money

At a Lab convening in October 2019, we relayed the effectiveness of social norms messaging (i.e., revealing how popular climate action is locally) to reduce personal barriers to publicly supporting climate action. The Alliance for Climate Education (ACE) was inspired by that convening in October 2019 to apply the insight to their campaign recruiting educators online to teach climate change. Not only was the experiment a success, increasing sign-ups while reducing costs by 45%, but ACE continued to run with the messaging and scale up the program.

*“It was at the Lab meeting in Oakland where we got the idea to try YPCCC-themed video ads on Facebook. And it has been super successful.”*

Josh Walker, ACE



### Realizing our values

Throughout 2020, the Lab has created spaces for people across the climate community to openly discuss ways to dismantle racism and build a more equitable movement. This includes an ongoing series with more than 25 movement advocates throughout the US to review how our organizations operate, which programs we run, and what data we rely on. After just the first meeting, numerous participants told us that they were inspired by the Lab's openness and hope to use this experience to advance equity at their organizations immediately.

*“Following the Peer Learning Circle session, our team held its first internal ‘operationalizing equity’ call.”*

Rachel Myslivy, Kansas Climate+Energy Project

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