

# Blueprint for Multiracial, Cross-Class Climate Coalitions

## Spring Training Series info session

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**CLIMATE  
ADVOCACY  
LAB**

[ClimateAdvocacyLab.org](https://ClimateAdvocacyLab.org)

# Share your info in the chat



Name

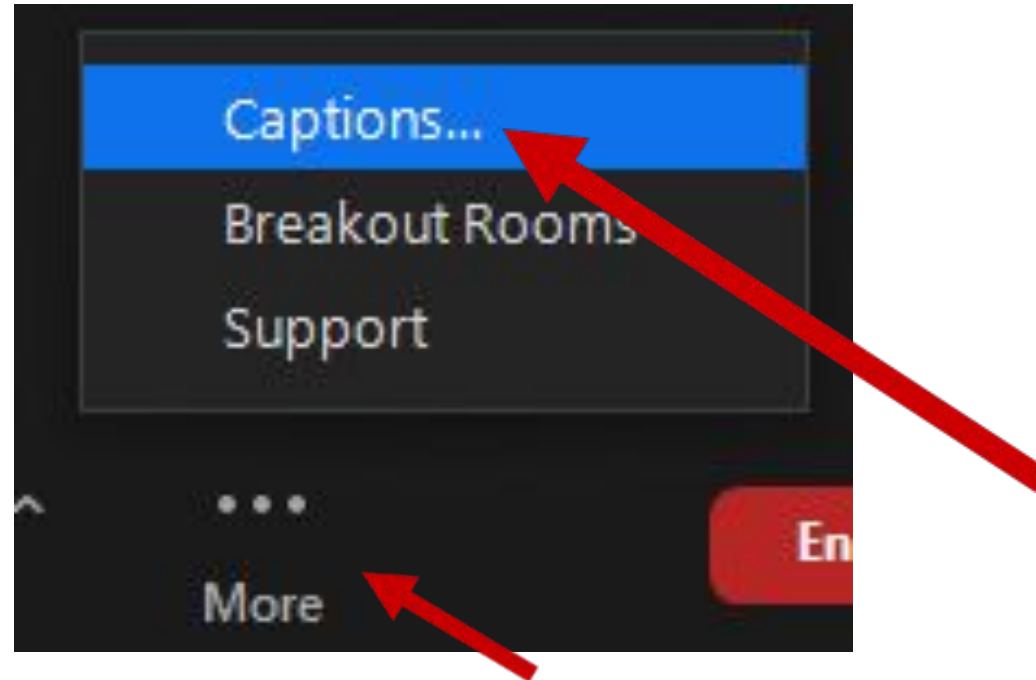
Location

Organization/affiliation

*What's your favorite thing about working in coalition?*

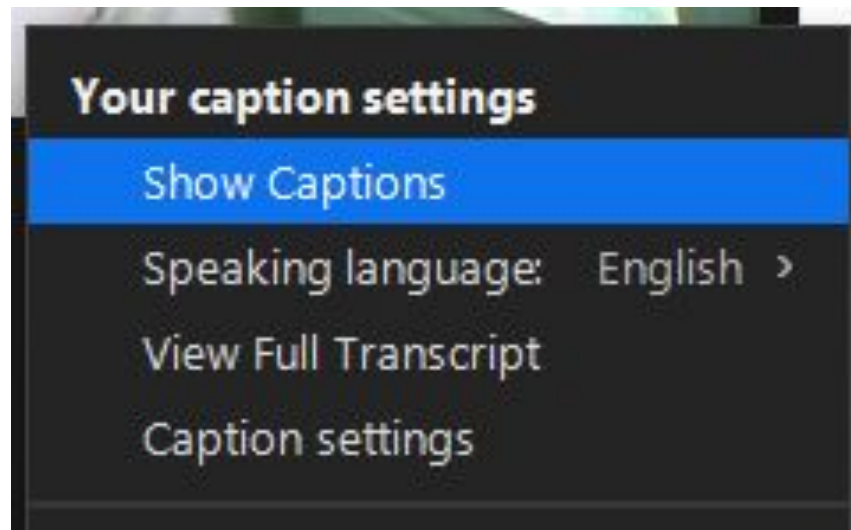
*What's your least favorite thing about working in coalition?*

# Closed captioning



Click **More** then **Captions...**

# Closed captioning

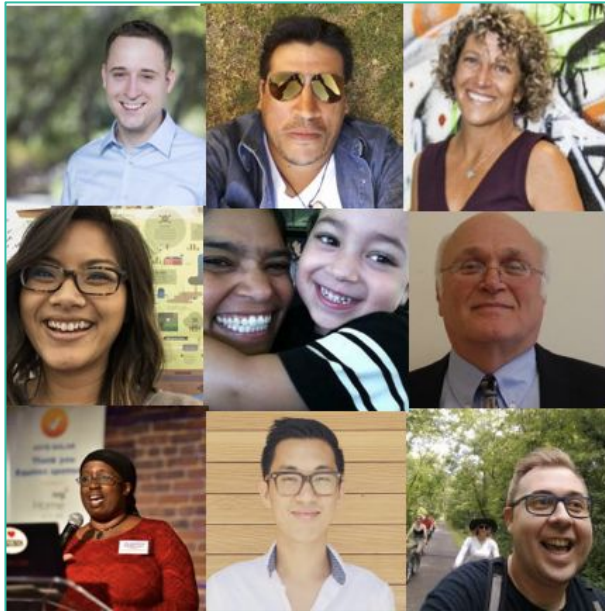


Click **Show Captions**



# The Climate Advocacy Lab

*Helping the climate community build grassroots power and win through evidence-based advocacy.*



Our (awesome!) members



Workshops & Webinars

CLIMATE toTRUTH.org

May 31, 2016

### Field Test Comparing Pro-Solar Messengers on Several Channels

**Summary**

This test sought to determine if a homeowner messenger or a solar worker messenger was more effective in convincing either NV residents or US residents to sign a petition in support of solar net-metering policies. Test results were inconclusive, but our report points to significant shortcomings of Facebook Ads for validating message tests, and points to suitable alternatives.

**Campaign Background**

Last fall, Nevada's Public Utility Commission was considering a proposal from the State's dominant utility to hike electricity rates for owners of rooftop solar systems. If passed, the proposed rates would severely limit the growth of rooftop solar installations in the state.

Our project objective was to recruit Nevada residents, and those already engaged with US climate advocacy groups, to sign a petition to the Nevada Public Utility Commission opposing the new rates. In addition, we wanted to increase participation by our supporters in a patch-through system that facilitated direct phone calls to the NVPUC.

**Initial Test Design**

Our beginning hypothesis was that engagement rates with messages delivered by homeowners and solar industry workers would result in higher rates of engagement than typical appeals issued by our staff. We based the hypothesis on evidence drawn from response to recent email and social media campaigns where we saw higher engagement rates on content featuring people directly impacted by climate change such as flood and wildfire survivors.

Our next step was to scan the Climate Advocacy Lab network for contacts that could help us set up a rigorous test. We set up a call with Dr. Gabriele Wong-Parodi of

Research program

CLIMATE ADVOCACY LAB

Welcome, Nathan ▾ About Contact + MyLab

"Exploring how to better engage the public on climate change."

HOME INTERACTIVE TOOLS RESOURCE LIBRARY LAB COMMUNITY ASK AN EXPERT

CLIMATE CAMPAIGN TOOLS

LAB WELCOME VIDEO

New to the Lab? Find out what it's all about by clicking here to take a virtual tour.

YALE CONFERENCE VIDEOS

Click here to view videos from last fall on "Building the Public and Political Climate Action."

YALE CLIMATE OPINION MAPS FOR STRATEGISTS

Interactive U.S. mapping of climate opinions

NEW CLIMATE RESOURCES

How do we get off oil when we've always had it?  
change? **NEW!**  
NATHANIEL JOHNSON, GRIST

Site & newsletter

# What is the Blueprint?

- Past demand from Lab members: **Coalitions can be difficult and frustrating, how do we do them better?**
- Lab research project by **Lynsy Smithson-Stanley (JHU)** and **Jack Zhou** to better understand and guide the work of climate coalitions, particularly those that include a diversity of perspectives across lines of race and class
- Developed from literature review, case study analysis, participant interviews





# Why a Blueprint training series?

- Train advocates on how to use the workbook to create healthier, more effective coalitions
- Combining instruction, participant engagement, and application to help turn theory into practice
- Guided instruction + real-time problem solving of coalition problems
- Flexible two-track cohort and self-service structure
- Supportive environment to try new approaches

# This training series is for you if...

1. You are currently working in a MRXC climate coalition (...or have worked in one in the past, or plan to work in one in the future)
2. You have recognized historical or current difficulties in coordinating climate advocacy across lines of race, class, and theories of change
3. You want to learn how to create more effective, more equitable, and healthier working spaces in the climate movement going forward



# Blueprint training two-track model

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## Track 1 – Cohort

- Join every call
- Participants are encouraged to bring 1-2 partners from their coalition to each session
- Talk to your coalition leaders about supporting you and your partners in taking this training journey
- Attend coaching sessions with LAB staff
- Report back on experimentation & results

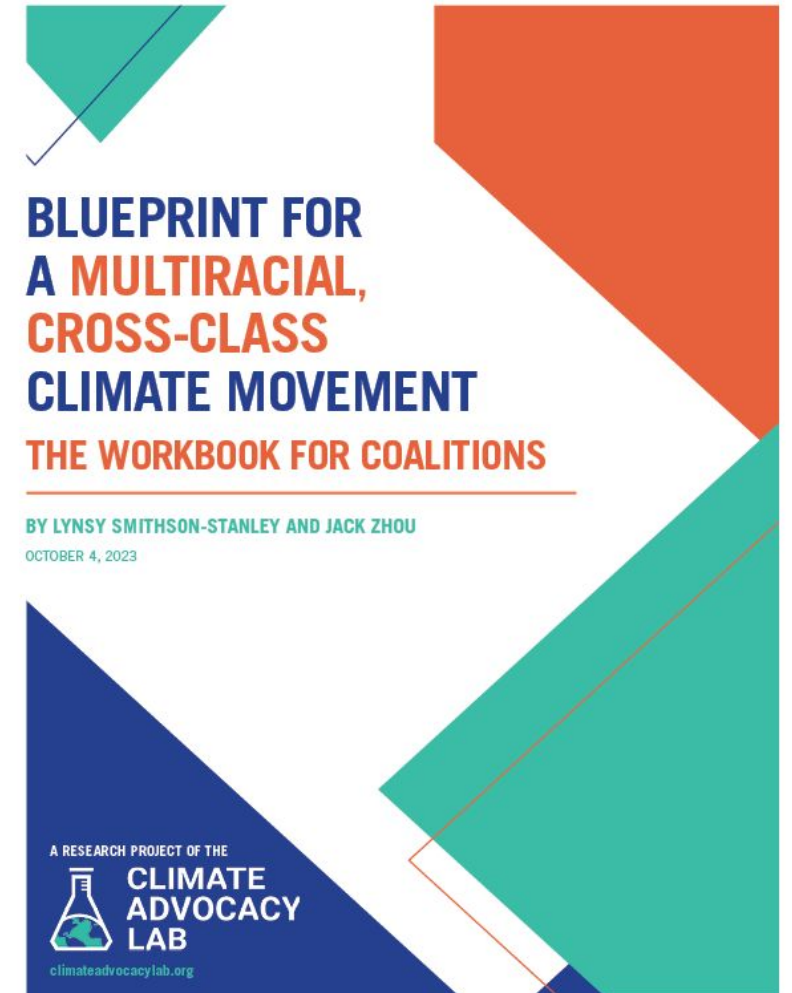
## Track 2 – Self-service

- Attend any session that feels relevant to you and your coalition in a standalone
- Participants are encouraged to bring 1-2 partners from their coalition to each session

# Sessions in the series

0. **March 25:** Cohort Kick-Off
1. **April 8:** Building the Coalition
2. **April 29:** Ways to Work Together
3. **May 13:** Accountability and Conflict Management
4. **May 27:** Alignment and Growth

Each session after Cohort kick-off will be 90 minutes long (including breaks)



# Cohort Kick-Off

- Cultivating and building new relationships
- Creating personal & professional goals for this cohort
- Leadership assessment; what kind of leadership skills do you need to strengthen

**Desired outcome: Participants interested in the cohort track will connect, build new relationships, foster a positive learning environment, and understand leadership development skills**

# Building the Coalition

- Establishing a vision for the coalition
- Defining shared goals
- Cultivating group culture

**Desired outcome: Participants will learn tools for promoting a cohesive and positive group culture within their coalitions**

# Ways to Work Together

- Exploring strategic & collective decision-making processes
- Building trust
- Prioritizing clarity

**Desired outcome: Participants will learn different models for collective decision-making within coalitions**

# Accountability and Conflict Management

- Navigating red lines
- Understanding the difference between accountability and blame
- Exploring mechanisms of care & repair

**Desired outcome: Participants will develop their skills in translating conflict into productive disagreement rather than avoidance**

# Alignment and Growth

- Maintaining alignment
- Building shared identity
- Folding in learning and evaluation

**Desired outcome: Participants will learn how to keep coalitions on healthy and effective paths to building power**



# Application and Practice

- **Cohort model:** we want to be able to provide a peer to peer learning space! Highlighting the wisdom that is already in the room
- **Application is key:** Practice “assignments” after each session
- Opportunities for **feedback** and **consultations** via Lab Community Slack

# We want to work with you!

- Cohort participants will have increased opportunities for coaching and consultations with Lab staff on their coalitions and campaigns
- \$300-500 per coalition for having members participate in the Cohort track
- Recognition of your effort in a future Lab newsletter to share with coalition partners, collaborators, and funders

# We want to hear from you!

- **What are some of the biggest issues your coalition is facing?**
- **Which internal dynamics feel the hardest to navigate?**

# Q & A

- Feel free to type in the chat your questions!
- Or hop off mute to ask questions!

# Sign up for sessions now!



Fill out this form if you're interested in participating in the cohort (Track 1)

[jack@climateadvocacylab.org](mailto:jack@climateadvocacylab.org)

[assata@climateadvocacy.org](mailto:assata@climateadvocacy.org)

