

Power for Purpose Campaign Toolkit: All You Need to Act Locally

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Power for Purpose 2023 Campaign Overview

Power for Purpose, The Reform Movement’s Campaign is building power to protect democracy and stave off climate change’s devastation. Through trainings, resources, and actions across the U.S., we are moving the White House to reflect the voters’ will and strengthen climate change regulations. Through our collective action we are building the people power needed to create a world of peace and wholeness (*shalom*), justice and equity (*tzedek*), and belonging and joy (*shayachut* and *simcha*).

As Reform Jews, we heed the call to act as partners in creation and want to live in safe and healthy communities. Climate change is an existential threat to that vision, disproportionately affecting communities of color. The planet is warming, and people are breathing dirty air and drinking dirty water because of burning fossil fuels and the pollutants that come from it like soot, smog, carbon, and mercury. If we don’t act now, we will allow continued pollution to threaten people’s health and rising temperatures to increase floods, droughts, fires, and more until the world fundamentally changes. We have the tools we need to save lives today and preserve the planet for future generations. The White House made significant cuts to climate pollution in 2022 but can and must do more to achieve their goal of cutting pollution in half by 2030.

Forces opposing bold climate action are pressuring the White House to delay or weaken climate regulation. We and our partners can remind the White House that there is a broad constituency that supports them in meeting their climate goals: over the Spring and Summer, we will pressure the White House to strengthen regulations limiting soot, smog, carbon, and mercury. We will do this by collecting 3,600 comments on these regulations from individuals, clergy, green business owners, and local elected officials and delivering those comments directly to the leadership of the Environmental Protection Agency in October.

Why work locally (and how)?

We can help win strong regulations to reduce climate pollution if we do two things:

1. Mobilize individuals to submit comments, and
2. Collect comments from local power players, such as green business owners and local elected officials

The relationships you have in your own local communities are key to making this strategy successful. There are many ways you can connect with individuals and encourage them to make comments, such as:

1. Building a list of people you want to make comments and contacting them individually
2. Bringing a group of people together in your own community for a “comment party”
3. Recruiting people to join a RAC-hosted Power for Purpose Event (see the latest list at www.rac.org/P4P)
4. Inviting people in your community to research local elected officials and green business owners to collect comments from (and make comments themselves)
5. Inviting people in your community to a meeting with a local elected official or green business owner to encourage them to make a comment (and collect comments themselves)

Our Actions and Timeline

Submitting Comments on climate pollution, such as soot, smog, carbon, and mercury, demonstrates the power and values of the Reform Movement to the EPA and Biden Administration. The goal is to reach 3,600 comments by the end of the campaign. Submit your comment today at www.rac.org/P4PAction.

- We will be collecting comments from individuals, clergy, local elected officials, and owners of green businesses.
- Submitting a comment is easy! If you have ever completed a RAC Action Alert or sent an online message to a Member of Congress, the process is very similar.
- The pollutants we seek to limit – soot, smog, carbon, and mercury – are all products of burning fossil fuels. Continuing to allow them at such high levels in the air and water will accelerate climate change and continue to impact public health. [You can read more about these pollutants in this graphic from the Climate Action Campaign.](#)
- All of the timeliest action opportunities will always be available at www.rac.org/P4PAction. The format and details may change depending on what pollutant we are specifically advocating to limit and who we are collecting comments from.

Meeting with Senior EPA Leadership We are planning to hold a Zoom meeting with leaders in the Environmental Protection Agency in October to show them how many comments we submitted and elevate our asks for them to enact the strongest possible pollution standards as quickly as possible. At our D.C. Day of Action on May 11, we received a commitment from an EPA official to help us get EPA Administrator Michael Regan to this meeting. We will share the specific date as soon as it is confirmed.

For more information about climate policy on the federal level, please consult the [legislative resources](#) from our D.C. Day of Action and the Climate Action Campaign’s [Solutions for Pollution Campaign Website](#). You may also consult the [glossary](#) of key terms at the end of this document.

Moving People into Action

We can make a difference through this campaign if we move our friends, neighbors, and fellow community members to act. There are many ways to do this (local events, virtual events, comment parties, and more), but all will require direct, personal outreach to be successful. The resources below are intended to help you build a list of people to recruit and have meaningful conversations that will move them to act.

Turnout and Goal Setting (adapted from a handout by Janice Fine, Northeast Action)

We have learned that you can't just say "if we build it, they will come." Most of the time, just holding an event is not enough – we must do turnout, reaching out and inviting people to come to the event. To help guide our turnout we take a scientific approach to turnout that we call "Organizers Math." Here's how it works...

First, we need to have a clear plan and numerical turnout goal. Then if we have a good plan, and enough time to carry it out, if we remember that people don't show up just by email outreach but must be invited through conversation, we can usually do respectable turnout. We will set benchmarks along the way where we can check in about how it is going with those who are calling to recruit attendees. If we have done a turnout plan and carried it out, there should be no major surprises on the day of the event -- we should already know the approximate attendance before the first person walks across the threshold!

In setting a numerical goal for turnout, the four most important questions you want to ask yourself are:

1. How many people do we want at this event? Set your goal. Challenge yourself. Choose a stretch goal, but one that still seems doable.
2. How many people do we have to ask to find the 1 in 4 (25%) or 1 of 5 (20%) or 1 of 6 (17%) who will say yes?
3. Not everyone who says yes will actually show up on the day of the event. There will be a flake factor. How many of the people who said yes will actually show? It could be 3 out of 4 (75%) or 1 out of 2 (50%) that actually show up. If you think only 50% of the yeses will show up, that means you need to recruit twice the number of yeses to reach your target goal.
 - i. *Note that the percentage of yeses that will flake and of people who will say yes when asked is not constant. These percentages will be different for different populations and events. Some events and actions and issues you do will be a harder sell. Even within the same congregation, you will get different percentages if you are asking everyone in the congregation or just those who have participated in social justice before.*
4. Where will these people come from? (What is the total universe of people you are going to ask? Is it the whole congregation? Is it people who have come out to events or volunteered in the past? Be clear on who is in the pool of people you are going to ask.

Goal Setting Chart

Fill in the yellow boxes below with your turnout goal and your estimates for the Yes Rate and the Show Rate. The blue box – Invitees or the number of people you need to invite to reach your turnout goal – is determined by this formula: $\text{Turnout Goal} \div (\text{Yes Rate} \times \text{Show Rate})$. [This chart here will do the math for you.](#)

	Your work	Example	Number format
Turnout Goal		30	people
Yes Rate (% of people who will say yes when asked - remember some people will say no)		40	%
Show Rate (% of yeses that will actually attend - accounts for flaking)		50	%
Invitees (# of people you need to ask to meet your turnout goal)		150	people

Relational Organizing

Relational organizing is significantly more successful than other methods of contacting people (like bulk email, or commercials about an issue, or phone calls, or mass-texting strangers). That is because it all relies on your personal relationships - your network of friends and family and classmates. You are a trusted source for them, so they listen when you tell them something or invite them somewhere.

Relational organizing is a core component of this campaign in part for us to build our power long-term. Effective social justice work means always thinking on two levels: how are we successful now and how we are building for greater successes in the future.

Examples of Relational Outreach

In-person 1:1 conversation

Zoom 1:1 conversation

1:1 phone conversation

Personal email (followed up with a phone call if they don't respond)

Personal text (followed up by a phone call if they don't respond)

Relational Organizing Worksheet

Guiding Questions: Use the questions below to strategically think about who and how you should reach out to individuals within your community.

1. Before you begin outreach, brainstorm people within your informal network you can ask to attend the action and think about individuals in your community with formal networks who can support attendance recruitment. What are the different groups within your community? (For example, the temple sisterhood or brotherhood, social action committee, religious school, the board) Who within those various groups can you identify as leaders, who have strong connections within their respective group and would be willing to do relational turnout within their group? Ask them to identify people they can reach out to, and add those people to the outreach list (with the leaders of the groups identified as the people who will do the outreach to their own list).
2. When you are identifying individuals within your community, think about what their self-interest in participating might be. People are more likely to participate if they have a personal connection to an issue or action.
3. Reflect on why you are asking a specific person to participate. Each individual contributes their own unique value. Let that person know why you want them specifically to participate.

- Who in your community might not be an established leader yet, but has potential to take on more leadership? This is a great entry point to build up leadership and engage individuals who may not think of themselves as leaders yet.

Ideally, the contact people should have a prior relationship with the people they are contacting. But it is OK for people to contact people they don't yet know – it is a chance to start a new relationship.

Fill out your own chart using this template. It is recommended that you recreate this in Google Docs to easily share with your outreach team:

Contact	Contact's Network or Group Name	Outreach Person (individual reaching out to contact)	Contact Method	Results of Contact

Answering questions about the campaign

You do not need to be an expert on climate policy to reach out to members of your community and encourage them to act. And yet, in the context of a conversation about the campaign and actions we can take, you might get some questions that are challenging to answer. You can always seek out more information together to answer questions of fact, and anyone can develop the skills necessary to answer a tough question in a way that encourages someone to act. Just follow these three steps:

- Understand and affirm the underlying interest/concern/value underlying the question. The questions we typically hear come from a place of genuine care or concern and speak to a value we might share – whether it is having an impact, centering racial justice in our work, or something else. Affirming that shared interest will show the person you are interested in working with them and that their concern is valid.

2. Respond directly to the question, using your own experience as a guide. You are the best expert in your own experience, so as much as possible try to find an experience you can talk about that responds to the question at hand – it could be an experience of you learning something or witnessing something. Do your best to tell a short story. If you have specific data to share, this is where it will fit. You can also offer to do more research together.
3. Advance the conversation with a concrete step that allows them to act on their interest through the campaign. Often, there is something you or someone else working on the campaign is doing that would allow the person to act on their interest or concern. For example, if they want to have an impact on the climate regulations, and you are planning a comment party, then you can invite them to the party to be impactful because they will be acting with others.

Hosting Your Own Comment Party

The following guide will help you set up a local educational event to encourage people in your community to make comments.

The Planning Process

Step 1 – Goal Setting: Begin by setting concrete goals for your event as well as turnout goals.

Here are some questions to help guide that process:

- How many comments do you want individuals in your community to make?
 - Remember that one of our desired outcomes is for people to act. By starting with setting an action goal, you can make sure that all your other goals lead up to this.
- Who do you want in attendance at the orientation?
 - Be as specific as possible: Think about both how many people you want and specific people you want to show up.
 - What do you want to learn about who's there? What do you want them to learn about each other?
- When will it take place? Where will it take place?
 - In-person or virtual?
- What supplies will you need or will you need people to bring?
- What other things can you do to make people feel engaged, comfortable, and connected?
 - Virtual Gathering
 - If you have a larger virtual group, make sure to utilize breakout rooms to give everyone space to speak and build relationships with one another.
 - If they are able to, encourage participants to turn on their videos to create a more communal experience.
 - Turn on Zoom closed captioning to ensure the meeting is accessible.
 - In-Person
 - Set up a sign in table with stick-on name tags and markers
 - Provide snacks and beverages
 - Think about the table/seating arrangement
 - What kind of communal experience can you facilitate in that space? Will attendees sit together in small groups or at long tables?

- Is this a way to connect people who do not know each other?
 - Consider marking the moment with a blessing or another Jewish grounding. You can offer [the blessing provided on this small card](#) or another of your own choosing or creation.
- What next steps do you want them to take?

Make sure everyone you're planning with (who will help with turnout and logistics) is part of setting these goals. At the end of the event, look back together and evaluate whether you achieved those goals.

Step 2 – Set up Orientation Sign-up: In order to show the power of our numbers to the White House, we want to keep track of who is showing up to campaign orientations and other events. Email campaign@rac.org with your community's Power for Purpose Campaign Orientation details: **community / congregation name, event date, and event location**, so it can be added to the [sign-up form](#). Once your community's orientation has been added to the [sign-up form](#), you can use it to register orientation attendees. The RAC will share a live registration report, so you can track your community's turnout efforts and reach out to registrants with more event details (ex. Zoom link, directions, etc.).

Step 3 – Turnout: Get your turnout operation up and running. It's best to start this soon, as people will need to take time to do it effectively. Check out the resources below for some tips for turnout, but above all make sure you are (1) doing turnout as a team and (2) having direct conversations with people you want there. [Check out the resources above for more information turnout and organizer's math.](#)

Step 4 – Confirm Logistics: Running the orientation successfully requires confirming a few logistics in addition to whatever you might need for your specific in-person or virtual event space. There is a slideshow that accompanies the agenda below that includes a short video. If you want to use the slideshow (which is not necessary), make sure you can share the slides and sound effectively. Since the action folks will take is online, make sure they have a way to access the website (the website can be accessed on a smartphone).

Step 5 – Host Your Event ([Sample agenda Below](#))

Step 6 – Follow Up

1. What follow-up conversations do you want to have?
 - a. With people who ended up not attending
 - b. With people who did attend to get feedback/discuss next steps
2. What will your next action be?
3. Share how things went with us (email campaign@rac.org)

Sample Power for Purpose Orientation Agenda

Orientation Slide Deck: [Click here to access the slides](#), should you choose to use them. The presentation is read-only. If you would like to make edits, you can save your own copy to your computer and do so.

Orientation Handout: [Click here to access a handout](#) that details the pollutants we hope to limit (they are in the green boxes on the handout). You can either print this or share the link with attendees.

SLIDE 1

02-05 Welcome and Agenda Overview

SLIDE 2

- Introduce yourself and thank participants for joining today's training!
- Share what the action steps will be – our time will focus on why and how
 - Together today we will be launching into a process to show the strength of our numbers and urge the White House to adopt the strongest possible limits on climate pollution. Our goal is to collect 3,600 comments from members of our network and community power-players by the end of the summer.
 - Today we will take our first action: we will submit our own comments on a proposed rule to limit climate pollution

05-15 Why You?

SLIDE 3

- Purpose of this section: Create belonging in your orientation. Show that people do not need to be experts on climate policy and that their expertise lies in their own experience.
- Before we dive into the orientation's content, let's take a few minutes to get to know one another.
- *Model how you would introduce yourself (share name, pronouns, and answer one of the conversation prompts)*
- Introductions:
 - **In-person version:** In a moment, we will invite you to turn and talk to 2-3 other people around you to introduce yourselves.
 - **Virtual version:** In a moment, you'll be invited to a breakout room with 2-3 other people. Once you're in your breakout room, take about 8 minutes to introduce yourselves.
 - Conversation prompts:
 - Please share your name, pronouns, and answers to one or both of the following questions:
 - What's going on in your own community related to climate and pollution? What are you working on related to this?
 - What do you want to see your government do on climate?
- Make note of the questions that come up in your small groups. Please keep track of time and make sure everyone gets a chance to speak. If you notice any commonalities, please share them in the chat when

we return from breakouts (virtual version) or aloud. You'll be with the same people for another breakout at the end.

15-20 Why us? Why this Campaign? Why now?

SLIDE 4

- Jewish values
 - According to the midrash, God delivers this warning to Adam and Eve when they are in the Garden of Eden:
 - ראה מעשי כמה נאים ומשובחין הן וכל מה שבראתי בשבילך בראתי תן דעתך שלא תקלקל ותחריב את עולמי שאם קלקלת אין מי שיתקן אחריך
 - Behold my works, how pleasant and how beautiful they are. And I created it all for you! Be aware and don't ruin or destroy my world, for if you ruin it, there is no one to come and fix it up after you.—*Midrash: Ecclesiastes Rabbah, 7:13*
 - Since the earliest moments of our story, we have been challenged to care for creation and reminded that it's up to us to safeguard this world for the future.

SLIDE 5

- Movement-wide Campaigns: Create a democracy that works for everyone by ensuring that all have access to the ballot and that policy decisions are reflective of those most impacted by them
 - We have done incredible work to turn out voters, increase voter access, and this remains a commitment of ours
 - The Religious Action Center remains committed to protecting and expanding democracy.
 - We will leverage our collective power for a purpose, to lean in on a particular issue.
 - There is an urgency around the climate crisis. There is a racial justice lens by which we see the climate crisis disproportionately impacting communities of color.
 - Through this campaign, we can move the administration to adopt strong standards to cut climate pollution in half by 2030 and limit harmful chemicals like soot, smog, carbon and mercury.
 - We are leveraging our democracy and voting rights work to make a real change. We do this to build more people power to fuel the next cycle of election work as part of our ongoing struggle for democracy and voting rights.

SLIDE 6

- Connection to past and future campaigns
 - Will always come back to a fundamental question: Who decides?
 - Legislative advocacy: Who decides what bills are passed?
 - Voting rights: Who decides who gets to pick their mayors/governors/representatives/senators/president?
 - Climate: Who decides how much soot, smog, carbon, and mercury are in the air we breathe?

20-35 Goals and Strategy

- We are in two moments of urgency: where if we don't act now, we don't know when we'll have another good chance

- One moment around our planet
 - The planet is warming, and people are breathing dirty air and drinking dirty water because of pollutants like soot, smog, carbon, and mercury. According to the latest UN climate report, we are less than one-half a degree of global warming away from the world changing as we know it.
 - This is already starting to impact people's health and safety: pollutants in the air and water are increasing asthma attacks, other respiratory problems, birth defects, and more. Warming temperatures are causing extreme storms, fires, hurricanes and other weather events.
 - This does not affect everyone equally: Black Americans breathe air that is 38 percent more polluted than the air white people breathe, and Black children are five times likelier to be hospitalized for asthma than white children.
- One moment around our government
 - President Biden committed to cutting climate pollution in half by 2030 because he knows that's what we need to do in order to avert the worst devastation climate change can cause. But he is running out of time before everything becomes even more politicized with the 2024 elections and after that we don't know if he'll have another chance.
 - With the climate investments Congress made last year we are well on our way and more people are getting excited about big, bold, action on climate. It's time to finish the job: our partners at the Climate Action Campaign have identified actions the White House can take right now to get closer to the goal of cutting pollution in half by 2030 and advancing public health. Key among them are taking the strongest possible action to limit pollutants like soot, smog, carbon, and mercury.
- Unfortunately, there are some who want to continue pumping these toxins into the air and water, and they are pressuring the White House to move on, slow down their process for setting standards, or adopt weak standards. And with the 2024 elections around the corner, that pressure is only increasing.
- We need to show the strength of our numbers and our ability to move other powerful people in our community to act. Each time the White House proposes new standards on how much pollutants can be pumped into the air, anyone can make comments on those standards, and the Administration has to read each comment. The White House looks at two different groups of comments:
 - They look for breadth: large numbers of Americans making comments
 - They look for depth: comments from local power players, such as clergy, local elected officials, and business owners.
 - Both are necessary.
- If we move thousands of individuals and hundreds of community power players to support the strongest possible standards and make that case directly to the White House, we can help limit the amount of soot, smog, carbon, mercury, and other pollutants. We want to generate 3,600 comments by the end of the summer from inside and outside our community:
 - All members of our community – to show the strength of our numbers
 - Local elected officials
 - Owners of green businesses
 - We think the best way to generate comments from the local electeds and business owners is by meeting with them – more tools for how to do that are coming this summer

SLIDE 7

- Let's look at a current example to dig deeper into how pollutants are impacting communities across the U.S. This video is about standards to limit Soot, which is one of the pollutants we are seeking to limit. Later on this spring and summer we expect to make comments on standards to limit carbon and mercury. Our partners at climate action campaign have a tracker for the key regulations, though it is always subject to change.
 - **Virtual version:** paste link in chat: <https://www.actonclimate.com/solutions> (scroll to the bottom for the tracker)
 - Play video
 - Ask the group
 - How is soot impacting Alyssa and the people in her neighborhood?
 - Who does Alyssa ask to take action? Why them?
 - Whether it's soot, smog, carbon, mercury, or other pollutants, the broader dynamic Alyssa speaks to is the same: these chemicals are hurting people today and the Biden administration has the power to limit them, which means we have the responsibility to make sure they do.
- Q+A

35-55 What can you and your community do?

- How are we bringing this power to bear and urging the Biden Administration to finish the job?
- The Biden administration will decide how much soot, smog, carbon, and mercury are pumped into our air. Who do we think they are listening to? Big oil and gas companies have huge resources to pressure the Government to keep standards as they are.
- We need to make clear that everyday people, and in particular those most impacted by climate pollution, should decide how much soot, smog, carbon, and mercury are in the air. We do this by showing the strength of our numbers and our ability to move other powerful people in our community to act.
- From now through the summer, we want to collect comments from grassroots and community power players across our communities so that we can deliver them to the Biden administration and show them that *now is the time* to finish the job by adopting the strongest possible standards. Today, we will show you how to do that, and look forward to organizations across the country taking further action over the next few months.
- Taking action individually
 - What does making a comment look like

SLIDE 8

- Introduction
- Necessity of standards
- Personal reasons for writing (most impact) – e.g. have asthma or other chronic illness, live close to highway, concern about impact on young children and pregnant women/unborn children
- Conclusion – ask for more health-protective standards
- Take time for people to make a comment

SLIDE 7

- Later this spring and summer, we expect to make comments on standards limiting other pollutants, such as carbon and mercury. Our partners in the Climate Action Campaign have estimated timelines for each rule, but they are subject to change depending on the EPA's capacity (and efforts to slow them down/speed them up). No matter what, visiting www.rac.org/P4PAction will take you to the most current action step.
 - Right now, we are asking everyone to visit www.rac.org/P4PAction to access our platform to make comments.
 - As you can see, there is plenty of background information on what we are advocating for. When you submit comments through this platform, they are sent directly to the EPA and we keep track so that we can deliver them to the Biden administration at the end of this summer.
 - Everything but your personal story has been prewritten, so please add why this matters to you!
- Taking action as a community – our individual comments make a difference AND we'll have the biggest impact if we work as a community. The EPA is obligated to review all comments, and *Numbers Matter!*
- Lay out action opportunities
 - Zoom meeting with senior EPA leadership in October.

SLIDE 10

- Generating Comments from individuals AND local power-players: we suggest local elected officials and people who run green businesses, as well as clergy

SLIDE 11

- Local Action Arc: reminder of goal: 3,600 comments from individuals and local power-players by the end of the summer
 - Right now community-based campaign orientations in the Spring: individual comments and brainstorming local power-players to generate more comments
 - Day of Action: engaging with Administration and kicking off local actions
 - Local actions to get comments from community power players over the summer
 - End of summer: delivering comments to Administration
 - Look ahead: training and preparation for 2024 and beyond in the Fall
- Group discussion
 - What local power-players can you get comments from? Who should meet with them to get that commitment?

55-60 Closing

SLIDE 12

- Wrap-up/evaluation
 - We want to hear from you about how this went!
 - **Virtual version:** in the chat post
 - *One word to describe how you're feeling*
 - *One thing you learned*
 - **In-person version:** please feel free to share aloud
 - *One word to describe how you're feeling*

- *One thing you learned*
- What's coming up/next steps
 - Mark your calendar for a Zoom meeting with senior EPA leaders in early October. We will show the White House the strength of our numbers and elevate our ask for strong pollution standards.

Getting Support from Local Power Players

When the White House is making decisions about climate regulations, they want to see support both from a broad group of Americans and from those who wield power in our local communities. That is why a key part of our strategy is to invite local green business owners and local elected officials to share their support for climate regulations.

You can ask anyone who falls into these categories to show support. When you're considering how to approach them, following the "Three R's" can help you plan:

- **Research:** What's the person's role, what are their interests and goals, what have they said/done on climate?
- **Relationships:** How is their relationship with you and the people you know connected to their interests/goals?
- **Responsibility:** What can they do to support climate solutions, and how will you ask them to do so?

Our [Power for Purpose Leaders Page](#) includes an easy online tool that local power players can use to show their support. From now through August 8, this form will allow them to make a comment in support of limits on carbon pollution. From August 8 through October, the form will allow them to send a message to EPA Administrator Michael Regan to support strong limits on carbon, soot, mercury, and smog pollution.

Often, in order to show a local power player how much power you and your community have (and why it's in their interest to speak up in support of climate regulations), you may want to invite them to meet with you and members of your community. You can use the tips above to help set goals for that meeting and turn people out. Here is a sample agenda for a meeting like this:

Sample Agenda: Meeting with a Local Elected Official or Green Business Owner

- **Introductions:** Everyone introduces themselves and shares any way they might be connected to the local power player (are they a customer or constituent?)
- **Testimony:** 1-3 people share personal stories of how the climate crisis is impacting them and why they want strong action.
- **Ask:** One person asks the local power player what you want them to do, which is to send a message to the White House in support of strong climate regulations.
 - **As much as possible, try to get a concrete commitment here (even if it is a hard no). If they say yes, try to have them send the message then and there so they don't forget. You can even bring a device with the online tool pulled up.**
- **Discussion:** Invite the local power player to share why climate action is important to them and what they are doing about it. If you have questions about how to generate more support, now is a good time to ask those.

- **Closing:** If you have not gotten a clear answer to the ask yet, bring it up again here. The most important thing is to get a clear answer. Thank them for their time and summarize any next steps that were agreed to (or not agreed to).
- **Evaluation:** Once the local power player has left, take some time to react as a team to the experience. Give folks space to share what felt exciting, meaningful, challenging, or frustrating. Make sure you are all clear on your next steps.

Glossary

Use this guide to help define certain terms associated with climate policy and the Power for Purpose campaign.

- *Action:* Something that produces a reaction. Both our advocacy with the White House and the work we do locally to generate comments can be actions, as long as there is a clear reaction we want.
- *Community:* your community; this could be your congregation or any other group you'd like to organize around the Power for Purpose Campaign.
- *Local power player:* a leader such as a clergy member, local business leader or local elected official who holds power and influence.
- *Pollution Standards:* Standards set by the Environmental Protection Agency limiting how much of a given pollutant (such as soot, smog, carbon, or mercury) can be put in the air/water. The EPA is required to update these standards periodically and Congress does not need to vote on them.
- *Proposed Standard:* A "draft" standard the Environmental Protection Agency shares to collect feedback on via public comments before finalizing it (which can take many months).
- *Final Standard:* This is the standard that power plants, automakers, and whomever is emitting pollutants must follow until the next time it is updated.
- *Comments:* The Environmental Protection Agency collects comments from the public on proposed standards. They collect these comments for a specific time period (usually 60 days) from individuals and from local power players. We collect comments to show broad support for strong standards during this process, and so that we can show the strength of our numbers when engaging directly with White House officials.
- *Soot Air Quality Standards:* These standards limit dangerous fine particulate pollution that triggers asthma attacks and leads to respiratory problems, heart attacks, and premature death (Source: [Climate Action Campaign](#)).
- *Smog Air Quality Standards:* These standards limit ground-level ozone pollution, which harms public health by causing difficulty breathing and exacerbating asthma attacks, especially on hot sunny days (Source: [Climate Action Campaign](#)).
- *Mercury and Air Toxics Standards:* These standards require coal-fired power plants to reduce mercury pollution, acid gases, and other hazardous pollutants. Mercury pollution causes permanent damage to the brains of babies and developing fetuses, leading to developmental delays, learning disabilities, and birth defects (Source: [Climate Action Campaign](#)).
- *Carbon Pollution Standards:* These standards limit carbon pollution from fossil fuel-fired power plants, which are responsible for one quarter of U.S. carbon pollution (Source: [Climate Action Campaign](#)).

Helpful Links:

- www.RAC.org/P4PAction will always take you to the most timely comments and other actions we are taking with the campaign. [Here is a QR code that will send you to the page as well.](#)
- www.RAC.org/P4P is the main campaign page, which includes upcoming events and other resources.
- [Power for Purpose](#) and [Reform Jews for Climate Justice](#) graphics, which you can use for signs, flyers, emails, and more.
- [Climate Action Campaign's Solutions for Pollution Campaign](#)
- [Blank Campaign Powerpoint](#), including additional campaign images
- [Additional Resources for Leaders](#), including training recordings, slide decks, and more