

# Power for Purpose Campaign Clergy Toolkit

## Table of Contents

- [Power for Purpose Campaign Overview](#)
- [Campaign Actions and Timeline](#)
- [Jewish Sources/Discussion Guides/Sermon Starters](#)
- [Policy and Climate Science Resources](#)
- [Glossary](#)
- [Helpful Links/Tools](#)

## Power for Purpose 2023 Campaign Overview

Through **The Reform Movement's Power for Purpose Campaign**, we are 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. We act collectively to build 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 are doing 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.

We can help enact stronger 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 platform you have as Clergy, and the relationships you have in your local communities, are key to making this strategy successful. This toolkit contains practical resources to help you move your community into action.

## Campaign Actions and Timeline

These are actions you can invite those in your community to take as an outcome from whatever teaching, program, sermon, or message you share with them:

*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](http://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](http://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.
  - If you are collecting comments from local green business owners or local elected officials, you can [direct them to this form](#) or let us know they made a comment [here](#).
  - Through August 8, we are submitting comments on rules to limit carbon pollution from power plants, one of the biggest contributors to climate change. If enacted, these would be the first ever regulations on greenhouse gas emissions from power plants.
  - After August 8, we are sending messages to the Head of the EPA, Michael Regan, and the President calling for limits on carbon, soot, mercury, and smog.

*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.

We also recognize that for many, conversations about climate justice will spark questions about what we can do to make our congregations and communities more sustainable. The URJ and CCAR are both founding partners of the Jewish Climate Leadership Coalition, which brings together Jewish organizations to develop their own climate action plans. We encourage you to [consult their resources](#) on doing so, and to [use this RAC guide](#) to help advance your environmental journey.

## Jewish Sources/Discussion Guides/Sermon Starters

Our work for climate justice is deeply rooted in thousands of years of Jewish wisdom and experience. The following resources can help you craft a sermon, program, message, or other opportunity to move people into action.

- [The Sacred Earth: Jewish Perspectives on our Planet](#). Edited by Rabbi Andru J. Kahn and published by the CCAR Press, this book is a contemporary Jewish response to the looming threat of climate change. [Rabbi Ariel Tovlev has produced a study and discussion guide available here.](#)
- [Climate Justice](#), a text study by Rabbi Michael Namath
- [Addressing the Climate Crisis and Environmental Injustice](#), a text study by Rabbi Julie Saxe-Taller
- [Climate Justice](#), a text study by Rabbi Jessica Locketz

## Policy and Climate Science Resources

While some like to make solutions to the climate crisis look too complicated, we heed the clear and simple call to advance a just and livable future by cutting climate pollution. The following resources contain additional details about the pollutants we seek to limit, their impact on people and the planet, and our Movement's policy on these issues. You may also consult the [glossary](#) of key terms at the end of this document.

- [A graphic sharing details](#) about power plant pollution from our partners at the Climate Action Campaign. The pollutants we seek to limit are outlined in green.
- The Climate Action Campaign's [Solutions for Pollution Campaign Website](#).
- [Legislative resources](#) on climate pollution from the 2023 D.C. Day of Action
- [URJ Resolutions on Climate Change](#)
- [CCAR Resolutions on Climate Change](#)

## 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/Tools

- [www.RAC.org/P4PAction](http://www.RAC.org/P4PAction) will always take you to the most timely 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](http://www.RAC.org/P4P) is the main campaign page, which includes upcoming events and other resources.
- Graphics you can use for signs, flyers, emails, and more
  - Sign that says “[Power for Purpose](#)”
  - Sign that says “[Reform Jews for Climate Justice](#)”
  - [Flyer with a call to action](#) and QR code directing people to the campaign’s action page
- [Climate Action Campaign’s Solutions for Pollution Campaign](#)
- [Blank Campaign Powerpoint](#), including additional campaign images
- [Social Justice Blessing Card](#). You can use this image or print it out on small cards.
- [Additional Resources for Leaders](#), including training recordings, slide decks, and more
- Follow the RAC on [Facebook](#), [Instagram](#), and [Twitter](#) to get the latest information and share our calls to action.
- Sample Language for an Email, Newsletter, or other call to action (available in a word document here):

As Reform Jews, we heed the call to act as partners in creation and know that climate, health, and environmental justice cannot wait. We need your [help to make sure the White House passes the strongest possible rules](#) to limit climate pollution and advance public health. Together, we can limit the worst impacts of climate change but only if we raise our voices.

[Tell the administration that you want action.](#)

Everything you need to share your support for bold climate action is available on the page, and it only takes a few minutes to act.