

Today, more voters than ever believe that elected officials should pass laws that protect our air, water, and climate—but there aren't nearly enough champions in our city halls, state legislatures, and federal offices working to protect the environment.

It's time to change that, and that's why EDF Action's Campaign Academy has built the first course designed to give candidates, campaign staff, and volunteers the tools they need to connect the environment to their local campaigns, ***and win.***

We're offering participants the chance to learn from some of the brightest and most successful political minds in the country. These experts will give participants the insight and skills needed to win their campaigns and talk about the environmental issues voters care about.

The course includes a series of 10 online videos that walk you through the skills you need to run a smart campaign, from launch to election.

In this cycle, voting is not enough. We need to work together to elect leaders at every level of government—from school board to the halls of Congress—who will be strong voices for our communities and our environment.

<http://www.edfaction.org/campaign-academy>

ENVIRONMENT MESSAGING DO's & DON'TS

DO	DON'T
Always bring your messaging back to how these issues impact regular people.	Ever cede the economic debate to anti-environment politicians.
Use specifics as much as possible—specific safeguards (i.e., the Clean Air and Water Acts), specific named pollutants (i.e., mercury, arsenic, sulfur dioxide), and specific health impacts (asthma and respiratory diseases, heart disease, cancer).	Ever use the term “Green Jobs.” Voters have no idea what that means.
Talk about how we have a “moral obligation” to “future generations” or “our kids and grandkids.”	Be afraid to endorse an ambitious clean energy target (like 100% by 2050). Voters not only support it but believe it is totally viable.
Aggressively stress that clean energy will save regular families money in the long-term.	Limit your economic message to jobs, particularly with center-right voters. Also talk about innovation, businesses, and economic growth.

Looking for more ways to
sound smart on issues that matter to your constituents?

Check out EDF Action's campaign academy.

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