

We Are Still In Recruitment Toolkit

October 2017

This toolkit provides background on the We Are Still In effort and its organizers, talking points, sample pitch emails, latest statistics and the original We Are Still In declaration to help in your recruitment efforts.

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Overview

Climate change is one of the most urgent threats to the world's security, health, and welfare.

In 2015, nearly every nation on Earth came together to create the first truly global deal to address climate change, the historic Paris Agreement. But on June 1, 2017, President Trump announced his intent to withdraw the United States from this global pact, putting the world's prosperity at risk.

A coalition stepped up. Building on our longstanding work with cities and businesses, WWF was proud to partner with a host of groups and individuals representing major players from the American economy, all of whom remained committed to ambitious climate action.

The *We Are Still In* declaration, released just 72 hours after President Trump's announcement, demonstrated to world leaders that America's cities, states, businesses, colleges, and universities will continue to support climate action to meet the commitments of the Paris Agreement.

With over 2,300 signatories collectively representing more than 130 million Americans, 4.2 million students, \$2.3 trillion in annual revenue, and \$6.2 trillion of the U.S. economy, *We Are Still In* is the largest cross-section of the American economy ever assembled in pursuit of climate action. Going forward, WWF and our partners will continue to support this new generation of climate leaders to ensure that the US remains a global leader in reducing emissions and delivering on the promise of the Paris Agreement.

Read the declaration: <https://www.wearestillin.com/>

About We Are Still In, Related Efforts & Resources

About

We Are Still In is a movement of more than 2,300 mayors, governors, CEOs, and college presidents working together to support climate action and to help America meet its commitments under the Paris Agreement.

We Are Still In is facilitated by World Wildlife Fund, Climate Nexus and Ceres, focused on turning the We Are Still In declaration into a new movement for American climate leadership.

Additional organizers represent each sector and key non-governmental organizations. They include: The American Sustainable Business Council, B Team, Bloomberg Philanthropies, Center for American Progress, CDP, Climate Mayors, C40, C2ES, Environmental Defense Fund, Environmental Entrepreneurs, Georgetown Climate Center, ICLEI, National League of Cities, Rocky Mountain Institute, Second Nature, Sierra Club, The Climate Group, and We Mean Business.

By uniting over 25 national organizations with a common goal to support the signatories and others like them, We Are Still In will help ensure the US remains a global leader in reducing emissions and delivering on the promise of the Paris Agreement.

Related Efforts

America's Pledge is a separate initiative spearheaded by Former New York Mayor and UN Special Envoy Michael Bloomberg and California Governor Jerry Brown, working in parallel with We Are Still In to compile and tally the climate actions of states, cities, colleges, businesses, and other local actors across the entire U.S. economy.

Resources:

- See current list of signatories: www.wearestillin.com
- Sign on to the We Are Still In declaration: <https://www.wearestillin.com/user/register>
- Media inquiries: media@wearestillin.com
- Questions – general: communication@wearestillin.com
- Questions - account registration: registration@wearestillin.com
- Follow us on Twitter: [@wearestillin](https://twitter.com/wearestillin)

Fast Facts, Objectives & Mission Statement

Fast facts

- ✓ 243 cities and counties
- ✓ 9 States
- ✓ 323+ colleges and universities
- ✓ 1,700+ businesses and investors

These 2,300 climate leaders represent:

- ✓ 130 million Americans, over a third of the U.S. population
- ✓ \$2.3 trillion in annual revenue
- ✓ 4.2 million students
- ✓ \$6.2 trillion in US GDP (ranks third among the world's GDPs)

A full list of Signatories to We Are Still In can be found at: www.wearestillin.com

Objectives

- ✓ Increase support for climate action across the United States
- ✓ Demonstrate enduring American leadership on climate change to the rest of the world
- ✓ Mobilize greater ambition from local leaders to the transition to clean energy.

Mission Statement

In the US, the actors that will provide the leadership necessary to meet our Paris commitment are found in city halls, state capitals, colleges and universities, investors, and businesses.

We, the undersigned states, cities and counties, colleges and universities, businesses and investors, representing a sizeable percentage of the US economy, will pursue ambitious climate goals, working together to take forceful action and to ensure that the US remains a global leader in reducing emissions and preparing for the growing impacts of climate change.

Together, we will remain actively engaged with the international community as part of the global effort to hold warming to well below 2°C and to accelerate the transition to a clean energy economy that will benefit our security, prosperity, and health.

We Are Still In: Talking Points

- In the absence of federal leadership, over 2,300 U.S. leaders have stepped forward together, declaring with one voice that America is 'still in' on the Paris Agreement.
- We Are Still in demonstrates that US leadership on climate change extends well beyond federal policy.
- Since June 5, We Are Still In has nearly doubled to include more than 2,300 signatories and now represents the largest cross-sectoral group in support of continued U.S. climate action.
- Together, these climate leaders represent more than 130 million Americans from all 50 states, and collectively account for more than \$6 trillion of the American economy.
- This new generation of climate champions is telling the world and leaders at all levels of government that America supports the Paris Agreement and stand with people everywhere in the fight against climate change.
- We Are Still In signatories are committed to providing the leadership necessary to meet our Paris commitment, united in protecting Americans from the impacts of climate change, while building opportunities in a clean energy economy.
- Together these leaders will ensure the US remains a global leader in reducing emissions and delivering on the promise of the Paris Agreement.

We Are Still In Declaration

Open letter to the international community and parties to the Paris Agreement from U.S. state, local, and business leaders:

“We, the undersigned mayors, county executives, governors, tribal leaders, college and university leaders, businesses, and investors are joining forces for the first time to declare that we will continue to support climate action to meet the Paris Agreement.

In December 2015 in Paris, world leaders signed the first global commitment to fight climate change. The landmark agreement succeeded where past attempts failed because it allowed each country to set its own emission reduction targets and adopt its own strategies for reaching them. In addition, nations - inspired by the actions of local and regional governments, along with businesses - came to recognize that fighting climate change brings significant economic and public health benefits.

The Trump administration’s announcement undermines a key pillar in the fight against climate change and damages the world’s ability to avoid the most dangerous and costly effects of climate change. Importantly, it is also out of step with what is happening in the United States. In the U.S., it is local, tribal, and state governments, along with businesses, that are primarily responsible for the dramatic decrease in greenhouse gas emissions in recent years. Actions by each group will multiply and accelerate in the years ahead, no matter what policies Washington may adopt.

In the absence of leadership from Washington, states, cities, counties, tribes, colleges and universities, businesses and investors, representing a sizeable percentage of the U.S. economy will pursue ambitious climate goals, working together to take forceful action and to ensure that the U.S. remains a global leader in reducing emissions.

It is imperative that the world know that in the U.S., the actors that will provide the leadership necessary to meet our Paris commitment are found in city halls, state capitals, colleges and universities, investors and businesses. Together, we will remain actively engaged with the international community as part of the global effort to hold warming to well below 2 °C and to accelerate the transition to a clean energy economy that will benefit our security, prosperity, and health.”

Recruitment Talking Points

- Climate change represents one of the greatest threats to the natural environment, to the preservation of wildlife, and to our very way of life.
- However, the federal government is reversing course and undoing a lot of the great progress on addressing climate change made in the last few years, including by announcing that they will withdraw from the Paris Agreement on climate change.
- This concerns me since I care deeply about these issues, and have worked hard to protect wildlife and the environment through my involvement with World Wildlife Fund.
- I'd like to talk to you about one way that we can help advance climate progress, regardless of the federal government's position on the issue.
- As you may have heard, World Wildlife Fund helped to launch a coalition called "We Are Still In," made up of over 2,300 cities, states, businesses, and universities that want to do their part to help carry forward the Paris Agreement.
- These institutions have made a simple political commitment to support the goals of the Paris Agreement, and to remain actively engaged with each other and the rest of the world to keep global warming to a minimum.
- It's very easy to sign the pledge on the wearestillin.com website and show your support for this incredible movement.
- By signing up you will have access to media opportunities to showcase your commitment, and to get engaged in your community on climate action.
- I hope you will consider signing up.



Pitch Email – sample one (personal connection)

I am reaching out to you to ask you for your support with a World Wildlife Fund (WWF) Initiative.

As you know, I am deeply involved with WWF and am passionate about the environment and the preservation of our national world.

WWF helped launch a coalition called “We Are Still In” made up of over 2300 cities, states, businesses, and universities that want to do their part to help carry forward the Paris Climate Agreement, the world first global plan to address climate change in the years to come. The current administration has announced its intent to withdraw from the Paris Climate Agreement. Now, its up to us to show the world that US leadership on climate change extends well beyond federal policy.

I’m asking you to consider signing your organization on to the “We Are Still In” pledge stating that you are in support of the goals of the Paris Agreement to hold climate change warming to below 2 degrees Celsius and to accelerate the transition to a clean energy economy.

We want to stand in solidarity with the rest of the world’s countries in supporting the principles of the Paris Accord. Each individual organization can incorporate its’ own strategies within its’ own business plans to help ensure a healthy planet.

Please consider lending your support to the momentum of this critical initiative!

A full list of signatories can be found [here](#).

You can sign onto the statement through [this link](#)

I appreciate your friendship, support, and consideration.

Warmest Regards,

[name]



Pitch email - sample two (organizations, charitable foundation)

Hi [INSERT NAME],

Reaching out today to invite [INSERT NAME] to sign onto [We Are Still In](#), an open letter (attached) about the need for action on climate change in response to President Trump's announcement to withdraw from the Paris Climate Agreement.

Climate change is wreaking havoc on our planet, but there is hope. The *We Are Still In* statement has been signed by more than 2,200 businesses, investors, state and local officials, higher education leaders and charitable foundations to express their continued support for the Paris Climate Agreement.

America's cities, states, business and universities are on the front lines of climate leadership today. The *We Are Still In* coalition would be honored if [INSERT NAME] joined this movement. The participation of the [INSERT NAME] will further bolster the message to the international community that the engines of the real economy in the US continue to support climate action to make a change for the better.

A full list of signatories can be found [here](#).

You can sign onto the statement through [this link](#)

Sincere regards,