

MAKING THE BUSINESS CASE

FOCUS ON WHAT THE ISSUE MEANS FOR YOUR BUSINESS:

“ I own a solar installation company in Arizona. Our whole industry experienced record growth in 2019, before the pandemic slowed us down. Solar already supports more than 7,000 jobs in Arizona. Now is not the time to scale back our clean energy incentives — it’s time to strengthen them. ”



AVOID REPEATING THE MORAL IMPERATIVE — IT ALREADY EXISTS:

“ We need climate action now because it’s the right thing to do. We owe it to our planet, our children, and our children’s children. If we don’t act quickly, the consequences will be devastating and irreversible. ”



KEY POINTS TO FOLLOW

UNDERSTAND YOUR MISSION

Know your role. Business leaders generally contribute in one of three ways: raising awareness, pushing a specific policy, or supporting a vote.

COMPLEMENT THE BROADER POLICY CONVERSATION

Move away from the moral imperative argument; it already exists. Build the business case by focusing on jobs, wages, competitiveness, opportunity, and government waste.

ESTABLISH YOUR CREDIBILITY

Connect policy to the lived experiences of your employees, customers, and your business.

LEVERAGE YOUR EXPERTISE

Provide concrete examples, including hard numbers and data where possible, to demonstrate how the issue will influence your business and community.

REFRAME QUESTIONS ON “HOT BUTTON” ISSUES

Focus on your areas of expertise: what the issue means for the businesses, jobs, and economic growth in your region.

TRAINING MANUALS



ON HOW TO CRAFT A COMPELLING STATEMENT



ON CLIMATE ACTION IN THE BUILD BACK BETTER ACT



ON ELECTION AND DEMOCRACY REFORMS



ON BRINGING GREEN JOBS TO YOUR COMMUNITY



PODCASTS



MAKING THE BUSINESS CASE: EIGHT RULES TO FOLLOW



MEDIA TRAINING: HOW TO TALK ABOUT VOTING RIGHTS



MAKING THE BUSINESS CASE: GREEN JOBS



MEDIA TRAINING: HOW TO TALK ABOUT GUN SAFETY