

## The Clean Air Promise Campaign of the LWV US

The League of Women Voters is asking members of Congress, respected community leaders and citizens around the country to promise to protect the health of children and families from air pollution.

This is a social commitment that we make to each other and which we depend on our elected officials in Congress to carry out and safeguard

Go here to see the US League's TV Video that has run on national cable channels since 7/23/11  
<http://www.youtube.com/Leagueofwomenvoters>

### **From President Elizabeth MacNamara of the LWV US to all League Leaders and members,**

As you probably know the League has begun the **Clean Air Promise** project, an exciting new way we're working for clean air. A number of state and local Leagues have already started to urge their Governors, Senators, Representatives and grassroots in their area to make the Promise. The League has been a leader in enacting, improving and protecting the Clean Air Act for decades and the promise is a our newest effort to continue our special role in protecting public health through this historic law.

For too long, the debate has focused on "overregulation" and featured false assertions that environmental protections hurt our economy. The "**Clean Air Promise**" is an issue campaign aimed at changing the debate over the Clean Air Act to one focused on protecting public health. By unifying our message to one on public health – one that encompasses all the key issues from smog to toxics to carbon pollution – we can win this debate **and stop politicians from destroying the Clean Air Act**. Throughout this effort, there will be broad public and media outreach to be sure

that everyone understands our commitment to protecting the public health and clean air.

**Please take this "Clean Air Promise" to town hall meetings and ask your members of Congress to make the promise to protect America's children and families from dangerous air pollution.** When you see members of Congress at other public events, ask them to make the promise. Organize a group of League members or other concerned individuals to visit with Senators and Representatives and ask them to make the promise. Reach out to key elected officials, community leaders, your friends, family and the general public, asking them to make the promise. And, go to the LWV's special website, [PeopleNotPolluters.org](http://PeopleNotPolluters.org), and make the promise yourself.

The LWVUS is working to make sure all Leagues are prepared with as many materials as will be needed to make the project successful. We've already shared a number of items over the last few weeks. All of these messages were sent to state and local presidents, with the exception of those where state League presidents requested that they be the ones to communicate with their local leaders. This message will also go to that group. In case you missed those

materials I'll recap them for you. We introduced the project in a webinar in July. That conversation was recorded and you can watch the webinar in its entirety. The following week I sent state and local presidents an email with some materials you can use to begin asking your officials and people in your community to make the promise. Those materials can be found on the League's website. Included in that portfolio is a project overview, talking points and a number of facts sheets. The fact sheet that discusses the ozone rule is not up-to-date but is intended to help you explain that rule to others. The rest of those materials are up-to-date and available for you to share with others. Please do not share the project overview or the talking points documents in their entirety. Those are for internal purposes only.

Today I want to share some additional project materials with you. We have posted them all on the internet so you can click on the titles below to read them.

#### **1. Asking Your Governor, Senators or Representative to Make the Promise In a Personal Meeting**

Take this "Clean Air Promise" to your Governors, Senators and Representatives and any other elected officials in your community. Make a direct ask of them that they make the promise to protect America's children and families from dangerous air pollution. This fact sheet will help you to prepare for your personal meetings.

#### **2. Asking Grasstops to Make the Promise In a Personal Meeting**

A grasstop is simply a person who is considered a leader in your community. For instance, a state or local League President is a grasstop. Grasstops can be local business people, heads of local organizations, campaign contributors to an official, ministers or influential former state legislators. A grasstop's connections to elected officials can make or break a project

like the promise campaign. We're asking you to recruit grasstops outside the League for this project, ask them to make the promise and engage them in meetings with elected officials. Check out this news story from an event in Holyoke, Massachusetts where local community members and grasstops made the promise.

#### **3. Attending Town Halls**

Most League members and leaders have attended some type of meeting in their community. If you haven't, with some simple preparation, you'll be ready to make your case with ease. Do not miss the opportunity to go to town halls and ask elected officials to make the Clean Air Promise.

#### **4. Letters to the Editor**

As you begin to make plans for approaching elected officials and community leaders about making the promise, consider submitting a letter to the editor to your local and state news outlets. Read the sample letters to the editors developed for the campaign, tailor them to your community and send them in to get published. Or develop an original letter to the editor based on the other supporting materials included in this email package.

As leaders in your communities and in League, I would like to thank you for your commitment to protecting the public health and environment and for all of your hard grassroots work to advance those protections. Your feedback on what you need from LWVUS to be successful in this work has been invaluable as we are moving this important work forward. If you have any questions about these materials or the clean air promise, please contact Christina Hildebidle at [CHildebidle@lwv.org](mailto:CHildebidle@lwv.org).

In League,  
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