

Clean Energy Campaigns

POW 

What Is the Campaign

Clean energy is rapidly becoming cheaper and more reliable than traditional fossil fuel sources. We know that the rapid transition to a clean energy economy in the US is one of the most critical steps we can take to reduce our greenhouse gas emissions and in the process, create resilient energy-independent communities. However, misinformation campaigns and a vocal minority are holding back the transition in local communities. That is where we need you, the Outdoor State, to join us in these local fights to build clean energy in your backyard.



The Problem:

Clean Energy does not breakthrough

NIMBY

Despite public opinion and support for clean energy development, many projects are stalled in the long local permitting process.

Right wing groups are funding local opposition to clean energy projects.

Land Use Codes

Municipalities and counties are implementing clean energy moratoriums because they don't have proper Land Use Code for citing.

Leading to delays and permit denial.

Other Environmental Non-profits

Other environmental non profits are either not engaging or outright opposing clean energy projects because of the potential conflict in conservation efforts.

The Solution: Support Clean Energy Locally

Support Clean Energy Projects: Let's Build Power

There are projects all over the country from small community solar to large utility scale developments that needs your help.

Many of these projects are delayed by the vocal minority.

It's past time to get off the sidelines and support the transition to clean energy locally.

Crafting Compelling Narrative

Making Clean Energy Cool

- We must inoculate against misinformation about clean energy
- Tell stories about real project that have benefited communities
- Stop the spiral of silence. We all have a responsibility to advocate for clean energy in our communities.

Creating Compelling Conditions

Not everywhere in the county has a clean energy project proposed...yet.

Help us build a community that is ready for good clean energy development by:

- Proactively working on restrictive land use codes
- Creating community support for clean energy before there is opposition

Our Clean Energy Advocates

Alliances 🤝 Local Communities

There are communities throughout the West that staff and alliances members call home – **Colorado, Nevada, Montana, and more.**

In these geographies POW will directly engage, mobilizing our alliances and neighbors.



Live elsewhere?

Don't let that stop you – We've written a ***step-by-step guide*** to train locals how to get the work done in their own backyard.

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Build clean energy in your backyard

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Table of Contents

- 2 Introduction
- 3 Three Levers
- 6 Public Narrative
 - Overview
 - My Community
 - Key Messages
 - Trusted Messengers
 - Clean Energy 101 and Misinformation
- 12 Land Use Code: What is a land use code and how do you change it?
 - How to find your land use code
 - How to update your land use code
 - Building a coalition
- 15 Direct project development
 - Project development: Start to finish
 - Criteria For Clean Energy
 - Community Benefits
 - Finding Coalition
- 21 Take Action Now!
 - How to Grow your Coalition
 - How to Host a Community Event

Step 1:

Sign up to be a [Clean Energy Advocate to get the full toolkit.](#)

This brief toolkit give you one, two, three steps to getting started.



Step 3:
**Send a letter to your
decision maker or
submit an letter to
the editor**



Step 3:

How to Send A Letter to a Decision Maker

Find the emails to your county commissions or municipal leaders on your governments website.

A. Introduction (1-2 sentences)

- Introduce yourself: name, address (optional, but helpful to show you're a constituent).
- State the purpose of your email.

B. Explain Why It Matters (2-3 sentences)

- Briefly share why solar energy is important to you (environment, lower energy bills, local jobs, etc.).
- Mention local relevance: climate goals, resilience during outages, etc.

Example: Investing in solar energy can help reduce long-term energy costs for residents, create local jobs, and make our community more resilient in the face of power outages and rising utility prices.

C. Make a Specific Request (1-2 sentences)

- Ask for specific actions or general support.

Examples: Supporting solar incentives, Approving solar infrastructure projects

D. Closing (1 sentence)

- Thank them for their time and service.

Step 3: **Submit a Letter to the Editor**

Go online and find out what is required to submit an LTE:

1. How many words are allowed,
2. What email address is used to submit the letter or is it done right on the website, and
3. What else do they require like your name address, along with your daytime phone numbers at the end of the letter. Usually, you can Google the name of your paper and the phrase “letters to the editor submission criteria” to get what you need.
4. Go online and read a few headlines from the front page and the editorial page looking for articles or opinion pieces that might provide a good angle for your letter. Go online (or if you have today’s newspaper grab that) and look for headlines that you could use as an angle for your letter to the editor.
5. Read some LTEs in the paper you’re writing to understand how readers begin them and the general tone.

If you get it published send it over to campaigns@protectourwinters.org