

together

FOR THE **climate**
ACTION CAMPAIGN



← 350
WISCONSIN
ACTION

I'm on #ClimateStrike for
**SUSTAINABLE
AGRICULTURE**

Love the W

BLICK
art materials

← 350

WISCONSIN ACTION

ABOUT US

350 Wisconsin Action mobilizes concerned climate voters to push for bold climate action from government and elected officials. We keep the climate crisis at the center of the political conversation, and push for progressive policies that address the climate crisis in ways that center racial, social, and economic justice.

We hold those in power accountable, and uplift true climate champions who support the rapid change we all need. Our extensive base of passionate, informed volunteers actively organizes around climate justice year-round, ensuring the issue remains central to voters.

WE NEED URGENT ACTION

With the limited amount of time in which to prevent the worst effects of the climate crisis, activists must engage with elected officials and the political process. We need dramatic changes by 2030, which will only be possible with action at every level of government. Research shows that a growing percentage of the population supports bold climate action.

WHY WISCONSIN?

Wisconsin is one of the most heavily contested swing states in the US. Our closely-watched 2022 U.S. Senate race has the potential to significantly impact the balance of power in Washington, DC. We also have one of the most competitive gubernatorial elections in the country, with the current incumbent acting as one of the last lines of defense for justice and climate action against a hostile legislature.



OUR WORK

350 Wisconsin Action is a 501(c)4 nonprofit involved at every stage of the political process. During election cycles, we engage with candidates and the public to promote and support climate action and to get climate champions elected. Beyond electoral politics, we work with individuals and communities to pressure elected officials and government agencies to enact climate-forward policies and practices.

ELECTORAL ORGANIZING

Areas of Focus:

- » Centering climate and climate justice in the political discourse
- » Endorsing and uplifting climate champions
- » Educating the public on climate and justice-related ballot measures
- » Voter rights and fair elections

Tactics:

- » Organizing & Public Education
 - » Relational organizing
 - » Canvassing, phone-banking, and text-banking
 - » Social media and digital ad campaigns
 - » Petitions, postcard-writing, and other actions to engage the public
 - » Voter guides to candidates and ballot measures
- » Candidate Engagement
 - » Endorsements
 - » Candidate interviews
 - » Bird-dogging at public forums to get candidates on the record about climate change
- » Voter Registration & Education
- » Alliances & Partnerships — UW student-led groups, environmental organizations, racial and social justice organizations

POLICY WORK & LOBBYING

Areas of Focus:

- » Stopping expansion of fossil fuel infrastructure in Wisconsin
- » Uplifting renewable energy, energy efficiency, and electrification initiatives
- » Promoting sustainable policies, practices and requirements in agriculture, land use, construction, manufacturing, transportation, and other key sectors
- » Holding electric utilities accountable

Tactics:

- » Establish and maintain relationships with elected officials and key staff
- » Educate the general public on key issues and provide in-depth policy analyses
- » Provide opportunities for public engagement via petitions, public comments, etc.
- » Work with allies and partners to actively promote and uplift priorities and demands of racial, social, and economic justice organizations



LEARN MORE AT [TINYURL.COM/350WIACTIONTFC](https://tinyurl.com/350WIACTIONTFC)



PEOPLE POWER

WE RESIST

SUN

together
FOR THE climate
ACTION CAMPAIGN

PLEDGE FORM

I'M IN! Count on me as an early supporter of 350 Wisconsin's Together for the Climate — Action Campaign. I understand that the total amount of my gift can be paid over a multi-year period.

I am proud to make a total pledge/contribution of: \$ _____

Pledge Period: 1 year 2 years 3 years 4 years 5 years

Please send reminders: Semi-annually Annually Other: _____

DONOR INFORMATION

Name: _____

Business Name: _____

Address: _____

Phone: _____ Email: _____

Check here if your employer offers a matching gift program

Employer Name: _____

Tribute Gift Information: Please make my gift:

In honor of _____ In memory of _____

As a campaign donor, your name will appear in donor honor rolls, annual reports, etc.

Please print your name as you would like it to be listed: _____

Check here if you would like to be listed as an anonymous donor in publications.

LEARN MORE AT TINYURL.COM/350WIACTIONTFC



PLEDGE FORM – PAYMENT INFORMATION

There are many ways to pay your pledge and support 350 Wisconsin's Together for the Climate Action Campaign. Please indicate below which payment method works best for you. If you choose cash or check, then we will send you pledge reminders per your instructions above.

If you wish to use the credit card or eCheck options, please provide your information below or make a gift at: tinyurl.com/350WIActionTFC

Payment Method: Check Cash eCheck

Checks should be made payable to 350 Wisconsin Action, and can mailed to:
350 Wisconsin Action, Attn: TFC Action Campaign, PO Box 2428, Madison, WI 53701.

CREDIT CARD INFORMATION

Master Card Visa Discover American Express

Name on card: _____

Account #: _____

Exp. date: _____ CVV: _____

Please charge my card \$ _____ One-time Annually Monthly

eCHECK INFORMATION

Name on account: _____

Name of financial institution: _____

City: _____ State: _____ Zip: _____

Routing #: _____ Account #: _____

I authorize 350 Wisconsin Action to deduct from my: Checking Account Savings Account

By signing this form, you authorize 350 Wisconsin Action to instruct your financial institution to debit your account as directed. This deduction will remain in effect until you choose to cancel giving with 15 days notice or by submitting an updated eCheck authorization form if any information changes. Your gift will appear on your bank statement automatically. Each January you will receive a statement from 350 Wisconsin Action showing the amount you have donated through our eCheck program during the calendar year (January - December). Save the statement for your documentation.

CONFIRMING YOUR INTENT

Your signature is confirmation that you have made this pledge to 350 Wisconsin Action to support the organization's Together for the Climate Campaign. Your signature not only verifies your intent to pledge, but it also authorizes 350 Wisconsin Action to execute any payment instructions that you provided in the space above. This pledge agreement can be used as a collateral assignment to 350 Wisconsin Action and any assignee. **350 Wisconsin Action is not exempt from federal income tax under Section 501(c)4 of the Internal Revenue Code. Our IRS tax identification number is 88-2053462.** All contributions will be formally acknowledged.

Signature: _____ Date: _____

Please mail pledge forms and checks to:

350 Wisconsin Action
Attn: TFC — Action Campaign
PO Box 2428
Madison, WI 53701

For questions, please contact:

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