



LEAGUE OF CONSERVATION VOTERS

# PLAN of ACTION 2012



## Building Power for a Clean Energy Future

For more than **four decades**, the League of Conservation Voters (LCV) and state LCVs have leveraged the political process to ensure that elected leaders take strong action on environmental issues at all levels of government.

**In 2012, winning strong policies to address the climate and energy crisis remains our top priority.** With gridlock in Congress, LCV is pursuing a unified strategy to make progress on this issue. At the federal level, we are pushing the Obama Administration to move ahead with reducing global warming pollution under the Clean Air Act, while defending the Environmental Protection Agency (EPA) and its recent progress on other vital public health safeguards from attacks in Congress.

At the same time, we are working with more than 30 state LCVs to ensure that pro-active **clean energy solutions continue to move forward at the state and local levels.** In the last decade, states have led the way in enacting renewable energy standards,

limits on carbon pollution, green building codes, and other sustainability measures. In 2012, LCV will continue to support state-level efforts that make an immediate difference to the planet and generate political momentum for national solutions.

Finally, to build the long-term prospects for a clean energy future, the environmental community must rebuild the **political power** it lost after the disappointments of 2010. LCV will continue to pressure politicians to stand with us on key issues, but ultimately, we will need to defeat anti-environmental Members of Congress and elect new leaders who are willing to support our cause. We hope you will join us as we pursue **three complementary strategies** for this work in 2012.

## STRATEGY 1

# Protect the EPA and Hold National Leaders Accountable

The vast **majority of Americans** continue to want strong environmental protections from government, including bold policies on clean energy. Yet many Members of Congress are completely out-of-step with their constituents on this issue—and those who receive major funding from polluters are leading the charge to dismantle core safeguards and preserve subsidies for dirty energy. The public needs to know how extreme this pro-polluter agenda really is.



### Defending the Environment in Washington, DC

In 2011, we saw an unprecedented assault on our nation's bedrock environmental protections. But with your support, LCV helped defeat some of the worst congressional attacks and preserved the EPA's ability to reduce global warming pollution under the **Clean Air Act**. We also won two of the biggest policy advances in decades when the Obama administration set new standards for **fuel efficiency** and limits on **mercury pollution**. These victories show that our strategy of mobilizing grassroots supporters and aggressively lobbying decision-makers can achieve historic results, despite unprecedented opposition from big polluters.

## Educating Constituents at Home

In fall 2011, LCV placed a \$1.8 million television ad buy in Massachusetts to highlight Senator **Scott Brown**'s anti-environment voting record and call on him to vote to end tax breaks for oil companies. Over a three-week period, Brown's overall job approval ratings slipped **8 points**, as our ads caused significant erosion in the public perception about Brown's stance on environmental protection.

*In 2012, LCV will redouble our efforts to educate citizens, legislators, and the media in order to hold elected leaders accountable for their records on environmental issues and win votes for strong policies today and in the future.*

With your help, we will:

- **Educate constituents about where Members of Congress stand** on global warming, clean air, clean water, public lands, and other issues through our *National Environmental Scorecard*.
- **Demonstrate citizen support for strong policies** by generating public comments and media attention, and mobilizing voters to contact their representatives.
- **Press the Administration, the EPA, and targeted senators** to hold firm on key environmental protections and move forward with strong rules on pollution.
- **Hold candidates and the news media accountable** for their false and misleading statements on global warming, the EPA, and other environmental issues.

LCV will also continue a successful effort we began in 2011—running **sustained media campaigns** that shine a spotlight on the records of a handful of legislators who have repeatedly voted to weaken public health safeguards. LCV will run hard-hitting TV ads that call out Members of Congress who repeatedly side with (and take campaign contributions from) polluting industries. Radio and internet ads, town halls, phone calls, and earned media will further educate constituents on their representatives' records.



LCV ran television ads across the country to urge constituents to hold legislators accountable for their votes in Congress. This ad ran in Massachusetts and called on citizens to contact Sen. Scott Brown to vote to protect the environment and end tax breaks for Big Oil.

## STRATEGY 2

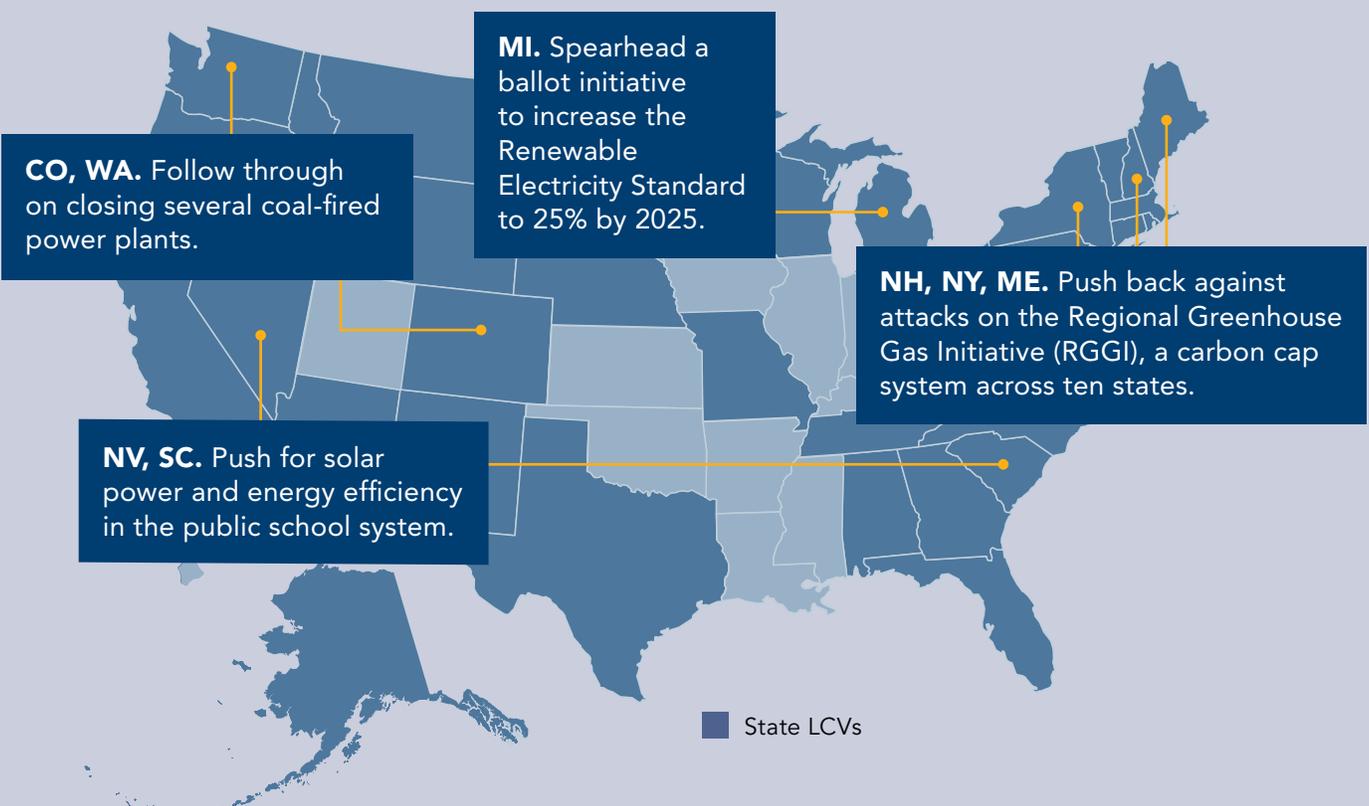
# Advance Environmental Policies in the States

Over the last decade, LCV and state LCVs have developed a synergy in building political power at the grassroots level by organizing, training, and running layered campaigns that have led to policy victories at all levels of government. Our organizations complement and reinforce each other, with **more than 30 state LCVs** working directly on state and local efforts and coordinating with LCV on national campaigns.

### Clean Energy Leaders

States have led the way in passing strong climate and energy policies, and **state LCVs** have been essential to this success—winning adoption of renewable electricity standards (**RES**), as well as standards for energy efficiency, fuel emissions, and green buildings. They have helped to expand clean-energy tax credits and mass transit. Eight state LCVs have played key roles in the adoption of state limits on carbon pollution, including California’s landmark Global Warming Solutions Act (AB32) and Massachusetts’s even tougher law of the same name.

In 2012, state LCVs will work to educate citizens and win strong policies across the country. Some examples of possible work:



*Last year, our network launched a new joint effort to make progress on state-level **climate and clean energy** initiatives while building our movement's political power from the ground up. In 2012, LCV will provide financial investment, strategic expertise, and on-the-ground support to state LCVs working on campaigns to improve clean energy standards, energy efficiency, and "green government" across the country.*

In addition to winning policies to help reduce global warming pollution, these campaigns will build **political power** for the environmental movement by providing opportunities to: 1) demonstrate strength and earn recognition for victories in high-profile ways; 2) compel politicians to take a stand on clean energy during the election season; and 3) identify hundreds of thousands of supporters who can be engaged on our issues. These efforts will also motivate tens of thousands of clean energy voters and force the issue into the political dialogue in competitive 2012 election contests up and down the ballot.

Building on the successful campaign to defeat California's "Dirty Energy" measure (Proposition 23) in 2010 (LCV, and our sister organization LCV Education Fund, working with CA LCV, contributed \$1.2 million into that successful state effort), we will also support state LCVs working on critical **ballot initiatives**. In 2012, this will include efforts to pass stronger renewable energy standards in states such as Maine, Michigan, and Montana. Success on these measures will help generate momentum for addressing clean energy and climate on a national scale.



Hunters and fishermen flooded the WI State Capitol to lobby WI state legislators to remove the political influence from the Department of Natural Resources.

## STRATEGY 3

# Elect Pro-Environment Leaders

To build our long-term power to pass strong policies, LCV will continue to do what we do best: win elections. We will mobilize our **400,000 members** and work with state LCVs to run campaigns to help elect pro-environment candidates up and down the ballot in key states in 2012, with an emphasis on close races where our involvement can be decisive for the pro-environment candidate. Our goals are to:

- Play a major role in at least six **U.S. Senate** races.
- Defeat at least nine anti-environment candidates targeted by our **Dirty Dozen** program.
- Work with state LCVs to elect at least two pro-environment governors and dozens of strong **state-level candidates**.
- Help elect a pro-environment **President**.



### Six for Six: The U.S. Senate

In 2012, LCV will work to send at least six strong “climate champions” to the U.S. Senate for the next six years. Currently, we are tracking key races in Massachusetts, Montana, New Mexico, Virginia, Nevada, and elsewhere for our involvement. We are seeking close races that offer stark contrasts, pitting environmental champions against candidates who protect polluters and oppose action on clean energy and climate.

## The Stakes in 2012

The current U.S. House of Representatives is the most anti-environment in history, casting nearly 200 votes to weaken environmental protections last year. That averages out to more than one anti-environment vote for every day the House was in session. If we fail to protect environmental champions in close races in 2012, and if we fail to defeat most members of the LCV *Dirty Dozen*, we will likely face an even more hostile Congress in 2013. The stakes could not be higher.

LCV is committed to delivering resources strategically, working with our allies, and using tested messages, messengers, and tactics, while working with state LCVs to “layer” our campaigns to impact multiple races up and down the ballot. We will use canvasses, TV and radio ads, and social media to reach persuadable voters and turn them out on Election Day.

***This year, we will also invest in new methods for achieving our political goals in 2012 and beyond.*** This will include identifying and recruiting pro-environment candidates early to run in primaries, and training candidates on how to talk about energy and climate issues. We will also provide volunteer opportunities for thousands of LCV members to get involved directly in high-profile races.

Finally, LCV’s political action committee, **LCV Action Fund**, will help raise and “bundle” direct contributions for pro-environment candidates through our **GiveGreen** program. By helping to raise direct contributions for our endorsed candidates, we simultaneously signal the power of the environmental movement while providing much-needed financial support to some of LCV’s top electoral priorities. This election cycle, LCV Action Fund plans to raise over \$1.5 million for pro-environment candidates in closely contested races.

The screenshot shows the GiveGreen website interface. At the top left is the GiveGreen logo, a green star with a red and white striped tail, and the text "GiveGreen" in green, with "A project of the League of Conservation Voters Action Fund" in smaller text below it. To the right is a green button that says "What is GiveGreen?". Below the logo is a text prompt: "Spread your contribution evenly among the GiveGreen candidates listed below or pick the candidate or candidates you'd like to support by entering amount(s) below:". To the right of this prompt is a text input field labeled "amount to split" and a "Next Step" button. Below the prompt is a grid of eight candidate cards. Each card features a headshot of the candidate, their name, and their state/office in parentheses. Below the headshot is a short bio and a "read more" link. The candidates shown are: Tim Kaine (VA), Jon Tester (MT-Senate), Martin Heinrich (NM-Senate), Donna Edwards (MD-D), Tammy Baldwin (WI-Senate), Shelley Berkley (NV-Senate), Tim Bishop (NY-D), and Maria Cantwell (WA-Senate).

LCV Action Fund’s *GiveGreen* website raises funds for pro-environment candidates. By “bundling” contributions from thousands of donors who care about conservation, LCV Action Fund provides candidates with financial support while signaling the power of the environmental movement.

# Your Help Is Needed Now

From holding leaders accountable to investing in state LCVs to running campaigns to elect pro-environment candidates, the strategies LCV uses to attain our goals are highly effective. Yet they are also costly—and we can only undertake them with your help.

The coming year will see critical **policy decisions** made at all levels of government and offer new opportunities to elect pro-environment **leaders** who will stand up to polluters and work to build a clean energy future. However, the unlimited corporate spending unleashed by the Supreme Court's decision in Citizens United virtually guarantees this will be the most expensive election cycle on record. LCV needs the help of all our supporters to win the fight for a clean energy future and prevent polluting industries from dominating the policymaking and political process in 2012.

As a member of LCV's **Environmental Majority Council** (donors of \$1,000 or more annually), you have a critical role to play in our success. LCV is poised to have a decisive impact on key policy issues and targeted races across the country, but we can only do so with your help. We estimate that we will need at least **\$20 million** to implement our plan of action and reach our goals this year.

Here are some examples of the resources we need to conduct specific activities:

**\$6,000,000** Run independent campaigns to help elect six climate champions to the **U.S. Senate** for the next six years. Campaigns will include targeted canvass, mail, phone, and paid media efforts to mobilize persuadable voters who can be decisive for the pro-environment candidate. Estimated cost per Senate race is \$1 million.

**\$3,500,000** Run **sustained media campaigns**, including hard-hitting TV ads, to educate constituents on the records of Members of Congress who repeatedly vote to protect polluting industries over public health.

**\$2,000,000** Run independent expenditure campaigns in three **battleground states** to help elect a pro-environment president in 2012.

**\$1,200,000** Work with state LCVs to run door-to-door canvasses to collect signatures in support of critical **state ballot initiatives** on clean energy, and then contact tens of thousands of households to help pass the measures.

**\$400,000** Run a state-level *Dirty Dozen* program to help state LCVs run independent campaigns to defeat the twelve worst anti-environmental incumbents in targeted **state legislatures** across the country.

**\$200,000** Produce and distribute LCV's signature publication, ***The National Environmental Scorecard***, to the media and citizens across the country, and post key congressional votes online in real time via the LCV Vote Tracker.

**\$35,000** Hold our sixth-annual national **lobby day** to bring state LCV partners and key supporters to Capitol Hill to urge Members of Congress to vote correctly on public health, public lands, and other issues.

**\$10,000** Conduct a **tele-townhall** to educate and engage 10,000 citizens at the grassroots level.

**\$5,000** Send **email alerts** to mobilize our activists on key issues for one month.

**Your partnership in this work is essential. Please stand with us and make a generous gift to LCV.  
Thank you for your commitment and support of our work.**

**Don't forget to visit [www.lcv.org](http://www.lcv.org) throughout the year to learn more  
about our work and how you can get involved.**



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