DEAR FRIENDS
**THIS IS A DO-OR-DIE MOMENT FOR OUR PLANET.** Our air, land, and water are under threat like never before. The window to avert catastrophic climate change is closing. Without a powerful movement to tackle the environmental crisis, we face the prospect of leaving our children and grandchildren a planet that bears little resemblance to the one we know.

Every day, the failure of our federal leaders to act on climate change becomes more dire. We have a White House in thrall to dirty-energy interests and a Congress led by members who regularly put polluters’ profits above public health and the stability of our planet.

And yet, there are still many reasons to hope—we can mobilize to break polluters’ hold on our democracy and our future. The science on climate change is clear, policy solutions are known, and economics increasingly favor clean energy. The majority of people in this country recognize the threat of climate change and want strong action, especially young people and people of color who are the most directly affected. The biggest barriers to environmental progress are political, and we must break through them if we want a sustainable future.

LCV has a huge role to play in meeting the challenge of this moment. Yet we all need to fight harder and smarter than we’ve ever fought, and invest more time and financial resources than ever before, in order to win change on the scale our planet needs. With your partnership, LCV and our state affiliates will galvanize an unprecedented movement of environmental supporters, inflict maximum political damage to decision-makers who side with polluters, and elect environmental champions at every level of government by 2020.

The LCV 2018 *Plan of Action* is year two of a four-year strategic plan that builds on the hard lessons of the last few years. The core goals are to:

1. **DEFEND** our nation’s bedrock environmental laws by holding leaders publicly accountable and ensuring consequences for those who side with polluters.

2. **ADVANCE** clean energy victories in key states to ensure that the U.S. continues to make progress on climate and build momentum for strong federal action.

3. **ELECT** pro-environment majorities at all levels of government who will stand up to polluters and act before it is too late.

4. **BUILD** a massive, powerful, and racially diverse movement of activists that will transform the politics of these issues and put the country on a path towards a 100 percent clean energy future by 2050.

The stakes for 2018 are sky high. We must hold the line against a pro-polluter agenda in the White House and Congress while making headway towards recapturing a pro-environment U.S. Senate and House. We must also keep states moving ahead by electing new climate champions and build our movement’s grassroots power for the long-term. And none of it will happen without you.

Please continue to stand with LCV in 2018. All of us working together can turn the tide.

Onward,

[Signature]

**GENE KARPINSKI**  
President, League of Conservation Voters
LCV’s 2018 plans to defend core environmental laws include educating and mobilizing the public, keeping a spotlight on the actions of elected officials, and making environmental issues a critical component of why President Trump and our key congressional opponents are unpopular.
For more than four decades, LCV has worked to shift the political calculus of elected officials, demonstrating that there are benefits to voting to protect the environment and consequences for not doing so.

WE MUST PRESERVE THE INTEGRITY of the laws that protect our air, land, water, and health and ensure that bedrock safeguards withstand attacks from the current polluter-aligned Congress and White House.

WE WILL:

Mobilize our members, engage influential constituencies, and partner with our allies in Congress to block rollbacks to bedrock environmental laws, including the Clean Air Act, Clean Water Act, Safe Drinking Water Act, Antiquities Act, and Endangered Species Act. We will also work to block any legislative efforts that would permanently weaken how federal regulations are crafted and block extreme federal judicial nominees who are hostile to the environment, health, and safety.

Expand the reach of our signature National Environmental Scorecard, the widely-accepted yardstick used to measure how each member of Congress voted on the most important environment and energy issues each year. We will grow its reach by expanding our new media outreach, publishing the Scorecard in Spanish, and producing a companion report featuring the leadership of the Congressional Caucuses of Color.

Bolster environmental champions and allies in Congress by amplifying their actions with the public, and continue to shore up a “green firewall” of U.S. senators who will stand strong against congressional attacks.
Run targeted accountability programs to educate constituents about the actions of select U.S. senators and representatives, and to demonstrate measurable impacts on these elected officials’ approval ratings and/or improve their voting records. To keep public attention on the environmental actions of elected officials, we will use new and traditional media communications.

Mobilize millions of activists via our grassroots and online networks to attend events and make their voices heard by elected leaders.

BY 2020

Ensure that at least two-fifths of the Senate and one-fourth of the House are environmental champions who regularly and publicly speak out on our issues.

PROTECT OUR PUBLIC LANDS AND WATERS!

LCV launched the Our Lands, Our Vote campaign to mobilize the public and elected leaders to defend public lands and waters against the Trump administration’s unprecedented attacks. In 2017, we ran hard-hitting ads in the home districts of members of Congress and generated 350,000 of the 2.8 million public comments urging the Department of the Interior to protect national monuments. We will continue to engage people across the country to stand up for our nation’s lands and waters in 2018.
“It’s more important than ever before that we have allies who will fight to protect our clean air and water and our access to public lands. The League of Conservation Voters is a strong partner in these efforts and I’m proud to work with them to combat climate change and to ensure future generations will inherit a strong outdoor economy.”

—SENATOR JON TESTER
State-level work, long a part of what makes LCV unique and effective, is more important than ever as a countervailing force to the Trump administration.

Since President Trump announced he would withdraw from the landmark Paris Climate Agreement, states and cities across the country have stepped up to lead and show that Americans are “still in” to fight climate change. Since 2016, state LCVs have helped win significant climate and clean energy victories in at least 15 states, often with bipartisan support.
**IN 2018, WE WILL DOUBLE DOWN** on recent progress and continue to tear down barriers to a clean energy future. With our state LCV partners across the country, we will both partner with and pressure governors, state legislators, mayors, and others to advance solutions that can help meet overall carbon reduction goals and demonstrate our collective power to address the climate crisis.

**WE WILL:**

Increase state commitments to speed the shift to renewable energy. State LCVs will fight for policies to expand state renewable energy standards (RES), speed the transition away from coal and towards wind and solar, and facilitate the ability of consumers and businesses to buy clean energy. In 2018, we will push for progress in states like AZ, CO, MD, MI, MN, NJ, NV, OR, SC, VA, and WA, and lay groundwork for progress in FL, NM, and elsewhere.

**SIGNIFICANT STATE LCV CLIMATE WINS SINCE THE 2016 ELECTIONS**

California and the nine northeastern states that participate in the Regional Greenhouse Gas Initiative (RGGI) strengthened their carbon pricing programs in 2017. In 2018, state leagues in Oregon and Washington will push efforts to create carbon pricing programs in their states.
With the costs of clean energy now competitive with fossil fuels, the barriers to a clean energy future are no longer technical or economic; they’re political. Pro-active state and local policies demonstrate strong public support for action, further drive down costs, and continue putting the U.S. on a path to achieve our Paris climate commitments.

Continue to pressure utilities to switch to clean energy. We recently won an important victory in Colorado, where Xcel Energy plans to retire two coal-fired power plants and dramatically increase solar and wind sources. In 2018, state LCVs in MI, MN, NV, NM, and SC will engage with public utility commissioners and in state legislatures to pressure utilities to maximize investments in clean energy.

Advance the movement for 100 percent clean energy. Wherever possible, we will continue to promote a nationwide effort to put the U.S. on track to achieve a 100 percent clean energy future by 2050. In 2017, the New Jersey LCV helped make 100 percent clean energy a top goal for New Jersey Governor-elect Phil Murphy. We will now turn to making New Jersey the second state in the country after Hawaii to commit to 100 percent clean energy.

Phil Murphy—the first gubernatorial candidate to campaign on 100 percent clean energy—is now in office where he can implement his plan to make New Jersey a leader on offshore wind and get the state back into the Regional Greenhouse Gas Initiative (RGGI). New Jersey LCV led the campaign to get him committed to 100 percent clean energy.
More than 350 mayors across the nation have signed on to show they are “still in” the Paris Climate Agreement. In July 2017, LCV’s New Hampshire climate team convened mayors from across the state in Concord to reiterate their support for the agreement and local action.

Deepen engagement of working-class and communities of color in environmental advocacy. Through our Chispa community organizing programs in AZ, CO, CT, MD, NV, and NM, we are building a broad base of moms, young people, and directly-affected communities who are leading the fights for concrete policy solutions to clean up our air and water. In 2018, we will expand the program to eight states, including our campaign to persuade governors and school districts to use Volkswagen settlement funding to convert school buses from diesel to electric (see next section). Many state LCVs will also expand powerful, local partnerships with low-income and communities of color to advance racial justice and environmental policy advocacy.

**Run accountability programs in states** that push elected officials to make progress on our issues and make citizens aware of where they stand.

**BY 2020**

Invest half our resources in winning state-level policies and elections and strengthening the capacity of state leagues, and develop deep, multi-faceted programs in 4-6 states that will most shape the national landscape.

Former Governor Terry McAuliffe and newly-elected Governor Ralph Northam proposed legislation to make Virginia the first southern state to cap carbon and are going to join the Regional Greenhouse Gas Initiative (RGGI).
ELECT PRO-ENVIRONMENT LEADERS

The mid-term elections will have far-reaching consequences and will require significant investment to ensure we can defend bedrock environmental laws and win future progress. Our top priority in 2018 is to make significant headway in the House and Senate, which will position us to achieve a pro-environment Congress and president by 2020.
ADDITIONALLY, STATE-LEVEL RACES OFFER SIGNIFICANT OPPORTUNITIES
to make progress on climate and clean energy, as well as impact the decennial redistricting process, which will shape the political outlook in states and Congress for the next decade.

WE WILL:

Maintain a “green” Senate firewall and attain a pro-environment majority. The Senate map is extremely challenging in 2018—we will need to defend numerous pro-environment allies up for re-election in states that Trump won, including in states such as Montana, Ohio, and Wisconsin. Despite such a challenging map, we will go on offense and look to pick up seats in Nevada and elsewhere. What was once unthinkable—putting the Senate in pro-environment control—is now potentially in reach after Doug Jones’ victory in Alabama.

Win back a pro-environment U.S. House. LCV is planning to target U.S. House seats with an eye on ending control of the polluter-backed, anti-environment leadership in the chamber. LCV will target 10 or more U.S. House races to help defeat anti-environment candidates and pick up pro-environment seats in Congress. Momentum from 2017 victories in AL, NJ, VA, and WA, coupled with the volatility of national politics, presents an opportunity to win a pro-environment majority in the House in 2018. We must be prepared to seize this moment.

BY 2020

Ensure that at least 35 percent of our congressional endorsements are people of color and at least 40 percent are women each election cycle.

State LCVs were essential to recent victories of pro-environment governors in MT, NC, NJ, VA, and WA. In 2018, we will help elect more governors to stand up to the Trump agenda in places like CO, ME, MI, NM, and NV.
Elect more green governors. Governors are at the forefront of standing up to Trump and pressing forward on clean energy and climate. With at least 16 open governors’ seats in 2018, we will build on victories from 2017 to elect pro-environment governors, especially in states like CO, ME, MI, NM, and NV, where victories could lead to proactive climate and clean energy legislation.

Build pro-environment majorities in state legislatures. State legislative races will continue to play a huge role in 2018, especially in advance of 2021 redistricting. We will focus resources in states like Colorado, where winning one seat in the state Senate would flip the chamber to a pro-conservation majority. We will also work to elect pro-environment legislators in places like Florida, Michigan, and North Carolina, where state legislatures will redraw legislative maps for Congress in 2021.

In 2016 and 2017, state LCVs were instrumental in establishing pro-clean energy majorities in state legislatures in ME, NV, NM, and WA and electing eight new members to the Virginia House of Delegates.

In April 2017, LCV joined with Emily’s List, Sierra Club, and others to hold “Run to Win 101,” a half-day training for 100 pro-choice, pro-environment women who are considering running for office.

BY 2020

Increase the number of states with pro-environment governors and state legislatures, particularly in states that will lead to redistricting gains.
**Invest in local races with outsized impact on policies.** From mayors to port commissioners, state LCVs have helped secure progress by winning local races that have major impacts on energy and infrastructure. In 2017, our Washington state affiliate helped elect Don Orange to the Vancouver Port Commission with a mandate to stop the building of what was to be the largest oil terminal in North America. We will continue to strategically invest in these types of important local races in 2018.

**Provide direct support to pro-environment candidates.** The GiveGreen program raised or contributed over $8.3 million in direct contributions to pro-environment candidates in 2015-2016. We will continue to use this program to help some key pro-environment candidates raise $10 million in the 2017-2018 cycle.

**Recruit and train candidates.** LCV held our first candidate recruitment training in 2017, and we will increasingly offer such support to pro-environment candidates who are looking to run for office. Trainings will focus on candidates who are women and people of color and will include support on environmental issues and messaging.

**BY 2020**

| Develop pilot programs in three or four states to recruit at least 50 candidates and train 200 candidates for state, local, and federal office. |

**LCV’s GreenRoots program** involves our members directly in our electoral work by providing them with opportunities to **volunteer in the campaigns of endorsed candidates.** Our 2015-2016 program activated 25,000 LCV members in 11 states.
BUILD
A MORE POWERFUL, ACTIVE, AND RACIALLY DIVERSE ENVIRONMENTAL MOVEMENT
BUILDING A BROADER, MORE ACTIVE, AND MORE RACIALLY DIVERSE MOVEMENT
will permanently shift the politics of our issues. In 2018, we will do more to engage people who are motivated by the need to act on climate change, including youth, people of color and low-income communities who are disproportionately affected. This work is essential to our long-term success at ensuring a clean, healthy, and safe environment for all.

WE WILL:

*Deepen grassroots power in priority states.* For five years, LCV has worked to create a powerful volunteer organizing structure within and across key states. We currently support grassroots organizing programs for climate action in CO, ME, MI, MT, NC, NH, NV, VA, and WI, as well as Chispa community organizing programs in AZ, CO, CT, MD, NM, and NV. In 2018, we will continue recruiting, training, and activating volunteers on clean energy in these 13 states.

*Build the voice and power of communities of color on climate action.* In 2018, Chispa plans to expand to eight states and grow our multi-state Clean Buses for Healthy Niños campaign. Chispa also works at a national level to increase media coverage on environmental justice issues and elevate the voices of Latino elected officials and community leaders on energy and climate action.

School buses are the most-used form of public transportation in the U.S., carrying 27 million kids who are exposed to dangerous diesel pollution every day. Chispa’s Clean Buses for Healthy Niños campaign is organizing parents and youth to demand that governors and school boards use state Volkswagen settlement funding to convert dirty diesel school bus fleets to zero-emissions electric buses. This is a national campaign to protect kids’ health, especially in low-income and communities of color, and to clean up our air, electrify public transportation, and fight climate change.
Engage young people. All LCV grassroots programs include a strong youth organizing component, and 25 percent of our volunteers are under age 35. In 2018, we will continue to engage young people in the democratic process by recruiting and training volunteers; we will also work to develop an integrated program targeting 18-34-year-olds online and on the ground in 2-4 states.

Mobilize our members. LCV now has over 2 million members who are getting involved at record levels both online and off. Approximately 10 percent of our members are Latino and more than 20 percent are young people. In 2018, we will grow this number and engage our members more deeply in fights to protect our air, land, water, and health. We will also expand our mobile-phone organizing program, which has 200,000 subscribers and is one of our most powerful tools for mobilization and advocacy.

BY 2020

We will be able to connect with 5 million people who are part of our online network and 50,000 on-the-ground volunteers, at least 40 percent of whom are under age 35.

Strengthen our movement of state LCV partners. Our national network of LCV partners is essential to our movement’s ability to win at the local, state, and national levels. LCV will continue to deliver resources, training, and strategic and technical support to help build the long-term power and leadership of state LCVs, which stand on the front lines of fights for clean air, clean water, clean energy, public lands and more.

Our state LCV partners are key to our ability to engage the public and decision-makers and impact policies at all levels of government. In 2018, state LCVs will coordinate more closely than ever before, bringing greater effectiveness to our work nationwide.
Play a major role in winning a U.S. Senate seat to maintain a “green firewall” or elect a new environmental champion.

Support a campaign by a state LCV partner to help elect a pro-environment governor in a close race, including through targeted canvasses, digital, mail, phones, and paid media.

Support state level advocacy campaigns for 100 percent clean energy.

Build long-term infrastructure to recruit and mobilize more activists in a single key state.

Target a key U.S. House race to elevate environmental issues and increase the number of champions in the House, securing an environmental majority.

Launch an innovative program working with our state partners to recruit, develop, and support women and people of color candidates at every level of public office who can excite voters and be strong champions for fighting climate change.

Place digital ad buys to mobilize citizens and generate media that highlights the work of environmental champions in Congress and increases pressure on pro-polluter politicians.

Produce, distribute, and promote LCV’s signature publication, the National Environmental Scorecard, which grades how every member of Congress voted on key environmental, energy and health measures.

Help a state league partner win a key state legislative seat and change control to a pro-environment majority.

Hold our first national organizing summit to convene and train volunteer leaders from our organizing programs across the country.

Conduct a tele-town hall with a member of Congress or other official to educate and engage 10,000 people at the grassroots level.

YOUR HELP IS NEEDED NOW

Here are some examples of what this work costs:

- **$3 million**  > Play a major role in winning a U.S. Senate seat to maintain a “green firewall” or elect a new environmental champion.
- **$2.5 million**  > Support a campaign by a state LCV partner to help elect a pro-environment governor in a close race, including through targeted canvasses, digital, mail, phones, and paid media.
- **$2 million**  > Support state level advocacy campaigns for 100 percent clean energy.
- **$1 million**  > Build long-term infrastructure to recruit and mobilize more activists in a single key state.
- **$500,000**  > Target a key U.S. House race to elevate environmental issues and increase the number of champions in the House, securing an environmental majority.
- **$400,000**  > Launch an innovative program working with our state partners to recruit, develop, and support women and people of color candidates at every level of public office who can excite voters and be strong champions for fighting climate change.
- **$250,000**  > Place digital ad buys to mobilize citizens and generate media that highlights the work of environmental champions in Congress and increases pressure on pro-polluter politicians.
- **$200,000**  > Produce, distribute, and promote LCV’s signature publication, the National Environmental Scorecard, which grades how every member of Congress voted on key environmental, energy and health measures.
- **$150,000**  > Help a state league partner win a key state legislative seat and change control to a pro-environment majority.
- **$70,000**  > Hold our first national organizing summit to convene and train volunteer leaders from our organizing programs across the country.
- **$10,000**  > Conduct a tele-town hall with a member of Congress or other official to educate and engage 10,000 people at the grassroots level.