**Climate Action Campaign Rapid Response Protocol**

CAC Field will conduct rapid response on a variety of topics throughout 2018.

State tables will identify and recruit strategic in-state validators to respond to these threats and will look for opportunities to “increase the volume” by coordinating with other organizations and coalitions doing similar work.

**Strategy**

Our rapid response efforts will push back on any opposition narrative and demonstrate there is immediate accountability for failing to stand up for clean air and a healthy environment.

Additionally, we will use these moments to buoy champion senators with positive feedback for their position on climate action.

**Timeframe**

The National Organizing Director and Regional Directors will identify moments requiring the rapid response tactics and expectations detailed below with as much lead time as possible. The Regional Director will be responsible for communicating that information to their appropriate state teams.

**Metrics (per state coalition)**

***1st HOUR after activation***: All field coalition members tweet at Senate targets (10 tweets per state - includes organizer, supporter, and volunteer tweets)

***1st DAY after activation:*** Joint statements and individual statements released by coalition members and state-based partner groups (1 coalition statement per state)

***1st WEEK after activation:*** Reporter education meetings with all target news outlets (3 per state), grasstop calls to Senate targets placed (2 per .5 FTE), in-district drop-bys with staff (1 per .5 FTE), and grasstop tweets (2 per .5 FTE)

**Reporting**

All reporting should use the appropriate Topic/Moment in the Quick Base Campaign Reporting app.

***Social media reporting guidance***: Social media reporting consists of either grassroots or grasstop actions. As a reminder, only original posts/tweets count toward deliverables, and likes, retweets, and shares do not count.

***Statement reporting guidance:***

To report a statement, create an activity record of grasstop or coalition engagement and add grasstop actions of “Released Statement/Provided Quote” for each signer on the statement. If the statement is mentioned in any press clips add them in the media generated section as mentions.

**Budget**

Additional funds will be made available for rapid response as needed. These funds will be specifically applied to costs associated with executing the convening activities described above.