



Connect, Engage & Energize Mobilizing Climate Action in Your Community

BREAKOUT SESSION #2

Wednesday, April 3rd 2024 | Brandeis University | 8am - 4pm

1:20 - 2:10 Breakout Session #2

Making your Organization More Effective

Choose one breakout session to attend

Got Volunteers?

Practical tips for Engaging and Growing Your Team from Casual Contacts to Volunteer Leaders

Building power as a grassroots organization involves inspiring and engaging volunteers. Learn practical, tried-and-true tips for growing your base and developing future leaders. This workshop will explore strategies including “warm welcomers” who help increase your event attendance, clever use of data to find your rising stars, and creating “just right roles” that lead volunteers up the ladder of engagement. When volunteers are engaged and passionate about the work they’re doing, the whole team thrives!

[Anne Sudduth](#)

Geller

Strategizing for Climate Change Wins:

Moving from idea to policy change

How can we best plan for wins in our climate work? Power-holders don't give us what we want automatically; we need to build people power and select the best possible targets and pressure points to maximize our chances of success. This workshop examines stages of a Mothers Out Front campaign over several years to illustrate how different tactics and targets have been used for a continuing campaign pushing for a transition from gas-powered to renewable energy. There will be time for group discussion to encourage applying the ideas to your own local or statewide work.

[Anne Wright](#)

**Levine
Ross 1 & 2**

<p>Learn how MassEnergize can Amplify and Supercharge your Local Engagement Efforts</p>	<p>Come if you are just getting started or if you've been at this for a while and you want additional marketing, staff capacity, and connections with other local groups. "MassEnergize was just what Sustainable Medfield needed as we got started. It was great to get up and running quickly with the action platform. Participating in the Community of Practice has made our efforts more impactful, as we were instantly connected with colleagues from whom we could learn." (Sustainable Medfield) And learn about our Outreach Planner - an essential tool to build, organize and track communication with your town's many constituencies.</p>	<p>Ellen Tohn Luria 2</p>
<p>Engaging Diverse Constituencies Organizing in underserved communities</p>	<p>Hear from different contributors to the Community First Partnership, a program of Mass Save intended to achieve greater reach of energy efficiency programs amongst historically underrepresented communities in Massachusetts. Panelists will discuss the strategies that they have employed to make government programs more accessible to non-english speakers, renters, small businesses and other priority groups. This panel will include guidance on creating and maintaining solid grassroots partnerships with local organizations, fostering trust amongst diverse types of communities and coordinating between public and private sector stakeholders to ensure inclusivity permeates through every facet of a program. Speakers will draw examples from their work in energy efficiency in the state to discuss both successes and failures, along with how to maintain accountability and handle mistakes.</p>	<p>Carlos Irisarri Luria 3</p>
<p>Coaching Programs: What they are, how they differ and how to build the one that's best for you</p>	<p>Community-based energy coaching by volunteers or professionals, or a combination, is a highly effective way of helping residents take action to reduce their carbon emissions. This session will summarize results of a survey of local energy coaching programs in Massachusetts. This will be followed by a panel discussion among local energy coaching pioneers from Acton, Melrose, Abode Energy Management and the HeatSmart Alliance who will describe their experience with setting up and running local coaching programs, what worked, and lessons learned.</p>	<p>Steve Breit Sherman</p>
<p>What is Your Message? Refining your Organization's Campaign Messaging</p>	<p>Hop right into action in this session. You will craft a problem statement, solution statement as well as action statement for an issue facing your community. Share with your peers and walk out with a top line message for your campaign that can be used as a slogan or tagline on your posters, visuals and social media.</p>	<p>Bernette Dawson Luria 1</p>