Climate change is rapidly escalating into the single greatest threat to the health and sustainability of life on our planet. It is far past time for the U.S. president to lead on this issue.

The 2020 election represents the best opportunity for the U.S. to confront the climate crisis on a scale commensurate with the problem.
With a wide-open Democratic presidential primary, LCV, in partnership with our state league affiliates, and with our allies in the environmental and progressive communities, is embarking on a campaign to elevate the climate crisis – Change the Climate 2020. We aim to make climate change a top political issue and ensure that the next president is committed to taking bold and immediate steps starting on day one.

**OUR CAMPAIGN GOALS ARE TO:**

1. **Elevate climate action as a top tier issue** in the run up to the 2020 presidential primary election.

2. **Ensure that all credible candidates grasp and address the scope of the crisis** as it relates to public health, our economy, and national security—as well as how it impacts low-income and communities of color the hardest and exacerbates racial and economic inequities. We will push candidates to make climate one of their top priorities and publicly commit to an ambitious plan on day one.

3. **Build power for the Conservation Voter Movement** by proactively and constructively engaging with candidates, the media, and voters.
OUR STRATEGY TO ELEVATE CLIMATE ACTION AS A TOP TIER ISSUE AND INFLUENCE THE CANDIDATES IS FOCUSED ON THE FOLLOWING:

**Encourage a race to the top among CANDIDATES** by tracking and publicizing their actions and engaging directly with candidates, ensuring they are informed on the issue and prepared to publicly commit to ambitious solutions—including committing to 100 percent clean energy by 2050, pursuing a just, equitable economic transition, and exceeding our commitments under the Paris Climate Agreement.

**Highlight people-focused stories and data to educate the MEDIA** about the importance and political viability of addressing the climate crisis. We will ensure that reporters are pressing candidates on climate policy, promoting coverage of the popularity of the issue and the health and economic benefits of climate solutions. We will also enlist the media to stress the disproportionate impact of the crisis on low-income and communities of color and the need for equitable solutions.
Mobilize POLITICAL DONORS to maximize their interactions with candidates when being asked for financial support. On phone calls and at events, funders will ask candidates questions about their positions on climate solutions and to prioritize climate change on day one.

Engage VOTERS AND THE PUBLIC in early voting states to attend events where candidates are speaking, publicly ask their positions on climate related policies and actions, record their interactions, organize community leaders and key constituencies, and share their stories to show support for climate action. We will leverage LCV’s two million members, our Chispa and Climate Action teams, and state LCVs for on-the-ground efforts in states like New Hampshire, South Carolina, and Nevada.
Climate a Top Issue for Voters

For too long, presidential candidates and the media have largely ignored the costs of climate change. But new data show voters are moving it rapidly up the priority list for 2020.

According to the Yale Program on Climate Change Communication, which tracks public attitudes on the issue, six in ten Americans are now either “alarmed” or “concerned” about global warming—and the percentage who are “alarmed” has more than doubled since 2013. Other polls show particularly high levels of concern among low-income and communities of color. This is not only a result of dire reports from scientists, but the fact that people across the country are witnessing firsthand what climate change looks like.

In February 2019, LCV partnered with several organizations to conduct a poll of Democratic primary voters and caucus-goers in California, Iowa, New Hampshire, Nevada, and South Carolina.

The chief findings include:

Addressing the climate crisis is a top tier issue for Democratic primary voters, shared only with universal healthcare coverage.

Taking action on climate change is a key motivating issue for Democratic primary voters in early states.

Having a plan to address the climate crisis is seen as essential and is a driver of vote choice.

Both the Green New Deal and Moving to 100% Clean Energy by 2050 are extremely popular ideas among Democratic primary voters in early states.

Voters believe that candidates who support these solutions to climate change are serious, forward-thinking candidates.
We need **YOU** to ask questions of candidates

As someone who funds political campaigns, you can expect candidates will be calling to secure your financial support. You have the chance to make an impact during the primary election by maximizing these interactions. When you talk to candidates, take the opportunity to ask directly about their positions on climate solutions and make certain they have a strong answer for how they will prioritize climate solutions.

Included in this toolkit, you will find a set of recommended questions to ask during your conversations with candidates. These questions – focused on 100% clean energy, a just, equitable transition, and clean air and water – represent our initial climate policy priorities for the next administration.

We’re counting on you to use your power to hold candidates accountable and ensure the next president leads on climate change on day one.

Please regularly visit [changetheclimate2020.com](http://changetheclimate2020.com) for real-time information about what the candidates are saying and doing on climate on the campaign trail, including video highlights from news outlets, social media content from the candidates, and reports from our organizers on the ground.