



### **Our Mission**

Vote Climate U.S. PAC works to elect candidates to get off fossil fuels, transition to clean, renewable, energy and put a fee on carbon, in order to slow climate change and related weather extremes.

### **Our Approach**

Scientists say, we are facing an emergency situation with climate change and yet our political leaders are not taking action. Despite increasingly urgent calls from scientists, political protests from our citizens, and more extreme weather, no federal climate legislation has ever become law in the U.S. That is why Vote Climate U.S. PAC works electorally to increase our support in the U.S. Congress.

**Our approach is simple. We take 5 fundamental steps toward achieving our mission:**

- **Vote Climate U.S. PAC's Voter's Guide**
- **Targeting Priority Candidates**
- **Ad Production**
- **Media Buys or Social Media in Priority Districts**
- **Endorsing Climate Champions**

**Voter's Guide** – We have an ambitious goal of developing a, first of it's kind, national climate voter's guide, assessing incumbent's and challenger's position on climate change so you can Vote Climate. We can only do this with your support. This is our priority project for 2018.

**Our Website** – Our work is only possible with your help. Please visit [our website](#) where you can donate, read more about our priority candidates and sign-up to host a house party.

**Targeting** – Vote Climate U.S. PAC identifies incumbents and challengers who are pro-climate-action. We carefully selected 3 U.S. House races and 3 U.S. Senate races to highlight as priority candidates. These are 6 critical races in hotly contested, swing districts with climate change leaders, for whom Vote Climate U.S. PAC implemented a paid, social media campaign in 2016.

**Ad Production** – In 2016, Vote Climate U.S. PAC produced TV ads and a meme campaign (See below under Social Media Campaigns in Priority Districts) for a paid, social media campaign on behalf of our priority candidates. The cost to produce ads is high. With your donation, we can produce new ads for the 2018 mid-term elections.

**Media Buys or Social Media Campaigns in Priority Districts** - We used 2, targeted, social media campaigns to advance our priority candidates in 2016. Ultimately we hope to elect candidates to pass a federal carbon tax to slow climate change, but we must change the political landscape first. Media campaigns are effective, but expensive. We need your help.

***Holy BLEEP Mabel*** featured 2, 30-second, TV ads starring the quirky couple, Mabel and Manny, who find themselves in various *Holy BLEEP Mabel* moments as they experience climate-related, weather extremes like floods and wildfires in their own backyard. These ads reached almost 1.15 million people in priority districts with astonishing video-view rates between 70-80%.

***Bliss or This*** was a meme campaign and slide show which contrasts a positive future where we take political action on climate change with a bleak future where we do not. It reached almost 63,000 people with an amazing view rate of almost 70%.

***Authorized by Vote Climate U.S. PAC, Mary Gill Treasurer, and not authorized by any candidate or candidate's committee.***