**CPP Rollback Email and Comment Templates**

**Template Email**

SUBJECT LINES:

#1: Tell the EPA that rolling back CPP puts us in danger  
#2: Trump and Pruitt are ATTACKING our health

#3: Pruitt just launched ANOTHER attack on our health

[NAME],

EPA Administrator Scott Pruitt just announced a plan to roll back the Clean Power Plan – lifesaving standards that combat climate change by setting the first-ever federal limits on carbon pollution from power plants. Climate change is fueling more severe and destructive extreme weather events that threaten our communities, our families, and our way of life. **This is absolutely unacceptable.**

**Tell the EPA that rolling back the Clean Power Plan robs [STATE DEMONYMS] of a healthy future [LINK TO LANDING PAGE]**

An overwhelming majority of Americans support the Clean Power Plan because it **protects** us – especially our most vulnerable communities. Pruitt’s end goal? To put American lives at risks so his polluter cronies can make a buck.

We shouldn’t be surprised. As Attorney General of Oklahoma, **Pruitt sued the EPA 14 times** to block the Clean Power Plan and other public health safeguards. Stripping us of these vital protections is a blatant attack on our health and safety, orchestrated by corporate polluters and dirty energy insiders.

**We need the Clean Power Plan. It’s time to speak out. [LINK TO LANDING PAGE]**

Extreme weather events like hurricanes pose real threats to our communities: not only do they cost millions in damages, they can speed the spread of disease and put vulnerable populations, including children, the elderly, and communities of color, in severe danger. Pruitt wants to replace the Clean Power Plan with a weaker, polluter-approved alternative that could result in more carbon pollution being pumped into the air. We cannot allow him to reverse the progress we have made to protect Americans from the dangers of climate change – and put our health and safety at risk.

**CALL: Tell Scott Pruitt that our health is non-negotiable [LINK TO LANDING PAGE]**

Scott Pruitt’s toxic agenda puts our health on the line. It’s time to make your voice heard.

Thank you for speaking out,

[SIGNER]

**CPP LANDING PAGE**

**Title:** OPPOSE TRUMP’S ATTACKS ON OUR HEALTH AND THE CLIMATE

**Framing:** The majority of Americans knows that climate change poses an undeniable threat to our national security, public health, and economy. That’s why we cannot allow Scott Pruitt to stack the deck for polluters by repealing the Clean Power Plan. Now is the time to support critical climate change safeguards and keep building a clean energy economy that works for all Americans.

Submit a comment to the EPA in support of the lifesaving Clean Power Plan, which protects our health, limits carbon pollution from power plants, and encourages clean energy development. We cannot allow corporate polluters to dictate our health policies. Pruitt’s toxic agenda puts our health on the line. It’s time to stand up for every American’s right to clean, healthy air and a safe future for our children.

**Sample Comment**

I oppose EPA Administrator Scott Pruitt’s reckless proposal to repeal the Clean Power Plan. The EPA has a duty to protect us from climate change, which is exacerbating destructive extreme weather events that threaten our communities, our families, and our way of life. The EPA’s mission is to “protect human health and the environment” – we need Scott Pruitt to live up to that solemn responsibility.

I support the Clean Power Plan because it sets common sense limits on otherwise unlimited carbon pollution from power plants and encourages the development of clean, renewable energy. By moving to repeal the Clean Power Plan, Pruitt is undermining vital health protections that reduce air pollution and address climate change. We need the EPA to **strengthen** safeguards that address climate change, not tear them down. Administrator Pruitt should immediately reconsider this reckless and harmful action.

**CALL TOOL LANDING PAGE**

**Title:** TELL YOUR SENATOR TO LEAD CLIMATE ACTION

**Framing:** Climate change poses an undeniable threat to our national security, health, and economy. In the wake of three of the most destructive hurricanes in U.S. history, our elected officials need to take action and stand up for our health and safety. The science is clear: climate change contributes to the strength and severity of storms – we can’t afford to roll back progress by dismantling the Clean Power Plan.

Acknowledging the threat climate change poses to our families and our communities shouldn’t be unusual, it should be the norm. Enough is enough: we need our senators to speak up and protect our communities by protecting the Clean Power Plan.

**Action Box:** Call your senator and let them know that climate action action matters to you – and that you want them to protect the Clean Power Plan. Type your phone number into the box and you’ll receive a call from us. We’ll make sure you know what to say and then we’ll connect you to your senator – make sure to tell him or her the Clean Power Plan must remain intact.

**CALL TOOL SCRIPT**

Extreme weather fueled by climate change is putting our lives and our communities in danger. We need you to tell your senator that now is the time to lead on climate change – our health is on the line. We’re about to connect you to your senator’s office – stay on the line and when you are connected, please give them your name, zip code, tell them you want them to protect the Clean Power Plan.

**Sample Social:**

**TWITTER:**

* Tell @[TAG SENATOR] that now is the time to lead. #ProtectCPP [LINK]
* It’s time to make sure that @[TAG SENATOR] knows that climate action matters to [STATE DEMONYMS]. #ProtectCPP [**PHONE NUMBER**]
* [STATE DEMONYMS] know that climate change is a pressing issue. Make sure @[TAG SENATOR] is on the same page. #ProtectCPP [**PHONE NUMBER**]
* In the wake of three major hurricanes, we need @[TAG SENATOR] to lead on climate action. #ProtectCPP [LINK]

**FACEBOOK:**

* [STATE DEMONYMS] know that climate change is a pressing issue. Make sure [TAG SENATOR] is on the same page. #ProtectCPP [LINK]
* In the wake of devastating hurricanes and wildfires, staying silent on climate change is absolutely unacceptable. Make the call to ask [TAG SENATOR] to lead on climate action. #ProtectCPP [LINK]

**Sample Graphic:** High res available [HERE](http://materials.actonclimate.com/asset/3440/)

