**Cars Rollback – House Call Push**

**EMAIL TEMPLATE**

Subject Lines:

1: Make the call for #CleanerCars

2: It’s time to fight for clean air and our health

3: We must fight for #CleanerCars standards

[NAME],

Donald Trump and his Dirty Deputies Andrew Wheeler and Heidi King are throwing America’s clean car standards into reverse, rolling back important EPA protections that keep our air clean and save us money at the pump.

**We can’t let them take us backwards. Call your Representative and tell them to urge EPA to stop the roll-back of the clean car standards. [LINK TO PETITION]**

Instead of putting our families first, the Trump administration is polluting our air, putting lives at risk, and forcing consumers to spend billions more dollars at the gas pump at a time when prices are at a four-year high. These vital standards should not be rolled back – any less than that is unacceptable.

**MAKE THE CALL: Rep. [NAME] needs to hear why EPA’s clean car standards matter to you** [LINK TO PETITION]

We shouldn’t have to worry about whether our air is safe to breathe. Our families deserve clean car standards that protect our health and save money at the gas pump.

**Tell your Representative that you won’t stand for Trump, Wheeler, and King’s reckless rollbacks. [LINK TO PETITION]**

Thank you for your support.

[SIGNER]

**LANDING PAGE TEMPLATE**

Title: CLEAN CAR STANDARDS AND OUR HEALTH ARE UNDER ATTACK

Clean car standards help keep our air clean, save us money at the pump, and are the most effective policy we have on the books to fight climate change. Now, Donald Trump wants to allow cars to be dirtier and less efficient and to revoke states’ authority to protect their citizens from dangerous tailpipe pollution.

**Call your member of Congress** and urge them to tell EPA to stop the rollback of the clean car standards. Together, we can stop the Trump administration from putting the interests of auto lobbyists and corporate polluters over the needs of American families.

**CALL TOOL SCRIPT**

Clean car standards help keep our air clean, fight climate change, and save us money at the pump. Donald Trump and his Dirty Deputies, Andrew Wheeler and Heidi King, are attacking those standards and trying to revoke states’ authority to protect their citizens from dangerous tailpipe pollution. Protect our health: don’t roll-back EPA’s clean car standards.

We are about to connect you with your Representative’s office, stay on the line. When they answer, state you name, your zip, and tell them why EPA’clean car standards matter to **you**. Urge them to tell the EPA not to roll-back the clean car standards today.

**SAMPLE SOCIAL GUIDANCE**

**TWITTER**

* .@realDonaldTrump is putting Americans at risk by rolling back EPA’s #CleanerCars standards. Help protect our health by calling your Rep. and telling them why EPA’s #CleanerCars standards are important to you. [LINK]
* A #CleanerCars rollback threatens the lives of 25 million Americans living with asthma. It’s time to act: tell your Rep. why EPA’s #CleanerCars standards are important to you. [LINK]
* #CleanerCars standards help keep our air clean and save us money at the pump – and they are under ATTACK. Protect these vital standards by calling your Rep. and telling them why EPA’s #CleanerCars standards are important to you. [LINK]
* #CleanerCars standards are under attack. Call your Rep. and urge them to speak out against EPA’s rollbacks TODAY. [LINK]

**FACEBOOK**

* [TAG] President Donald Trump is putting Americans at risk by rolling back #CleanerCars standards. Help protect our health by calling your Representative and telling them why EPA’s #CleanerCars standards are important to you. [LINK]
* #CleanerCars standards are under attack. Call your Representative and urge them to speak out against EPA’s rollbacks TODAY. [LINK]