**CPP Rollback Email and Comment Templates**

**Template Email**

SUBJECT LINES:

#1: SPEAK OUT gutting CPP puts us in danger  
#2: WE NEED YOU: Trump and Dirty Deputy Wheeler are ATTACKING our health

#3: Another day, another attack on our health. Together we can stop this.

[NAME],

Donald Trump and his dirty deputy EPA Acting Administrator Andrew Wheeler are at it again – selling out our health to corporate polluters.

Their latest ploy: gutting the Clean Power Plan – lifesaving standards that combat climate change by setting the first-ever federal limits on carbon pollution from power plants. Replacing it with weaker standards - as the Trump Administration plans to do - would recklessly expose millions more Americans to dangerous carbon pollution, which makes climate change worse and helps fuel more severe and destructive extreme weather events that threaten our communities, our families, and our way of life. **This rollback is unacceptable.**

**GET LOUD: gutting the Clean Power Plan robs our families of a healthy future [LINK TO LANDING PAGE]**

The Clean Power Plan has strong public support 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 need the Clean Power Plan. It’s time to speak out. [LINK TO LANDING PAGE]**

Extreme weather events like wildfires, hurricanes, and extreme heat pose real threats to our communities: not only do they cost millions in damages, they put vulnerable populations, including children, the elderly, and communities of color, in severe danger. Trump and Wheeler 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 them to reverse the progress we have made to protect Americans from the dangers of climate change.

**Tell Andrew Wheeler that our health is non-negotiable [LINK TO LANDING PAGE]**

This reckless rollback puts our families at risk. We need your voice – are you in?

Thank you for speaking out,

[SIGNER]

**CPP LANDING PAGE**

**Title:** OPPOSE TRUMP and WHEELER’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 President Trump and Acting EPA Administrator Andrew Wheeler to stack the deck for polluters by repealing the Clean Power Plan and replacing it with a polluter-approved alternative. 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. 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 Acting EPA Administrator Andrew Wheeler’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 Wheeler to live up to that solemn responsibility.

I support the Clean Power Plan because it sets common sense limits on dangerous carbon pollution from power plants and encourages the development of clean, renewable energy. By moving to repeal the Clean Power Plan and replace it with a polluter-approved alternative, Wheeler 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, especially in the wake of more frequent and severe extreme weather events. Acting Administrator Wheeler should immediately reconsider this reckless and harmful action that is not based in science.

**CALL TOOL LANDING PAGE**

**Title:** TELL YOUR SENATOR YOU SUPPORT THE CLEAN POWER PLAN

**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 stand up for our health and safety. The science is clear: climate change contributes to the strength and severity of storms – the EPA can’t roll back progress by dismantling the Clean Power Plan.

Acknowledging the threat climate change poses to our families and our communities should be the norm. Enough is enough: we need our senators to speak up and protect our communities by speaking out in support of the EPA’s Clean Power Plan.

**Action Box:** Call your senator and let them know that climate action matters to you – and that you want them to urge the EPA 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 EPA can’t rollback the Clean Power Plan.

**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 tell the EPA 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 a record-breaking wildfire season, 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 extreme heat and wildfires, staying silent on climate change is absolutely unacceptable. Make the call to ask [TAG SENATOR] to lead on climate action. #ProtectCPP [LINK]