**CPP Rollback Email and Comment Templates**

**Template Email**

SUBJECT LINES:

#1: SPEAK OUT: Gutting CPP puts us in danger
#2: LAST CHANCE: Trump and Dirty Deputy Wheeler are ATTACKING our health

#3: DEADLINE APPROACHING:Together we can stop this.

[NAME],

This is your **last chance** to speak out against Donald Trump and Acting EPA Administrator Wheeler’s toxic plan to gut the Clean Power Plan. 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.

**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. Trump and Wheeler’s Dirty Power Scam would put American lives at risks so his polluter cronies can make a buck.

**We need the Clean Power Plan. This is your LAST CHANCE 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 want to replace the Clean Power Plan with a weaker, polluter-approved alternative that would 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.

**DEADLINE: 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]

**Sample Social Guidance**

**TWITTER:**

* Do you reject @EPAAWheeler’s #DirtyPowerScam? Time is running out to make your voice heard: [LINK TO COMMENT PAGE] #ProtectCPP
* DEADLINE: Last chance to tell @EPAAWheeler that our health is non-negotiable. #DirtyPowerScam [LINK TO COMMENT PAGE]
* The Clean Power Plan has strong public support because it protects us – especially our most vulnerable communities. We can’t afford the #DirtyPowerScam. [LINK TO COMMENT PAGE]
* .@EPAAWheeler’s #DirtyPowerScam is nothing short of reckless. Can we count on you to speak out against his toxic agenda? #ProtectCPP [LINK TO COMMENT PAGE]
* Another day, another attack on our health. Together, we can stop this. Are you in? #DirtyPowerScam [LINK TO COMMENT PAGE]

 **FACEBOOK:**

* DEADLINE: Last chance to tell [TAG] Acting EPA Administrator Andrew Wheeler that our health is non-negotiable – and that his #DirtyPowerScam is unacceptable. [LINK TO COMMENT PAGE]
* [TAG] Acting EPA Administrator Andrew Wheeler’s #DirtyPowerScam is nothing short of reckless. Can we count on you to speak out against his toxic agenda? #ProtectCPP [LINK TO COMMENT PAGE]

**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.