



BRINGING GREEN MONDAY TO YOUR CITY

greenmmondayus.org

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A GUIDE FOR CITIZEN LOBBYISTS: How to Advocate for Green Monday in Your City

This guide will walk you through the process of meeting with an elected representative to garner support for Green Monday legislation. If you've never met with a legislator before, don't worry. Most legislators like to meet with their constituents, especially those who, like you, are likely to be influencers. As a rule, it's helpful to have a coalition of two or three advocates attend the meeting to demonstrate widespread support for Green Monday.

Identify a Legislator

1. If you need a primary sponsor for your Green Monday legislation, meet with a legislator who strongly supports climate change action.
2. If the legislator represents a district other than your own, find someone in his/her district to accompany you to the meeting.
3. Even if the purpose of the meeting is simply to gain the legislator's vote for Green Monday, have at least one constituent from the legislator's own district at the meeting.

Research the Legislator

1. How has the legislator voted on climate action?
2. What are her signature issues?
3. Is she up for reelection?
4. What are the demographics in her district?

Request a Meeting

1. Call or email the legislator. Typically, an intern or staffer will answer. Say you're a constituent and you want to discuss Green Monday, a consumption-based climate change initiative.
2. Ask for 15-20 minutes. That signals that you value the legislator's time and that you will be prepared and concise.

3. You may be offered a meeting with a legislative aide rather than the legislator. No problem. Aides are very influential and typically have more time to research the issues than the legislators themselves.

Prepare for the Meeting

1. Decide who your lead spokesperson will be, who will answer specific questions, who will take notes, and who will send a thank you letter.
2. Practice your pitch and answers to common questions.
 - a. Read greenmondayus.org
 - b. [Eat for the Planet](#) by Nil Zacharias is a concise, easy-to-understand primer on the environmental impacts of animal agriculture.
 - c. This article from The Guardian is compelling:
https://amp.theguardian.com/environment/2018/oct/10/huge-reduction-in-meat-eating-essential-to-avoid-climate-breakdown?CMP=tw_t_a-environment_b-gdneco&_twitter_impression=true
4. Prepare your Fact Sheet and Draft Resolution (templates attached) and send them to the legislator well in advance of your meeting. That way you can spend more time at the meeting answering questions.

The Meeting

1. Dress nicely and arrive on time. First impressions matter.
2. Be friendly to the person who greets you. He/she is a gatekeeper.
3. When you meet the legislator or staffer, each member of your group should introduce yourself.
4. Start with a supportive statement. Thank the legislator for supporting a bill on some issue you care about or simply for meeting with you.
5. Share a personal story that illuminates your support for Green Monday.
6. Make your pitch. State clearly and concisely:
 - a. the components of Green Monday ([PROGRAM](#)),
 - b. the reasons for Green Monday ([WHY](#)), and
 - c. the resources Green Monday US provides ([RESOURCES](#)).
7. Stop talking. Listen attentively to the legislator's comments or questions. Answer politely but concisely. You don't have a lot of time. If there are questions you can't answer well, say you'll find out.
8. Ask if the legislator if you can count on him/her to sponsor (or vote for) Green Monday legislation.
9. Give the legislator your fact sheet and draft resolution.
10. Thank the legislator for taking time to meet with you.

Follow-up

1. Send a thank you email within 48 hours.
2. Reiterate any commitments the legislator made at your meeting.
3. Include any information you promised to provide.
4. Attach the fact sheet and draft resolution. Electronic documents are easier for the legislator to share.



FACT SHEET TO BE SENT TO LEGISLATORS PREFERABLY PRIOR TO MEETING WITH THEM

THE PROGRAM

Why Green Monday in **[your city]**?

1. Green Monday complements our existing sustainability initiatives and amplifies our city's commitment to environmentally responsible practices.
2. The Green Monday US website greenmondayus.org, provides all the materials we need. A Green Monday liaison is available to help with the program.

Community Education

3. The Green Monday US [RESOURCES](#) page provides materials to display at libraries, community centers, farmers' markets, and community events.
4. There are curated lists of short videos, documentaries, books, and websites for educational programs on the [RESOURCES](#) page.
5. Supermarkets hang posters (found on [RESOURCES](#) page) showing comparative impacts of various protein choices.

Sustainable Meals

6. City-owned and city-managed facilities and programs provide healthy, delicious plant-based meals on Mondays.
7. Restaurants are encouraged to include vegan items on their menus. The [RESOURCES](#) page has certificates and badges for participating restaurants

8. Legislators model environmentally responsible eating by procuring plant-based food for meetings and events.

ENVIRONMENTAL IMPACTS OF ANIMAL AGRICULTURE

1. Nearly 10 billion land animals are raised for meat, eggs, and milk every year in the US, most in factory farms or concentrated animal feeding operations (CAFOs). There are approximately 19,500 CAFOs in the US.
2. Animal agriculture releases 14.5% of all anthropogenic (human-induced) GHG emissions, more than the entire transportation sector.
3. Globally, animal agriculture is the leading cause of Brazilian rainforest deforestation. In the US, 260 million acres of forest have been cleared to grow grain, mostly corn and soy, to feed factory farmed animals and to graze livestock.
4. In the US, animals raised for food produce 130 times much manure as humans. Animal feces and urine are stored in vast open pits called waste lagoons. Runoff from the lagoons and from pesticide-laden grain crops pollutes groundwater, contaminating drinking water and killing aquatic life.
5. Factory farms and slaughterhouses often locate in poor, rural communities populated mainly by people of color. CAFOs emit pollutants including ammonia, hydrogen sulfide, methane, and particulate matter, which cause asthma, eye irritation, and chronic bronchitis.
6. In the US, animal agriculture accounts for half of total water use. It takes 1,800 gallons of water – about 26 showers worth – to produce one pound of beef. It takes only 300 gallons of water to produce 1 pound of tofu.
7. We are experiencing the highest rate of species extinction in earth's history, and animal agriculture is a leading cause. Diverse ecosystems are cleared to make way for mono-crops to feed animals in factory farms.

Your City's seal

CONSENT ACTION
[Date]

To: Honorable Mayor and Members of the City Council
From: Councilmember [Name]

Subject: Resolution Establishing Green Monday

RECOMMENDATION

Adopt a resolution establishing Green Monday in The City of [your City] and referring to the City Manager to implement the program in coordination with Green Monday US, which would have two primary components; City owned and operated institutions serving plant-based foods on Mondays (or another day) and educating residents on the impacts of their food choices on climate change and the environment.

BACKGROUND

Scientific analyses have shown that one of the most effective ways for people to reduce their greenhouse gas emissions is to reduce or eliminate their consumption of meat and dairy. By systematically reducing meat and dairy consumption, the citizens of [your City] can accomplish two objectives; substantially reducing our collective greenhouse gas emissions and serving as a model for other municipalities across the country and around the world.

The UN Food and Agriculture Organization (FAO) estimates that the livestock sector contributes 14.5% of anthropogenic GHG emissions. Furthermore, animal agriculture is responsible for 75% to 80% of Amazon rainforest destruction. 99% of farmed animals in the US are confined in factory farms, which poison the air and water in surrounding, often underserved, communities.

FISCAL IMPACTS OF RECOMMENDATION

Cost of printing flyers and limited staff time. Green Monday US has volunteered to provide many of the services needed to run the program.

ENVIRONMENTAL SUSTAINABILITY

The Resolution is not only consistent with but also critical to realizing the City's climate and environmental goals (see above).

CONTACT PERSON

Councilmember [name], [phone]

Attachments:

1: Resolution

RESOLUTION NO. #####
ESTABLISHING GREEN MONDAY

WHEREAS, the City of [your City] acknowledges that we face an existential Climate Emergency that threatens our city, region, state, nation, civilization, humanity and the natural world; and,

WHEREAS, scientific analyses have shown that one of the most effective ways for a person to reduce their greenhouse gas emissions is to reduce or eliminate their consumption of meat and dairy; and,

WHEREAS, the UN Food and Agriculture Organization (FAO) estimates that the livestock sector contributes 14.5% of anthropogenic GHG emissions, more than the entire transportation sector – cars, trains, planes and ships – combined; and,

WHEREAS, the City of [your City] is committed to educating our citizens about the climate emergency and working tirelessly to catalyze a just emergency climate mobilization at the local, state, national, and global level to protect our citizens as well as all the people and species of the world; and,

THEREFORE BE IT RESOLVED that the Council of the City of [your City] establishes Green Monday, wherein all City-owned and City-managed facilities and programs will provide only plant-based foods on Mondays (or another day of the week); and,

BE IT FURTHER RESOLVED that the Council of the City of [your City] will participate in the Green Monday program by procuring vegan food for their meetings; and,

BE IT FURTHER RESOLVED that the Council of the City of [your City] refers to the City Manager to work with Green Monday US (greenmondayus.org) to schedule Green Monday educational programs at libraries, community centers and private homes,

BE IT FURTHER RESOLVED that the Council of the City of [your City] refers to the City Manager to work with Green Monday US (greenmondayus.org) to incentivize restaurants to include vegan items on their menus by providing “Green Monday approved” certificates to be displayed and supermarkets to post information on the comparative environmental impact of plant and animal based proteins.

BE IT FURTHER RESOLVED that City Council encourages libraries, schools and community centers in [your City] to display Green Monday posters and literature.