

**Sierra Student Coalition
Campuses Beyond Coal
Sample Raps**



Sample Petition Language

Coal is one of the most dangerous and dirty energy sources today, not just because it pollutes people's communities from mining to burning to disposing of the waste, or because it is the leading contributor to global warming, but because coal is holding us back from bringing about a clean, secure energy future.

XX University needs to take the lead and act now to move beyond coal. We have an opportunity to shape our future-- to create clean energy jobs, breathe clean air, and solve the climate challenge—but we need to act now.

I want to see XX University be a leader by [retiring/transitioning our old, dirty coal plant –or- transitioning off the coal we purchase by reducing our energy use and switching to 100% clean energy].

Tabling Rap

Greeting

Hi! Do you want to support clean energy for XX University?

Pledge Rap

I'm _____ with [the Sierra Student Coalition or LOCAL GROUP NAME]. We're out here today because we want our school to transition away from dirty coal to 100 percent clean energy. Our coal dependence is not only fueling global warming, but poisoning communities from cradle to grave. Instead, we'd like [SCHOOL] to be a leader by investing in efficiency and renewable energy. Will you support us by signing this petition?

<hand over clipboard>

Volunteer Ask

These petitions are just the beginning of our campaign. In the coming weeks we're going to be holding fun events, working with the media, building coalitions, researching and working with the administration on innovative solutions. We're looking for people to help out. Are you interested in volunteering with us?

Great! Just check here and we'll be in touch with you soon.

Thanks! Have a great day!



Volunteer Phone Banking Rap

Hi, is _____ there?

Hi, this is _____ from [GROUP NAME]. How are you?

Great. I'm calling because you signed our petition and said that you'd like to volunteer, so I wanted to follow up with you about what we're working on. Do you have a minute?

As you know, our goal is to move our school beyond coal, a primary source of global warming and toxic pollution, to 100 percent clean energy. Right now is a critical time, as people are suffering the effects of our coal dependence from cradle to grave and our nation debates what do to about global warming.

By starting here, and on other campuses across the nation, we have an opportunity to be a leader in developing and modeling our vision for a clean energy future.

Are you interested in helping out? Great!

The best way to get involved and to learn more about the campaign is to _____. Do you have an hour to volunteer?

If yes: Great! We're going to be at _____. When can you come by? (*REMEMBER: it is important to pin down exact dates and times! People who say "maybe" or won't commit to an exact time are pretty much not ever going to show*)

If no: No problem. Do you have time some other day this week to help out? *Find other time/activity that could work.*

Confirm: Ok, so we'll see you on ____ (day) at ____ (time) at ____ (place).

Great, thanks a lot! Have a good night!

Tips:

- 1. Be friendly and conversational.*
- 2. Listen actively to people and don't interrupt when they're talking to you.*
- 3. Keep good records on each phone call.*
- 4. Only count definitive yeses as a "yes" – anything else is a "maybe" or a "no." Keep the yeses separate from the other responses so we know how many people are coming for sure.*



Faculty Calling Rap

Hi, Professor _____? Hi, this is _____ from _____, a student group here on campus. How are you doing today?

Great. I'm calling because we're launching a campaign to make our campus more sustainable by moving beyond coal to 100 percent clean energy sources. We believe our school can be a leader in researching and implementing new and efficient clean energy technologies, ones that will help us reduce our global warming pollution and make us a leader in sustainability.

To do this, we are talking with thousands of students to help them better understand the impacts of coal from cradle to grave and the clean, renewable alternatives that already exist. We're making the connection directly to our school's energy use and the ways we can do better right here on campus.

I was wondering if we could do a short presentation in your class(es) to talk about the issue and the campaign. It would take about 5-10 minutes.

If yes:

Great, thanks so much!

Confirm class time, date and location. Ask about size of class if you don't know it.

Great! I'll bring more information when we come to make announcements. See you at <DATE/TIME/LOCATIONS>.

See you soon!



Class Rap

INTRODUCTION (30 seconds):

- Thank professor and introduce yourself
- Introduce your group – for example: “I’m with _____, and we’re an environmental group on campus.”
- This semester, we’re running the Campuses Beyond Coal campaign to make our school truly sustainable by transitioning from coal to 100 percent clean energy!

PROBLEM

- This campaign is important because mining coal and burning coal to generate power is the single most destructive industrial process currently employed on a daily basis in our country.
- In addition, coal plants emit more than 30% of our nation’s annual carbon dioxide emissions, making them a major contributor to global warming.
- From taking coal out of the ground, to burning it to generate electricity, to disposing of the waste – coal destroys the environment, pollutes our air and water and jeopardizes public health.

SOLUTION

- Fortunately, there are real solutions that exist right now, including efficiency and renewable energy such as wind, solar and geothermal.
- In fact, in many cases the costs of renewable energy are already less than coal and often it is cheaper to replace old polluting coal plants with clean energy options than to upgrade them.
- Many schools have already begun to make this transition, from Ball State in Indiana, to Cornell and the University of Wisconsin-Madison, universities are leading the way by switching off their campus based coal plants and investing in innovative renewable solutions.

CAMPUSES BEYOND COAL

- That’s why we’re part of Campuses Beyond Coal, a nationwide campaign for coal-free schools and communities.
- By [FILL IN LOCAL CAMPAIGN INFO – i.e. retiring our campus’ 50-year-old coal plant that is poisoning the air right here; getting our school off the coal we purchase to run our buildings; working with the Sierra Club to retired the out-of-date coal plant in Boulder] we will be actively building the clean energy future we deserve.

INVOLVEMENT (30 sec)

- To do this, the first thing we’re doing is collecting petitions to show our administration that we want a sustainable, coal-free campus, those are coming around, so please sign it to show you’re support for our clean energy future!
- We’re also going to be hosting fun events, including [INFO ABOUT NEXT EVENT].
- If you’re interested in helping out with that event or in any other way, check the volunteer box on the petition and be sure to leave your phone number. We’ll get in touch and let you know how to get involved.

PERSONAL STORY (30 sec)

- I got involved because...

WRAP-UP

- Thank you, Professor _____, for the time. Please pass the forms to the aisles so I can collect them on my way out. Thanks a lot!

