



Questions? Email Jen Syrowitz at jsyrowitz@audubon.org

Volunteer Phone Bank Packet I-732

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I-732 Overview for Phone Bank Volunteers

(Read this first, before making phone calls to voters.)

Initiative 732 is a carbon tax that would be imposed on fossil fuels used in our state. It's a proven method of reducing carbon pollution, as demonstrated by our [neighbors in British Columbia](#). The initiative also provides financial protections for the most impacted communities, including annual rebates of up to \$1,500 for 400,000 low-income working households and the reduction of the state sales tax by a full percentage point. Finally, it enlists state industry in the fight by effectively eliminating the Business & Occupation (B&O) Tax for manufacturers.

The cost of inaction is unacceptable. I-732 represents the best option available today to protect birds and people from this growing threat.

Our goal is to convince voters that the needs are great and that I-732 is the best solution to combat climate change in Washington. It is important when we are talking about I-732 to steer the conversation toward why Washington needs to act now and how I-732 is the only option currently available. **Speak from your own experience.** Highlight YOUR observations or experience relative to birds and climate change. **To maximize our effectiveness, we must focus first and foremost on the effects of climate change on birds and people, how we must act quickly, and how I-732 is the best option available now.**

PHONE BANK INSTRUCTIONS

You are going to be phoning voters within your county or the most strategic county that is closest to you about I-732, the Carbon Tax on the ballot this November. The quality of your phone calling and the accuracy of your reporting are essential to our electoral success.

Our primary objective with phone banking is to PERSUADE voters who will be voting in November to SUPPORT I-732. Phone Bank volunteers should stress the **CRITICAL NEED** for I-732 and answer any questions that voters might have. First and foremost, volunteers are encouraged to be CONVERSATIONAL with voters. In this Election, our efforts will have to generate voter support and encourage voter turnout, so developing a connection with voters is essential to persuade and influence their support of I-732.

You will be using Call Fire

Call Fire is a remote Auto Dialer. It allows you to call from home and sends the call directly to your phone. Please review how to use Call Fire here:

<http://yeson732.org/callfire-tips/>

If you have any questions about Call Fire please contact Jen Syrowitz at jsyrowitz@audubon.org or 425-785-3555.

Please follow these important instructions:

Before making your calls, quickly review the *FACTS about I-732* and the *FAQ about I-732 and Audubon Washington* at the end of this document. You do not need to be an expert on I-732, but you do need to be familiar enough with it to provide clear information and to answer basic questions.

Before you begin, practice the script aloud, or with a friend, to find a rhythm and pace so that you are comfortable with the script and thus more effective.

Make sure you have [familiarized yourself with Call Fire](#).

As you begin to make your calls, follow the script. Don't read the script verbatim, but use it to guide your call. We want phone calls to sound conversational, not scripted. Try to clearly convey the message in the script with each call.

Ask for the specifically named voter on your list. If he/she is not home, just say you will call back. Do not make identification marks for anyone other than the named voter. For example, if you speak to "Mrs. Jones," whose husband is also on your list, you should not make any notations for him even if she says he will support I-732.

Record Responses: At the end of the call please record their support for I-732.

- If someone seems very supportive of I-732, enter 5
- If they are unsure, enter 3
- If they are against I-732, enter 1

Be Sure to hit SAVE after entering the information.

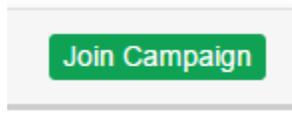
Voicemail: Press 'Smartdrop' at any point; no need to wait for the beep.

IF YOU HAVE QUESTIONS OR GET QUESTIONS FROM A VOTER THAT YOU CAN'T ANSWER: Just say you don't know, make a note of it in the Call Fire System and let them know someone from the campaign will respond.

HAVE FUN! This does not have to be a drag – you are sending an important message to your community. Enjoy yourself and have a good time.

When you are ready to call voters click here: <http://yeson732.org/call-voters/>

- Click on the region you would like to call
- Sign in to CallFire
- Click "Join Campaign"



- Answer your phone when it rings – the system is now automatically dialing numbers in the region you chose to call.
- When someone answers, start talking!

PHONE SCRIPT

(Use as a reference tool, do not read verbatim. Stick to the script, but make each call genuine. The most effective call is a friendly, upbeat and personalized conversation.)

SCRIPT

Good Evening, may I speak with [voter's name]?

Hi, my name is _____. I'm volunteering with Audubon Washington to call voters and encourage support for Initiative 732 this election.

Q1. Have you heard about I-732?

Have heard and will vote yes: Great, thank you for helping us protect the environment for birds and people! Please encourage your friends to vote yes as well. [end call with a thank you].

Will not vote yes, or will not talk: Ok, well I-732 will be on the ballot this fall. The initiative will decrease the state sales tax by 1%, while reducing carbon pollution and promoting clean energy sources. Please consider voting yes and visit yeson732.org to learn more. Thanks!

[end call]

Have not heard or undecided: Well, I-732 is a price on carbon pollution in Washington state. It is modeled on a similar policy in British Columbia that makes carbon polluters pay a pollution tax. At the same time, I-732 raises enough money to decrease the state sales tax by 1%, and funds an additional tax rebate for low-income households.

[Insert a sentence about why this initiative is important to you. For example: "This is a proven-effective, bipartisan policy with support from both Republicans and Democrats, and could be a model for purple, red, and blue states across America"].

That's why I'm volunteering to help to pass I-732. [*Go to Q2]

Q2. Are you concerned about climate change [or our regressive tax system] and do you think you will vote yes?

If Yes/probably: Great, thank you, and please tell your friends to vote yes too.

If Unsure: Can I answer any questions for you? [Use FAQ section below as needed, and thank them when finished].

Don't forget to record responses and hit SAVE.

TIPS FOR DEALING WITH CRANKY VOTERS

Throughout the campaign, we will certainly encounter a few cranky, resistant voters along the way. As we are calling voters, I-732 mailers will be sent to thousands of households. Our research shows that a percentage of these voters will be opposed to I-732 **no matter what we say**. There will be people who are angry no matter what, and we need to be prepared to take calls from this group gracefully and effectively.

If you find yourself on the phone with an angry voter, follow these simple steps:

Be Polite. You represent the campaign. Remaining calm and non-confrontational will reflect positively on the YES on I-732 Campaign.

Do Not Argue. The profile of an angry caller is not one of a person who is going to be convinced of the merits of I-732. If you feel that a caller has legitimate questions that need answering, write those questions in the Notes section of Call Fire.

Get Off the Phone. Do your best to convey to the caller that his/her opinion has been heard and get off the phone as quickly as possible. Your time is much better spent talking with voters who are open and willing to listen to our message than arguing with a single angry voter.

Report the Call. It is good to track angry calls in order to identify trends in voter opinions. Write down the questions and complaints and enter them in the Notes section of Call Fire.

Don't take it personally. The anger that comes across on calls like this is not directed at you. People can get very heated about political issues such as taxes. As long as you are maintaining a positive, courteous tone, you are not responsible for the response of voters. The caller was going to express his/her feelings to anyone who picked up the phone.

FAQ about I-732

Won't polluters just pay the fees and nothing will change?

We expect 732 to reduce emissions 2-3% per year. Often, for utilities and big companies the choice between dirty and clean energy or more efficient technology come down to a small cost difference. Closing the carbon pollution loophole with a tax will actually make a difference. A similar policy in BC has reduced carbon fuel use 10-15%, and now it's our turn to start to protect the climate for future generations.

I don't believe the sales tax will ever go down. How does that work?

Since 732 is an initiative, the sales tax cut is actually written into the law. If we pass 732 the sales tax cut will automatically become law in 2017.

Isn't this going to increase gas prices on families?

Gasoline uses carbon, and ultimately is a part of climate change, so we are honest about the fact that this policy may increase gas prices 10-20 cents per gallon, which is within the normal variation of gas prices already. The sales tax cut, saving the average household \$200 per year, balances out any gas price changes for most people while still letting us reduce pollution now and for future generations.

I heard this wasn't revenue neutral?

I-732 balances out the new revenue coming from the carbon tax with tax rebates (like the sales tax reduction) so the state still has the same amount of money for things like schools and roads. An independent analysis by the Sightline Institute shows I-732 is budget neutral, all analysis shows I-732 is within the state budgets margin of error.

Who is supporting this measure?

A grassroots organization, Carbon Washington, created I-732, and is made up of volunteers, academics, scientists and concerned citizens. We raise our own funds from mostly small donors, not special interests. I-732 is endorsed by Audubon Washington and numerous legislators from both parties.

Why don't some of the other environmental groups support I-732?

Many environmental groups do support I-732, including Audubon chapters in Washington, but some are neutral or not supporting it. One difference is that other groups want to spend on carbon tax money on other projects instead of tax rebates to families, but we think the most important thing is to start reducing our pollution right now which is what I-732 will do.

FAQ about I-732 and Audubon Washington

What is Initiative 732 (I-732)?

Initiative 732 is a ballot measure that would put a price on carbon emissions in Washington state. The measure will appear on the November 8 ballot and needs a majority of “yes” votes to pass.

What would I-732 do?

I-732 balances a tax on the consumption of fossil fuels with reductions in the state sales tax for consumers and the business and occupation (B&O) tax for manufacturers. By putting a price on the sale or use of certain fossil fuels and fossil-fuel generated electricity, I-732 will promote the use of clean, renewable energy sources. This will reduce the amount of carbon pollution emitted in the state and help protect our environment.

The initiative works in this way:

- Puts a price of \$25 per metric ton of carbon dioxide emissions starting in 2017, increasing gradually to \$100 per metric ton.
- Reduces the state sales tax by 1 percent.
- Funds the Working Families Tax Rebate to provide up to \$1,500 a year for up to 460,000 low-income households.
- Lowers the business and occupation (B&O) tax on manufacturing to 0.001 percent of gross receipts.

[Here is the full text of the initiative.](#)

Why is Audubon Washington supporting this measure?

Audubon science shows that [climate change is the number one threat to North American birds](#), including [189 species](#) at risk here in Washington. We have an opportunity to act now to protect birds in Washington. This measure will reduce carbon pollution from burning fossil fuels, which is the main contributor to climate change.

When Audubon published its [Birds and Climate Change](#) report in 2014, it sent a signal that birds need climate solutions now. In the time since, Audubon Washington and its 21,000 members have been sharing this message—climate change is a bird issue that requires immediate action—with their communities at town halls, festivals, and [the Capitol](#).

While this initiative will not complete all the work that needs to be done, I-732 will help move Washington forward as a leader on enacting solutions that birds and other wildlife need to have a chance in a warming world.

How would this measure help protect our birds?

Audubon's Birds and Climate Change report showed us we have to do two things to protect birds from this threat: 1) protect places on the ground that birds need to have resilience in a warming world, and 2) mitigate additional warming by reducing carbon emissions.

I-732 and other solutions, such as switching to clean, renewable sources of energy, mean less carbon pollution, which means less warming.

How does climate change threaten birds?

Each bird species is finely attuned to a set of environmental factors such as temperature, precipitation, and the change of seasons. As the planet warms, the combination of variables that each species needs is changing—often meaning they have fewer places that meet these requirements.

Audubon research confirmed that climate change endangers more than half of North American bird species because their climate ranges—the places with the environmental factors they need—are shrinking and shifting dramatically.

Climate change also changes the distribution of plants and other animals that birds need for nesting, protection, and food, and it intensifies existing threats such as extreme weather, drought and fire.

What changes are we seeing in birds due to climate change now?

Research from Audubon as well as others shows that birds' ranges are [already shifting northward](#). A [meta-analysis by Audubon and BirdLife International](#) confirmed that the majority of climate impacts to birds are negative, and that population declines due to climate are already happening. Every day, more research emerges on how climate change threatens the birds we love around the world, including [bluebirds](#), [puffins](#), and [Red Knots](#).

To protect birds, we need to support solutions such as I-732.

Who else supports I-732?

A wide group, including scientists, business leaders, economists, public officials, and social and environmental leaders are supporting I-732. You can read a [list of endorsements here](#).

How would I-732 help people as well as birds?

The effects of climate change are often borne disproportionately by low-income working families and communities of color. The most important and equitable way to avert the worst impacts of climate change is to reduce carbon pollution as quickly as possible. The futures of birds and of people in a warming world are intertwined. Protecting clean air, water, and habitats that allow birds to thrive means that people can thrive in a healthy environment, too.

Additional information and details regarding I-732 can be found in Sightline’s series:

[Weighing CarbonWA’s Tax Swap Ballot Initiative](#)

[Does I-732 Really Have a “Budget Hole”?](#)

[Weighing the Critiques of CarbonWA’s I-732](#)