

1. **Choose your battles wisely.** Follow your passion. Join others with like goals. Identify a skill you'd like to contribute or develop, then get involved with a group that needs your skill or will help you to develop the new skill.
2. **Be strategic. Think critically. Do your homework; know your facts.** Use state Open Records Rules, the federal Freedom of Information Act or stockholder reports to get the assumptions, calculations, data, etc., of your "opponent." Then, disprove them, use them to support your goal or both.
3. **Create a compelling case. Again, think critically.** Don't complain about what you don't want without clarifying what you do want. Hold yourself to the standards to which you hold your opponent. Avoid embarrassing mistakes and fallacies. Don't pretend to know what you don't (see item 2). Analyze what you dispute for its assumptions, coherence, completeness, consistency and consequences. Ask allies to look for holes in your arguments.
4. **View yourself as powerful. Interact courteously.** Entice others on the sidelines to your perspective. Humanize and validate opponents every chance you get. Be respectful. Question their positions, not their intentions. Consider dressing like them. Look for points of agreement and build on them. Engender their understanding of your concerns, which humanizes you. Aim to give opponents a face-saving way out, if possible.
5. **Earn media attention.** Cultivate good working relationships with media reporters by being a reliable source of factual information and succinct comments (sans cussing, rude gestures or name-calling). Scoop strategically. Return calls promptly. Understand that unless and until a reporter agrees to going off-the-record, everything you say or write is on-the-record.
6. **Cultivate community support.** Tell the public what your concerns mean to them, in terms the average person can understand. Speak to people with different values, such as cost savings, health or pollution prevention. Invite them to join you via practical, concrete calls to action; accept declines graciously.
7. **Take the long view.** Don't get wrapped around the axle. Maintain your sense of humor. Avoid burn-out. Give yourself permission to be human. Recognize that things sometimes must get worse before they improve. Enjoy the camaraderie. Keep your sense of humor.

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I can, you can,  
Louisville CAN!

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