



The Alliance for Climate Protection and the We Campaign: Fact Sheet

Who We Are

The We campaign is a project of the Alliance for Climate Protection. Founded in 2006 by Former Vice President Al Gore, the Alliance is a unique, single-purpose organization committed to igniting public action to help solve the climate crisis.

We Need to Act Now

The international scientific community agrees that we have only a short time to act in order for the next generation to inherit a healthy planet. And while public awareness of climate change is now high, a sense of urgency and an understanding of the solutions needed remain alarmingly low. Climate change is still largely seen through partisan filters and advocates of action too often must fight entrenched ideology and cultural stereotypes.

Breaking the partisan gridlock will require Americans of all political stripes to call for bold action, which will only happen when solving the climate crisis becomes a moral imperative instead of a political issue.

We Can Solve the Climate Crisis

There are many effective players fighting to solve the climate crisis on all levels, and the solutions needed are at our fingertips. We know that we need to act and we know what needs to be done.

What has consistently been missing, however, is a massive and sustained national effort to catalyze a broad culture shift on the issue, raising the climate crisis out of a partisan framework and unlocking the potential for real solutions. Our leaders will take the bold actions needed to solve the climate crisis only when the American people demand that change.

That's where the We campaign comes in. Through a robust paid media campaign, cutting-edge online activation and partnerships with mainstream civic and religious organizations, the Alliance has set a goal of enlisting an unprecedented 10 million citizens to become climate activists.

Components of the We Campaign

The We campaign is a multi-year, commercial-scale, mainstream mobilization effort to bring public opinion past the tipping point, compelling our elected leaders to take action on climate change. The campaign combines the best practices of successful commercial marketing and issue-advocacy campaigns. It seeks to supplement and support the ongoing efforts of other organizations, but is unique in its scale and breadth.

The We campaign will engage the public on three levels in order to motivate millions of Americans to demand real solutions to the climate crisis:

- *A multimillion dollar, national ad buy, stretching from coast to coast in every type of media.*
- *Cutting-edge online engagement and activation, providing opportunities for citizens get and stay involved.*
- *Partner organizations that will work across the political spectrum to reach people in their day-to-day lives.*

Seizing the Opportunity

Embracing the solutions to the climate crisis by tapping the entrepreneurial spirit of the American people will stimulate tremendous growth of the clean technologies and industries that we have in hand today. We will not only be saving the planet, but ensuring American workers benefit from the accompanying economic opportunities.

The problem is urgent, but the solutions exist. Together, We can solve the climate crisis.