



The Alliance for Climate Protection and We Campaign: Frequently Asked Questions

What is the Alliance for Climate Protection?

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

What is the We campaign?

The We campaign is a nationwide effort to engage and mobilize the American people to come together and call for solutions to climate change. The campaign is an unprecedented commercial-scale, mainstream mobilization effort designed to bring public opinion past the tipping point and convince elected leaders to take bold action.

This three-year effort will combine the best practices of successful commercial marketing and issue-advocacy efforts. It supplements and supports the ongoing work of other organizations but is unique in its scale and breadth.

Why 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. But while public awareness of climate change is high, a sense of urgency and an understanding of the solutions remain low.

Without a major push from the public to solve the climate crisis, elected leaders will not address the issue domestically, and negotiation of an effective international treaty will be impossible.

How will the We campaign reach millions of Americans?

Through a robust advertising campaign, cutting-edge online and grassroots activation, and partnerships with mainstream civic and religious organizations. The We campaign will reach people who may never have thought about climate change before, or who are familiar with the issue but have never taken action.

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 campaign, 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.*

Over the next three years, the Alliance will enlist an unprecedented 10 million citizens as climate activists and give them the tools to change their own lives and urge elected leaders to change our climate policy.

How is the ad campaign different from previous efforts?

The ad campaign is unprecedented among issue-advocacy efforts. The ads were created and are managed by The Martin Agency, responsible for award-winning campaigns for GEICO, UPS and many others.

The initial phase of the We campaign will be a call for American unity and leadership on the climate issue. Subsequent installments will reinforce the message that we must come together across traditional partisan and ideological lines to solve the problem, and will then move to a discussion of specific solutions.

Where are the We ads running?

The We advertising is centered on three categories: news, entertainment and life solutions. The broadcast ads will be running nationally on the networks during primetime and on a number of cable stations. The print campaign will be running in a wide variety of publications, including Newsweek, Men's Health, Real Simple, Ebony, Scientific American, Wired, O, Family Fun and People. There will be a significant advertising presence on the Web as well.

How much money is the Alliance spending on advertising?

The Alliance will spend whatever it takes to get the job done. Advertising will be a significant portion of this effort but is by no means the only focus of our campaign.

How will the We campaign use the Internet and existing social and advocacy networks?

The online and grassroots components of the campaign will provide opportunities for individuals to get and stay involved in ways that make sense for them. Our cutting-edge online organizing and activation effort will give people a spectrum of activities to keep them engaged on the issue, from taking action in their personal lives to working in their schools and communities to joining calls for government action on all levels.

The We campaign will capitalize on the "network effect" – getting the word out through ready-to-use content and social media that enable communities and individuals to engage on the issue, spread the word and become local champions.

Who is the Alliance partnering with for the campaign?

The Alliance is forming partnerships with mainstream civic and religious organizations like the Girls Scouts, the United Steelworkers union, the Audubon Society and other civic, conservation, religious and social justice organizations. These organizations will spread the help educate and activate the public through their membership networks.

In addition to seeing our ads in magazines and on their favorite Web sites, people will come into contact with our message when they engage in activities ranging from attending religious services to volunteering with their children – helping to build support and momentum for our effort.

Aren't the solutions to the climate crisis going to come from specific federal legislation?

The We campaign is not about supporting a particular bill or resolution. It is about stimulating a cultural shift around this issue. Unfortunately, our leaders won't take the bold steps necessary until the American people demand real change. The We campaign is designed to catalyze this shift in public awareness and engagement.

Won't solving the climate crisis be too expensive?

No. 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.

If we do nothing, on the other hand, the economic costs will be profound. Unchecked climate change will fundamentally alter weather patterns, lead to scarcity of resources and profoundly disrupt the global economy. As a nation, we cannot allow that to happen.

Is it possible that the We campaign will compete with other environmental endeavors?

There is no doubt that there are many effective players fighting the climate battle on all levels. From legal efforts to block the construction of new coal plants, to drives in state legislatures for renewable portfolio standards, to comprehensive congressional climate legislation, these players are waging the ground war on climate every day.

These efforts are critical. But what has consistently been missing is a massive and sustained national effort to engage the public and mobilize the energy of the American people. The We campaign is such an effort.

Who is funding the Alliance?

The Alliance's initial funding was provided by the group's founder, Al Gore, and has since received additional support in the form of private donations from those concerned about solving the climate crisis.