

BELONG TO THE SOLUTION

As a strong, athlete-driven organization, we work hard to provide an authentic platform to amplify your voice on climate change solutions and how to create a carbon neutral future. We want to help you, the trusted messenger, empower your fans to protect the places and lifestyles they love from climate change, in a way that is authentic to your brand. We regularly provide our Alliance members with opportunities to educate and advocate for climate action. All requests are voluntary--respecting everyone's schedules, bandwidth and availability--but we do expect some level of engagement and participation each year.

If you are reading this letter, you are interested in joining our diverse team of Alliance members. Throughout this deck you will see examples of how we engage with our Alliance and the tools POW provides. When it comes to solving climate change, there are endless solutions. To increase the efficiency of our small staff, we hone in on the solutions the outdoor community cares about deeply and where our influence can create the most change--together. Our mission as an organization is to help passionate outdoor people protect the places and lifestyle they love from climate change. We are a community of athletes, scientists, creatives and business leaders advancing non-partisan policies that protect our world today and for future generations. We want to lead by example and provide the tools and education for the greater community to take action to protect their own communities and lifestyles.

Having a zero-carbon footprint isn't possible--yet. While we don't have many options for perfection (who does?), we choose not to sit on the sidelines simply because, "I fly, I have a truck, I use a snowmobile, I have an imperfect diet..." We step up and do something about it. Advocacy is imperfect because we live in an imperfect system. We believe in progress over perfection. Action over apathy. Solving the climate crisis is our top priority, so we will speak up, show up and make our voices heard.

In the future we envision, the world embraces renewable energy, electric transport, breakthrough technologies and market policies to achieve carbon neutrality by the end of the century. In the process we do not sacrifice, but instead, turbo-charge joy. We drive to crags, trailheads and renewably powered ski areas in zero emissions vehicles; individuals and industries pay a fair price for their carbon footprint; and elected officials from all parties at all levels of government make addressing climate their top policy priority. We cannot think of a community more capable of taking on this ambitious task. Who else is willing to try and fail over and over again to land the next big trick, get the perfect shot, finish a big race, top out on a route or reach the summit? The outdoor community we belong to isn't just committed to this future, we make an adventure out of the journey there.

Already, there are more jobs in renewables than fossil fuels. In the open market it costs less today to build large scale solar and wind than to build any new coal, mixed gas or nuclear energy infrastructure. The challenge that lies ahead is how quickly we will implement and transition to these solutions. It is going to take financial and technological innovation, political will and cultural shifts. We have the opportunity to redefine what it means to be a runner, skier, snowboarder, biker, fisherman, climber for the better. We hope you will join us on the biggest expedition we know of here on earth.

TURN YOUR PASSION INTO PURPOSE,

Jake Black

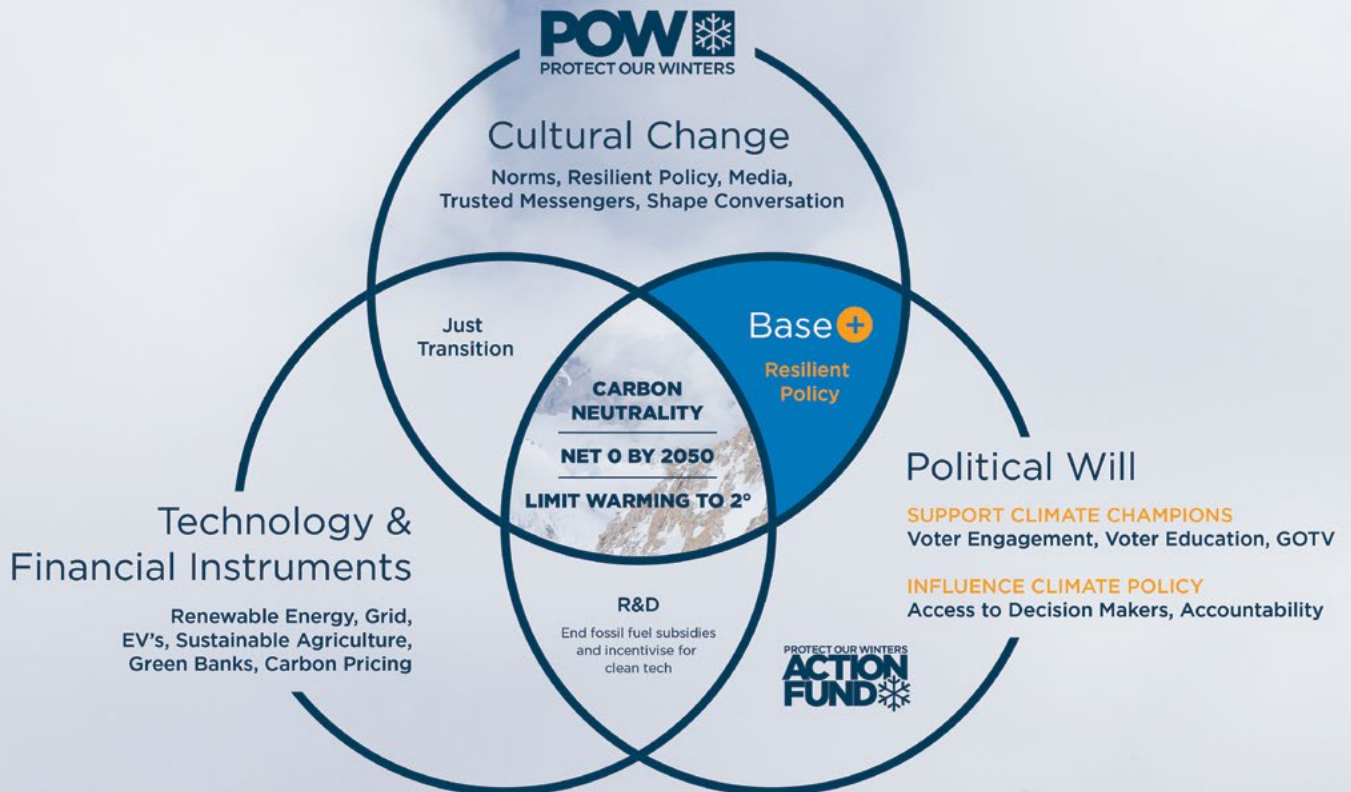
jake@protectourwinters.org

Former Alliance Member turned Program Manager

WHAT WE DO FOR ALLIANCE MEMBERS:

For POW Alliance Members, we provide educational training and in person/digital opportunities to engage in climate solutions through renewable energy, electric transit technologies, carbon pricing and public lands (our four policy areas).

PROTECT OUR WINTERS - THEORY OF CHANGE



OPPORTUNITIES:

ADVOCACY

We create and/or find speaking opportunities to share your stories. If travel is necessary we will cover travel/expenses.

EVENTS



Hot Planet/Cool Athletes

Where we arrange assemblies in high schools around the country with a plug and play presentation usually about 45 minutes long.

Brody Leven speaking to 1,000 students in Virginia



Outdoor State of Mind

Think of these talks as a mix between a Ted Talk and adventure story telling. Often hosted on college campuses, retail shops, ski resorts, climbing gyms and more. These talks range from 20-60 minutes long.

Lynsey Dyer sharing her story before introducing Portugal. The Man in Jackson, WY



Panels

These are great places to create dialogue between our community members often bringing together scientists, policy gurus and multiple Alliance members to share their stories and expertise. Our panels are often one hour.

Jeremy Jones addressing the crowd at our annual POW Party in Denver during O.R.



Fundraisers

Having our team share their stories with our donors is an incredible way to bring our community together and help fund our work. We regularly have a 20-30 minute opportunity to story tell and talk about why you work with POW.

Jimmy Chin talking with an intimate crowd in NYC at one of our fundraisers



Volunteer Trainings

Our volunteer trainings are typically 4-5 hours long and include 20-30 minutes of Alliance member storytelling to inspire others to get involved in climate advocacy.

Seth Wescott chatting over beers at our Volunteer Training at Maine Brewing Company

Lobbying

From Washington, D.C. to your home state, we set up meetings to talk with your representatives about climate change and the solutions available to them. Lobbying events are typically a full day filled with 30-60 minute meetings with multiple elected officials. At times, we are even invited to testify in front of various committees and elected officials.



Seth Wescott, Kelly Clark, Maddie Phaneuf and Callan Chythlook-Sifsof in the front row meeting with representatives in DC



Tommy Caldwell, Caroline Gleich, Jeremy Jones and Mike Richter addressing a select senate committee on climate change



Local Town Council: Michelle Parker encouraging Truckee to commit to 100% Renewable

RESOURCES AND TRAINING

We work to educate you on how to communicate and engage with your community on climate change solutions. And teach you how to deal with the haters.



POWER Hour Webinars

We host hour-long monthly webinars to provide further education on POW's plans, what our top priorities are and how campaigns are progressing throughout the year.



Monthly POWder Reports

In addition to the monthly POWER Hour webinars, we create a monthly newsletter to update you on actions happening with our Alliance members, events, campaign updates, relevant articles, recording of the latest webinar and information about the upcoming POWER Hour webinar.



Trainings

We host trainings throughout the year to educate and prepare you for any POW engagements--so you can further develop confidence and talking points to speak up about climate change. At these trainings we have experts share knowledge with the Alliance on science, local, state, and federal policies, financial and technological innovations, public speaking coaching, social media best practices and more. Often a mix of workshops, lectures, games and of course snacks. These trainings are typically a full day.

We try to host trainings in your home state as we are not able to provide travel expenses for attendees but typically provide lodging when deemed appropriate. When we are hosting a training near you, we will reach out to you with more information. We always provide food when we are asking for your time.

Denver, CO: Lindsay Bourgoine, POW Policy & Advocacy Director, leading a session



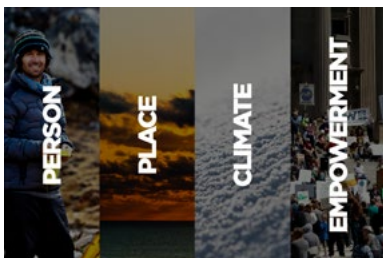
Summits

Our annual summit is our biggest internal event each year where we discuss and create plans for the year to come. We bring together partners, donors, community members, Alliance members and staff to connect, learn and align on upcoming campaigns and where we can best create climate action. In addition, we bring in speakers, create workshops to capture feedback and ideas, and build content to use throughout the coming year that aligns with campaign needs.

Once on site we cover all lodging, meals and expenses. We are unable to provide travel for all Alliance members attending, if you cannot afford to travel to the summit we do create scholarship opportunities.

*We are unable to bring all Alliance members every year and will reach out with an invitation when we have space.

A group photo from our latest Summit at Big Bend Campground in Moab, UT



Story Development

Our research shows that the most impactful messaging comes from your own stories from the field, inspiring others to get involved in advocacy no matter where they are in their climate journey. Alliance members help POW meet people where they're at. We have presentations built to plug in your adventures and stories that can be tailored for any speaking opportunities. We work with all Alliance members in developing stories, slides, content and even speech best practices. Know if we ask you to speak up, we also have the means to help you develop a presentation, giving you the skills to not only talk about climate change but further develop your own skill set for your brand.

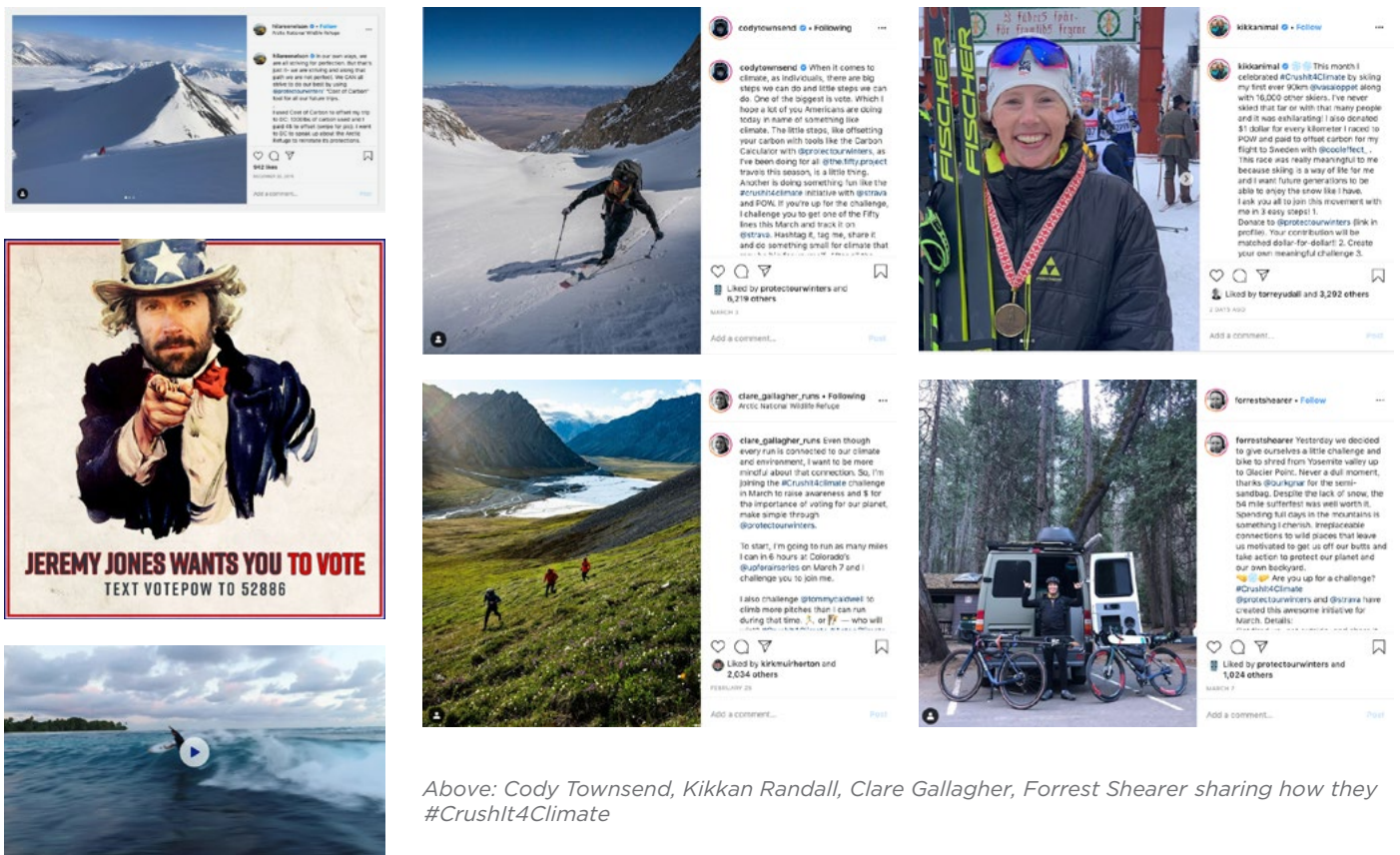
MEDIA

There are a lot of ways we activate the Alliance online, in print and on screen, from social media channels, to newspapers, magazines, podcasts, TV interviews and beyond. We provide the tools you need to make sure the message is heard and will develop editorial, social and video content with you.

Social Media Campaigns

When bills or votes come to the floor, we need to mobilize the community quickly and the fastest way to do so is often through social media. For any campaign we send the Alliance, we create imagery and example copy for you to use or reference. It is always more engaging and impactful if you share your photos and words that resonate best with your followers and using our template as a reference. But in a pinch use our copy and images to make sure the message gets out there.

Instagram is by far the most impactful platform for our Alliance.



Above: Cody Townsend, Kikkan Randall, Clare Gallagher, Forrest Shearer sharing how they #CrushIt4Climate

Left Top: Cost of Carbon Tool Hilaree Nelson Post

Left Middle: Jeremy wants you to vote

Left Bottom: #CrushIt4Climate



Video Content

As we build campaigns we often create digital content to help spread the message. These are typically short videos or photos to aid the call to action to get our community to speak up in support of specific bills or initiatives.

Call Your Reps: [CORE Act Alliance Member: Josh Jespersen](#)

Get Out The Vote: [Run To Vote: Alliance Member Clare Gallagher](#)



Op-eds

We strategically target specific newspapers for op-eds related to bills and initiatives we are working on. The voice of local athletes is a great way to build engagement, passion and support for local (and federal) issues. As we assess the landscape, we may reach out with a draft op-ed related to an issue we are working on. Our communications team will assist with writing, editing, reviewing and submitting the op-ed and will work with you to capture your voice and passion for the issue. We will always get your thumbs up on content with your name on it prior to publication.

[Optimism and the Climate: Alliance Member Graham Zimmerman](#)



Blog posts

Our website is an incredible resource to our community, where we share our strategies, campaigns and stories. Our blog is a rolling bank of information and a great place to share Alliance members' stories and how they relate to our work at POW. Again our communications team is here to help.

[From Athlete To Activist: Alliance Member Caroline Gleich](#)



Interviews

We often have publications reaching out to POW wanting to know how the Alliance is taking on the climate crisis. We also pitch stories to these publications to make sure our message is heard. Either way, we will help create platforms to share your stories and engage in these opportunities. When we connect you with a story, we will provide talking points to help keep you on track.

[How Climbers Can Be Climate Activists: Tommy Caldwell and Angela Hawse](#)



Podcasts

Like publications, we often target podcast opportunities or have requests from external sources. The outdoor community wants to hear your stories as they rally to the crag or trailhead.

[REI Wild Ideas Worth Living Jeremy Jones: Protect Our Winters](#)

REQUIREMENTS OF ALLIANCE MEMBERS:

1. **Participation**

That means engaging online, in media and in person.

2. **Stay in Communication**

We don't want to bug you, but we want to engage with you when you are able.

We send 1-4 Alliance emails each month ranging from newsletters, upcoming trainings, calls to action, campaign updates and speaking opportunities.

*When we have an event scheduled with you we will be in touch more often to prepare you and provide any needed details.

Know that communication from us is not a one way street, please provide timely feedback on how we can help you better communicate and understand climate change as well.

3. **Join a Training**

This is where we can best educate you.

Join or watch the webinars when you can.

*Each year the training evolves, meaning just because you have been to one doesn't mean you have learned it all. Use these as opportunities to further educate yourself year after year.

4. **Participate in at least two events each year**

Talks, fundraisers, panels, lobby day, etc. We will ask you to commit to five events throughout the year or provide a 14 day window where we can organize talks and events with your availability.

*realistically we will have you speak at about two events each year.

5. **Share campaigns on social media at least four times a year**

We provide toolkits, assets, example copy, and are available to answer any questions to get the word out to your community and grow your brand.

At times we ghost-write emails, newsletters or blogs from Alliance members and will ask for your sign-off to use your names on these assets.

Comment, like and support other alliance members on social media to support the message.

6. **Provide admin access to your Facebook Business profile**

By providing us with this access, we can track and measure the impact of your posts and Instagram stories. We are also able to boost posts and help your pages reach more of your followers and beyond, helping spread awareness and your brand at no expense to you.

We will not do anything on your page without your permission first.

*Currently organic posts on instagram reach roughly 1 percent of your following.

**We are unable to boost every post but will reach out when deemed appropriate.

Example: Event: Cannon Mountain: Passion Into Purpose Alliance Member Forrest Shearer

7. **Represent the brand and the movement**

Throw stickers on your gear/car/helmet/cooler.

Add POW to your list of sponsors.

8. **Go above and beyond**

Share POW in interviews and relevant calls to action at non-POW events when appropriate.

Share POW calls to action in non-POW presentations and online posts when appropriate.

Create content beyond POW's requests.

Incorporate POW and/or climate change in projects when it makes sense, we would love to see how POW or our network can be involved to help your story.

Create your own film and share your story.

- [Film: Feast Of Famine Alliance Member Mike King](#)
- *at times we can support your film, we would be open to the conversation.

Host a fundraiser.

- [Dakota Jones Bike to Pikes Peak](#)

Write a blog post when you have something to say.

Share POW posts you like and add your own messaging

9. **Introduce others to POW**

Share this deck with other athletes you want or who may want to get involved in POW



Each year we will check in to ensure the Alliance is the right fit for both POW and yourself.

HOW TO JOIN THE ALLIANCE:

STEP 1

Commit to the cause

Create at least one social post

Speak at an event on behalf of POW

STEP 2

Once you have completed Step 1, to finalize the process, we will have you

Fill out our Alliance onboarding survey to ensure we have the right information from you to figure out who your elected officials are, what areas you are most interested in and where you want to grow your knowledge to be confident as a climate advocate.

Provide a short bio (200 words or less) to share on our website and reference during in-person and online engagements.

Provide at least one head shot and at least two action shots. We will use these to promote your partnership with POW through our channels as well as assets for upcoming events and activations. The more images you can provide, the better.

*We will need images that we have rights to use on the website, on social media and event posters/flyers.

Provide POW with admin access to your Facebook business page. We can provide the directions on how to complete this task and how to connect your Instagram page to your business profile.

STEP 3

Once we receive your information we will

Provide POW gear for you including a shirt, hat and sweatshirt.

Layout a plan for when we will launch the news of you joining the Alliance.

Loop you into further activations and engagements.

STEP 4

Stay involved

As our founder and president Jeremy Jones expressed: "Athletes need to be authentic and just not support causes because they feel like they are 'supposed to'. If they do choose to get behind something, they should make it part of their DNA and strive to be experts in it."

This is the beginning of a movement.
We hope you will join us on the journey.

Together we can Protect Our Winters.

WANT TO LEARN MORE? START HERE

ARTICLES

POW

Mountain Athlete Push Progress Over Perfection In Climate Fight

Science

Then Why Is It So Cold?

Time To Panic

Revealed: The 20 Firms Behind A Third Of All Carbon Emissions

Are Electric Vehicles Really Better for the Climate? Yes. Here's Why

Coronavirus Shows Us Rapid Global Response To Climate Change Is Possible

Culture

How People Came To Believe That Individual Choices Could Save The Earth

We Have Met The Wrong Enemy

The Big Polluters' Masterstroke Was To Blame The Climate Crisis On You And Me

Finance

Money Is The Oxygen On Which The Fire Of Global Warming Burns

BOOKS

Science

Uninhabitable Earth

Project Drawdown

Culture

Merchants of Doubt

PODCASTS

POW

The Adventurepreneur Playbook: Mario Molina on How to Become a Climate Citizen and Moving Past Our Perceived Self Limits

Looking Sideways Action Sports Podcast: Type 2: Episode 003 - Jake Black

Climate Changers: Protect Our Winters (POW) with Kerstin Ulf

Climate

Drilled

The Joe Rogan Experience: #1259 David Wallace Wells

Solutions

TED Radio Hour: Climate Crisis

FILMS

POW

Ode To Muir

Science

An Inconvenient Truth

Culture

Merchants of Doubt