



Heidi Cody  
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Greetings Yeson1631!

I am an artist, designer and climate activist in Vancouver WA. I have an art and design skill set, and a special project, Climate Toothpaste, that I hope will thrill you with possibilities. I am submitting two ideas for your Community Partnership Grants. These are both innovations for reaching the communities you're trying to mobilize. You would distribute my project(s) through partners who connect to your target populations. More information about my work is at [ClimateToothpaste.com](http://ClimateToothpaste.com).



HELLO.

**SUMMARY OF IDEAS:**

**OPTION 1** > Yeson1631 uses Climate Toothpaste for outreach and tabling. This would include custom Yeson1631 flyers.

**OPTION 2** > Hire me to create custom postcards that would be printed or emailed.

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**COSTS:** I have costs itemized separately after each idea.

**WHY YOU SHOULD RESOURCE ME:** I want to help 1631 in a unique creative capacity. I can help you grab the attention of hard-to-reach voters using humor and creativity. I have worked on federal and state-level carbon pricing efforts for three years, and want to see a state-level win! If you are interested, I can talk to you about fundraising through my store at [ClimateToothpaste.com](http://ClimateToothpaste.com). (Some background: I was a doorbeller for Don Orange's campaign for the Port of Vancouver. I am now working to get the Port of Vancouver and City of Vancouver to pass Climate Action Plans.)

**SUMMARY OF PARTICIPATION IN 1631:** I gathered 160 signatures to help get on the ballot. I plan on doorbelling for 1631. I am publicizing 1631 on Facebook. I have been a core volunteer for Our Climate for over three years, and they are partnering with you.

**CAMPAIGN DELIVERABLES:** I'll help you reach target audiences using levity and creativity.

**REFERENCES:** Page Atcheson-Matilsky ([page@ourclimate.us](mailto:page@ourclimate.us)), Cassidy Jones ([cassidy@ourclimate.us](mailto:cassidy@ourclimate.us))

**OTHER INNOVATIONS OR IDEAS:** YES! Please see the following pages.

Thank you for your consideration.

Sincerely,

# OPTION 1 > Yeson1631 uses Climate Toothpaste with a custom flyer.

Distribute it to coalition partners for outreach and tabling. It makes outreach fun!

Climate Toothpaste uses humor and ingenuity, to spark conversations about everyone's favorite topic: climate change! It's NOT toothpaste. It's a real toothpaste box, covered with jokes and science. *Inside* the box would be a custom flyer about Yeson1631 (samples below). I can also have flyers translated to reach target populations.

Climate Toothpaste gets noticed! People gravitate to it, out of curiosity. Just think: you can educate folks about 1631 and make them laugh at the same time. It is GREAT for tabling and thank yous at lobby days.



Left: Chesapeake Climate Action Network with Climate Toothpaste at Zero Hour's Youth Climate Art Event in D.C. Below: my flyer for Zero Hour.



**ENOUGH IS ENOUGH.** We, the youth, believe that #ThisIsZeroHour to act on climate change. We cannot afford to wait any longer for adults to protect our right to a clean and safe environment, and natural resources we need survive and flourish. We need elected officials and adults to stand up. Since they are not, we must step up as our own leaders and do what is right.

**WE BELIEVE** that every individual, from every community, should have access to clean air, water, and public lands. We believe in putting the needs and health of our communities before corporate gain.

**IT IS OUR TIME** to act now and forever change the trajectory of this country. We have no time to sit back and let our world and futures deteriorate. We have to make change happen.

**ZERO HOUR** is the beginning of a years-long movement that starts with all of us. So join us as we take the first steps towards an equitable and livable Earth. Cheers to Mother Earth!

**#THISISZEROHOUR**

**THISISZEROHOUR.ORG**  
**INFO@THISISZEROHOUR.ORG**  
**THISISZEROHOUR.ORG/DONATE**

[f](#) [@thisiszerohour](#)  
[@thisiszerohour](#)

Sample flyer

**#PUTAPRICEONIT**

The goal of the #PutAPriceOnIt campaign is to put a price on carbon pollution by mobilizing the support of generations most affected by climate change: young people. The campaign elevates the importance of carbon pricing through innovative communications (film, social media, and celebrity endorsements). It also empowers students across the country to lobby their members of Congress and build a groundswell of support from young voters. The campaign works on the state level and the federal level. #PutAPriceOnIt was created by the Emmy-award winning TV series, *Years of Living Dangerously*, and *Our Climate*, the nation's first Millennial-led carbon price and rebate organization.

**JOIN US!**  
**Contact:** [cassidy@ourclimate.us](mailto:cassidy@ourclimate.us)  
**Web:** [www.theclimatesolution.com](http://www.theclimatesolution.com)

[f](#) /ourclimateusa  
[@ourclimateus](#) [putapriceonit](#)

Sample Flyer

**DON ORANGE**  
*The one with appeal!*  
**FOR THE PORT OF VANCOUVER**

Don Orange is the only anti-oil terminal candidate running for the Port of Vancouver Board of Commissioners, District 1. The proposed Tesoro-Savage oil terminal would only produce a small number of permanent jobs, where other potential tenants, such as grain, automobiles, or renewable energy parts, would produce more family wage jobs/acre than this terminal would and without the social & environmental risk associated with crude oil transport & handling. Don's priorities are changing the culture of secrecy at the Port; creating 21st-century jobs; our environment; cultivating the next generation; safety, and spreading the wealth.

"Don isn't a slick politician, he's the guy who tells the truth even when it's not fun. Vancouver needs someone with Don's local business experience to move the Port forward and bring jobs to Clark County."  
 -- Eric LaBrant, Port of Vancouver Commissioner

Please **DONATE** or **VOLUNTEER:** [www.donorange.com](http://www.donorange.com) [f](#) vote don orange

**INTEGRITY • TRANSPARENCY • COMMUNITY**  
 Paid for by Friends of Don Orange | 1111 Main Street Suite #400, Vancouver WA 98660 | Printed In-House Labor Donated

Left: The insert used inside Climate Toothpaste for Don Orange's Port Commission campaign in Vancouver WA. Below: Don Orange with Climate Toothpaste.

Top: Students at Oregon Climate's Youth Lobby Day in Salem, OR. Middle: Flyer used by Our Climate (formerly Oregon Climate) in its #Putapriceonit campaign, at U.S. colleges. Right: Our Climate Fellows at Portland State University's Earth Day event.



## COSTS for OPTION 1 > Climate Toothpaste with a custom flyer

### COSTS

First 150 boxes of Climate Toothpaste – \$ 150, plus shipping

Second 150 boxes of Climate Toothpaste – FREE, shipping not included

After that, you can continue to order at a bulk rate TBD

Flyers – \$50 for design, per 1/4 or 1/2 page flyer; more if a complex design

Translation – \$100 per flyer

Flyer Printing – \$22 per 150





## OPTION 2 > A custom postcard campaign to reach target audiences.

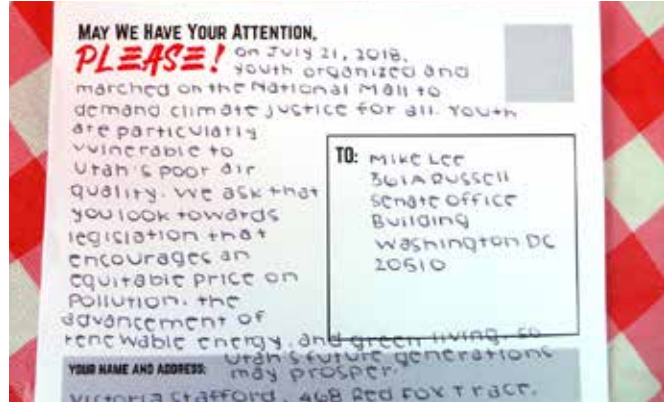
Surprise! A novel and personal message from campaign supporters. Print or e-cards.

The Yeson1631 campaign seeks non-traditional and under-represented voters. Why not try an unexpected approach? My idea is to create a postcard (or several, and perhaps in different languages) that campaign supporters could write to friends. These cards would be distributed through coalition partners, and/or filled out at outreach events.



The cards would combine the element of surprise with a personal appeal to vote YES. They can be printed, or we could use an e-card service like [openme.com](http://openme.com) (minus the personal message on the card).

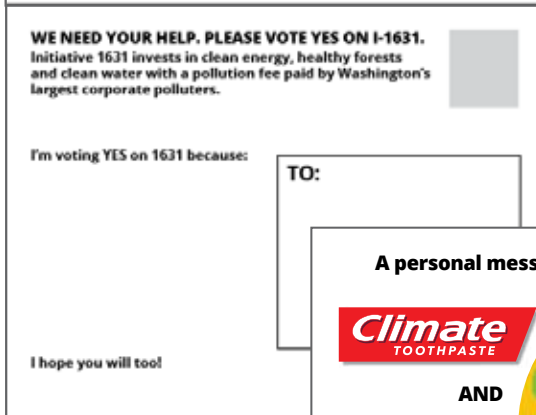
I designed a postcard for Zero Hour's Youth Climate March in D.C. (above). Below are sketches for yours.



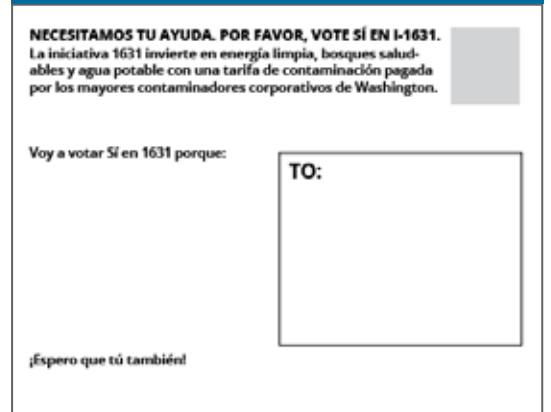
Youth filling out Climate Toothpaste + Zero Hour postcards at the Youth Climate March in D.C.



Postcard Sketch



Postcard Sketch



Postcard Sketch

## COSTS for OPTION 2 > Climate Toothpaste with a custom postcard

### COSTS

\$250 per postcard design

Translation – \$100 per postcard

Printing – 4.25x5.5, color both sides: 100 for \$16, plus shipping

(Option) 5x7 with mail merge, color both sides: 100 for \$38.00, plus shipping

Openme.com is a free service for ecards. Full disclosure: I've never used it. If you are using an HTML mail program (that shows images) you could send postcards that way, too.

