



Thanks for plugging into Protect Our Winters Trail (POW Trail). Solving the climate crisis requires systemic change and action from everyone. At POW Trail, we're runners who care about protecting our trails, climate, and health. Please use and share this toolkit. Holler with any questions!

POW TRAIL MISSION

POW trail helps trail runners become effective climate advocates.

WHY JOIN POW?

Adding trail runners, turned climate advocates, to the existing environmental base has an impact, especially in locations where climate legislation may pass by a few hundred votes. We're not the traditional environmental organization because we speak to each other based on our love for trail running.

WHO IS POW TRAIL?

POW Trail is for anyone who cares about living, breathing and enjoying the outdoors. Whether you're new to running, a seasoned veteran, a race director or a fan—you have useful skills. Identifying your skills (writing, photography, social media, research, art, etc.) will help you become an effective climate advocate. POW Trail is an inclusive group for all who want to be involved. We acknowledge that climate change advocacy is about climate justice and we envision a world in which all communities are able to live, breathe and run in a liveable climate.

2020 GOAL

Get runners to [pledge to vote](#). Research shows that when someone pledges to vote, there's a high conversion rate that they will vote (> 50%). Why does this matter? Environmental and political history are made at the margins. We believe that we can educate, register and turn out enough voters to shift our nation's response to the climate crisis by driving civic participation at thin voting margins.

HOW WILL WE ACHIEVE THIS?

Table at trail events in key swing districts, educate our fellow trail runners on the importance of voting and get runners to pledge to vote. Share this information via media channels and foster an educational, inclusive and inspirational community of trail runner climate advocates.

THE SOLUTIONS WE ADVOCATE FOR:

POW acts on solutions that will affect systemic change against climate change. Sure, turning off lights is great, but specific legislation is what will ultimately **curb climate change**. At the local, state and national level, we advocate for:

1. Renewable Energy

Renewable energy already outcompetes fossil fuels in most markets—we want to accelerate a future where it outcompetes fossil fuels in all markets. Red or blue, POW works with elected officials to build the political will to enact shifts in energy policy.

2. Transportation Solutions

POW supports electric transit infrastructure development because it is a key to achieving a zero emission future. We advocate for low to zero emission vehicle subsidies and electrifying public transit.

3. Carbon Pricing

Carbon pricing, or placing a cost on carbon emissions, levels the economic playing field for renewable energy. POW focuses efforts on states that are on the cusp of enacting carbon pricing.

4. Protecting Public Lands

Coal, gas, oil and old growth timber extraction on our public lands emit almost **one-fourth** of our country's total greenhouse gas emissions. POW advocates to eliminate extraction on our public lands to reduce emissions, but also to protect our most cherished playgrounds and sacred places.

WHAT YOU CAN DO RIGHT NOW

1. Pledge to Vote

2. Talk About It

SHARE your experience, knowledge and concerns on climate change with fellow runners. **Conversation** is a powerful way to spread systemic change. Talk to your running buddies about it! Ask questions and use science to back you up.

3. Write About It

Grab a pencil, journal, computer, art supplies, and put your thoughts on paper, screen or easel. What is YOUR experience with trail running and climate change? Whether a **blog, article, social media** or an **op-ed**, your voice matters. We can help edit and place op-eds.

4. Get Political

Find your **local representatives** and learn about their climate voting records.

Participate! Most city council or local legislative meetings are open to the public. Show up! You don't have to be a scientist; your experience running and what you witness and know about climate change is enough. Find a local political mentor.

Follow your elected officials on their media channels, get their newsletters, and respond to their surveys.

5. Green Up a Race

Reach out to get the race director and race volunteer toolkit.

CONTACT

stephanie@protectourwinters.org

