

## Coalition Member Agreement

**OUR VISION:** Project Carbon Freedom (“Coalition” or “we”) seeks to advance clean energy legislation that supports the deployment of renewable liquid heating fuel in order to efficiently, affordably and equitably decarbonize the residential heating sector across the northeastern United States.

**OUR MISSION:** To secure state biofuel policies across New England and New York that benefit homeowners and small businesses and their communities in the Northeast, as well as U.S. farmers and renewable fuel producers in the Midwest.

**OUR STRATEGY:** Through outreach, education and advocacy, Project Carbon Freedom will raise public awareness of the decades-long effort by the liquid heating fuel industry, in partnership with the agricultural sector, to provide homeowners with renewable heating fuel that is increasingly clean, safe, and energy efficient, and which represents a prudent, affordable, and expedient path to complete decarbonization of the residential heating sector.

**BENEFITS OF JOINING:** Members will align themselves with individuals, organizations and businesses to create a unified coalition focused on the legislative and regulatory support for, and expansion of, renewable liquid heating fuels in order to promote environmental justice, energy security and jobs in our communities.

### COALITION ACTIVITIES INCLUDE:

**Action Plan:** We are building a framework for action that identifies advocacy targets, tracks legislative calendars, establishes communication channels and organizes calls to action.

**News, Research and Information:** Through our website and ongoing communications, we will provide accurate, up-to-date information to help Coalition members communicate confidently and effectively with policy makers, colleagues, customers and community members.

**Advocacy Tools and Resources:** We have invested in and will provide an easy-to-use digital advocacy platform to empower Coalition members and strengthen our collective voice. The platform includes customizable email templates, refined talking points, and other tools. These will enable you and fellow advocates to immediately engage and help the Coalition mobilize community members to advance our mission. In the coming weeks, we will host virtual bootcamps to provide guidance on when and how to effectively put your voice to work.



## Coalition Member Agreement (cont.)

### WHAT WE NEED FROM YOU:

**Your Voice:** The Coalition will organize members to lend their voice to our shared cause. Policy makers, regulators, and the public need to hear that we can meet our de-carbonization goals more efficiently, affordably and equitably using the infrastructure, technology and workforce we have in place. We will support you to amplify your unique voice and expertise so that is heard through direct outreach to lawmakers, your community and other key stakeholders.

**Your Brand:** We are aiming to build a broad coalition of stakeholders who understand the concerning implications of policy-driven electrification, and who see a more responsible path, both socially and environmentally, to decarbonizing the residential heating sector. We aim to show the diverse makeup of our membership, with representation from farmers, community organizations, biodiesel producers, energy experts, terminal operators, fuel retailers, equipment manufacturers, media, and consumers. Our allies range in size from public corporations to main street American family-owned companies and farmers.

**Your Story:** Current energy policies intent on electrifying the home heating sector will impact all of us in different ways. We want to tell YOUR story, whether that involves a bleak outlook for your third-generation family business or the exorbitant cost of installing electric heat pumps in your home. We believe deeply in the convictions for which this Coalition stands. By sharing your stories, we hope that others will, too.

By signing below, you agree and, if you are acting on behalf of an organization, agree that you are authorized to join the Coalition and share your organization's voice and story. You also agree to the Member Commitments described in the attachment to this Coalition Member Agreement.

**NAME (print):**

**ORGANIZATION:**

**SIGNATURE:**

**DATE:**



## Project Carbon Freedom **MEMBER COMMITMENTS**

Each Member understands and agrees that:

- The Coalition may use the Member's name, logo, business type and approximate employee count on the Coalition's website and in pre-approved marketing and other communications in accordance with the Member's written guidelines (if any).
  - Member will comply with the Terms of Use that apply to the Coalition's website and will ensure that its employees and other third parties accessing the Coalition's website on Member's behalf understand and comply with the Terms of Use.
- Personal information collected and processed by the Coalition is subject to the Coalition's Privacy Policy and, when using the digital advocacy messaging platform, the Phone2Action Privacy Policy, which is available at <https://phone2action.com/privacy-policy-3/>.

The Coalition reserves the right to limit or suspend access to the digital advocacy messaging platform or other membership benefits if Member fails to adhere to any of these commitments.

