



Send Your Senator “A Love Note To Madre Tierra” *Tell Your Senator to Pass The Build Back Better Act Before The State Of The Union*

TOOLKIT

The House of Representatives passed the historic Build Back Better Act, the United States’ biggest climate and social spending plan in a century in November of last year. Our Madre Tierra is on fire and needs our help and now is the time for action. We know that BBBA will create jobs, cut taxes, lower costs for middle-class families, and make historic investments to combat climate change and advance environmental justice.

Join us in sending your Senator [“A Love Letter to Madre Tierra](#) by sending them a letter demanding they support the environmental provisions of the Build Back Better Act. We need the Senate to pass the Build Back Better act before President Joe Biden’s State of The Union address on March 1, 2022.

More on how BBBA economically helps Latino communities [here](#). More on the tangible benefits of BBBA’s climate investments [here](#).

INSTRUCTIONS We ask that you take action the following two ways:

- 1) We ask you to join us in sharing the significance of this unprecedented bill and build momentum for its passage by [writing a letter](#) to your Senator demanding they pass the legislation in Congress.
- 2) Sign the Climate Can’t Wait [petition](#), with the goal of reaching 100,000 signatures by the State of the Union Address on March 1.



This toolkit includes hashtags to use, main handles to tweet at, sample tweets, and graphics (for Twitter, Facebook, and Instagram), as well our contact information.

PROMOTIONAL SOCIAL MEDIA COPY

Twitter: We are rising to make it known the #BuildBackBetter Act -must- be passed and include Environmental protections Latino families need. Send "A Love Note To Madre Tierra" by writing your Senator [LINK] and sign the Climate Can't-Wait petition [LINK]

Facebook: Nuestra #MadreTierra needs our help. We are rising to make it known the #BuildBackBetter Act -must- be passed and include Environmental protections Latino families need. Send a "A Love Note To Madre Tierra" by writing your Senator [LINK] and sign the Climate Can't-Wait petition [LINK]

Instagram: Nuestra #MadreTierra needs our help. We are rising to make it known the #BuildBackBetter Act -must- be passed and include Environmental protections Latino families need. Send a "A Love Note To Madre Tierra" by writing your Senator [LINK] and sign the Climate Can't-Wait petition [LINK]

HASHTAGS

#BuildBackBetterAct
#BuildBackBetter
#MadreTierra

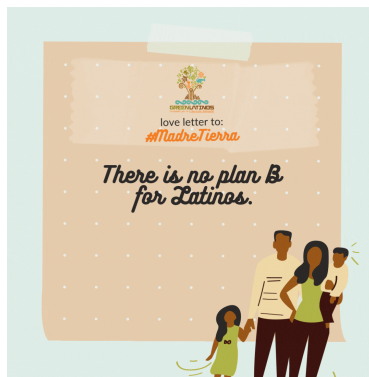
MAIN HANDLES

@GreenLatinos

TARGETS

@Sen_JoeManchin
@SenatorSinema

SOCIAL MEDIA GRAPHICS [Download link](#)





SAMPLE TWEETS

- .@Sen_JoeManchin stop standing in the way of progress for Latino families. The Build Back Better Act will deliver good-paying jobs, a healthier, more equitable, & just clean energy future for Latinos & all, lower energy bills for families across the United States. Pass it now!
- .@SenatorSinema stop standing in the way of progress for Latino families. The Build Back Better Act will deliver good-paying jobs, a healthier, more equitable, & just clean energy future for Latinos & all, lower energy bills for families across the United States. Pass it now!
- The Build Back Better Act will deliver good-paying jobs, a healthier, more equitable, & just clean energy future for Latinos & all, lower energy bills for families across the United States. Send a letter to your Senator demanding we pass the BBBA. [LETTERLINK] #MadreTierra
- Nuestra #MadreTierra needs our help. The #BuildBackBetterAct invests in tackling climate change with renewable energy, clean vehicles, and habitat restoration. Send a love letter to #MadreTierra to show that you care by sending a letter to your senator demanding them to pass the BBBA [LETTERLINK]
- Latino communities & other communities of color are disproportionately hurt by climate change & face increased health burdens & death from pollution. Send a letter to your Senator demanding we pass the Build Back Better Act before @potus SOTU. [LETTERLINK] #MadreTierra
- There is no plan B. Climate justice has never been more critical as the country faces cold, wet, and severe weather this winter. Send a letter to your Senator demanding we pass the Build Back Better Act. [LETTERLINK] #MadreTierra
- A recent report found at least 20 climate change-fueled extreme weather events occurred in 2021, killing at least 700 people. Latinos demand action, Send a letter to your Senator demanding we pass the Build Back Better Act. [LETTERLINK] #MadreTierra
- Climate change is a top concern for Latinos. The #BuildBackBetterAct invests in tackling climate change with renewable energy, clean vehicles, and a green industrial revolution. Send a letter to your Senator demanding we pass the BBBA. [LETTERLINK] #MadreTierra
- Latinos care about jobs. The #BuildBackBetterAct will create millions of good-paying union jobs that will deliver environmental justice, particularly for communities of color. Send a letter to your Senator demanding we pass the BBBA. [LETTERLINK] #MadreTierra
- By protecting the health of our planet, we are protecting our own health. The #BuildBackBetterAct will address the climate crisis head-on and advance environmental justice in ways our country has never seen before. Send a letter to your Senator [LETTERLINK] #MadreTierra