



The Climate Nuggets Project emerged from attempts to lobby Members of Congress on climate initiatives. While many were open to our messages, leadership on climate action was hard to find. When pressed on why there is no leadership on this, staffers were unanimous in stating that there is little pressure from below.

The most important insight from lobbying was that, too often, Congressional “leadership” FOLLOWS from constituent pressure - not the reverse. Success for climate advocacy depends on **constituents** accurately knowing the issues, then effectively reaching policymakers. Hence the creation of Nuggets.

Constituent Pressure → Congressional Action

A **NUGGET** is intended to provide the most important facts of our climate situation in visual, scientifically sound, compelling, quickly understandable, and memorable form. A few samples are provided on the next page.

The primary MISSION of Climate Nuggets is to stimulate drastic reductions to the Greenhouse Gases being emitted by the U.S.. One key **STRATEGY** for achieving this is to broadly disseminate pertinent climate facts in small, understandable bites (Nuggets) to political constituents who will broadcast them widely to other constituents, all of whom will send them on to their congressional representatives. With accompanying demands for action, including for specific legislation within limitations on a 501(c)(3), constituents will create pressure for legislators to lead on solutions. More details can be accessed in our [Mission, Strategies, and Goals](#) and our [Emission Goals for the U.S.](#)

At present, Social Media platforms (X, Instagram, Facebook, Substack, LinkedIn, etc.) appear to be the highest-leverage formats for applying pressure. When constituents send Nuggets to their representatives on these platforms, not only will Policymakers’ offices see them, but so also will other constituents (who can re-post them again!). When interested constituents are not themselves on such platforms, they can print and mail Nuggets instead. We will conduct a strong outreach program for partner organizations and constituencies.

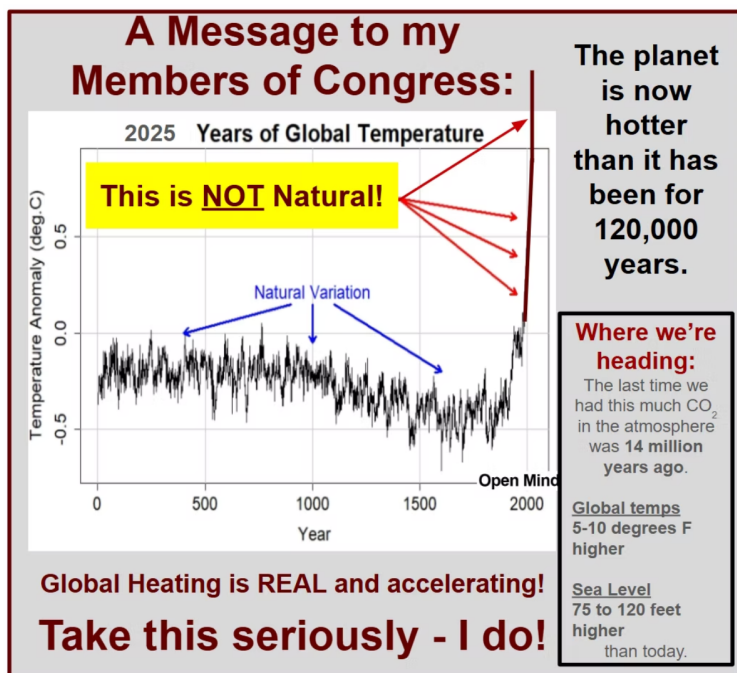
By widely disseminating this information, our compelling, actionable, and understandable Nuggets can become a common language for the conversation. We can take a great leap forward from the “We’ve got a problem!” / “No, we don’t!” exchange. We can move more urgently ahead, with a shared awareness, to more informed policymaking for reducing greenhouse gases emitted into our atmosphere.

Climate Nuggets is now a non-profit, non-partisan, grassroots, 501(c)(3) organization. The purpose of this PROSPECTUS is to solicit interest and participation in the formation, direction, management, development, and execution of this initiative. On pages 3 and 4 of this Prospectus you can see more details on our emerging organization and the skills needed to be effective.

If you would like to help, contact us at: GetInvolved@ClimateNuggets.org

Below are sample Nuggets now available on our website, ClimateNuggets.org, as we continue building out the full platform. Please visit us to explore our work and join the growing effort to create and send Nuggets to Members of Congress and other policymakers and candidates across the country.

Nuggets That Matter on a Global Scale



Nuggets tailored to state-specific or local interests



Organizational Opportunities:

Staff and Volunteers	Responsibilities	
Board	Board Officers: President, Vice-President, Secretary, Treasurer, Members-at-Large, committee chairs. Set guiding missions, high-level strategy, governance, and fiduciary oversight; recruit the ED and administrative staff and hold them accountable.	
Administration	Executive Director (ED), Chief Financial Officer (CFO) Administrative Assistant, Content Director, Technical Systems Director, Outreach Director.	
Other Staff and Volunteers: Teams responsible for developing materials and delivering services, programs, and daily administrative functions.	Administrative Skills - Business management - Budgeting and accounting Content Skills - Policy opportunities for impacting emissions - Communications and education - Nugget conceptualization and design - Science community interface - Technical editing	Technical Systems Skills - Graphic and Web design and development - Social media tools and interfacing Outreach Skills - Policy research - Incumbent and candidate identification - Partnering organization opportunities - Constituent identification and outreach - Event planning - Volunteer coordination - PR professional

Some Major Tasks in 2026:

Message Targeting and Metrics	Identify high-leverage policy opportunities which can impact U.S. Emissions, and metrics for monitoring program effectiveness. Identify Policymakers / Candidates and their social media platform addresses.
Nugget content Design	Find critical messages in scientific literature and community; validate that each one is important enough to be pushed as a Policy Nugget; collect scientific and public citations; write brief, explaining conclusions to be captured as the nugget; construct graphic Nuggets; Communications Team puts in final form; send to cited scientists and sources for comment, support, correction, etc.
Web Construction	Design and Construct effective web presence and tools
Social Media Leverage	Find and perfect easy-to-use Post and RePost techniques and quick-links to enable visitors to Climatenuggets.org to send Nuggets to current and potential policymakers on their social media platforms (e.g., X, Facebook, Instagram, Substack, BlueSky, etc.). In this way the communications are visible to many others, providing education and the opportunity for large numbers of reinforcing repostings.
Constituent Targeting	Identify potential organizations / partners whose members are constituents of current and potential policymakers. Develop relationships with such potential partners to identify best Nugget/social media strategies; assist in communicating to members and stimulating Nugget promulgation; identify additional Nuggets which we can develop to further our joint organizational agendas.
Communications	Validate that a proposed Policy Nugget is critical information for constituents and policymakers Determine the most effective way(s) to present the Nugget to make an ultimate educational and policy impact. Propose alternative messaging and graphic approaches to the Design Team
External interface and Press	Develop partnerships with national and regional organizations to expand Nugget promulgation. Get the word out!
Populate website with other materials	Add and develop other Nugget-related materials including videos, studies, website links, etc. which support effective constituent and policymaker climate education

Our Team as of April, 2026 *(add your name here?)*



Mac Lankford: [Board President, Content] Mac is a freelance student of the climate who developed the Climate Nuggets concept over the last 6 years from experience in scientific experimentation, formal and informal studies in climate science, teaching 100 weekly sessions of his Climate Science Study Groups, construction of a YouTube climate nuggets series, and lobbying in Congress. His interest in climate science emerged after retiring from a long career with the U.S. Department of Energy, managing and directing programs in nuclear energy, magnetic fusion energy, nuclear waste cleanup, and other areas and starting a solar electric installation company. A Masters in Liberal Arts from St. John's College in 2005, stimulated his interest as a STUDENT and educator.



Holly Jung: [Board Treasurer, Communications and Website] With more than twenty years of experience in instructional design, technical training, and strategic communications, Holly brings a strong blend of clarity, organization, and stakeholder engagement to the organization. Holly also has extensive nonprofit financial experience, currently volunteering as the bookkeeper for her church and having served in the same role for another nonprofit.

Her commitment to Climate Nuggets is rooted in her belief that God has entrusted humanity with the responsibility to care for the planet, a responsibility she feels we are called to take seriously. Holly is dedicated to helping constituents understand the urgency of climate action and to strengthening the organization's communication and outreach efforts.



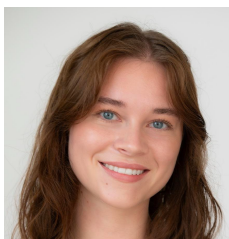
Susan Geffen: [Board Member, Marketing] Susan Geffen had a 35-year career as an award-winning advertising creative director and marketing strategist, influencing the success of major international businesses. She is presently an adjunct professor at Loyola University/Chicago for the School of Communications, teaching everything from Ethics to the Principles of Communication. She is fascinated by science, participates in Climate Change discussions/conferences at Loyola, and was/is a member of Mac Lankford's Climate Science Study Group.



Ginny Sievers: [Communications, Coordination] As with all those involved in this Climate Nuggets project, Ginny has worn many hats in her lifetime. Two of her most significant roles have been as teacher and grandmother. Twenty plus years of teaching high school English has reinforced her belief that words have immense power. Language, whether written or spoken, is meant to be used with care and precision. When thoughtfully presented, words reflect our core principles and values. Ginny has applied this belief to her editing work with the Climate Nugget Project, hoping to simplify very esoteric and dense data into a more easily understood form so that it is a call to immediate action. As a new grandmother, Ginny's lens of concern has lengthened. This planet must be viable not just for this generation, or the next, but for generations to come.



Isel Neira: [Campus Volunteer Coordinator] Isel is an undergraduate student at The George Washington University, studying International Affairs with a concentration in Security Policy and a minor in Political Science. Her policy interests include the environment, energy, AI, and more. Isel has been lobbying for the climate since she was a teen and met Mac in a lobby team. During the semester, she works for GW's Office of Sustainability and in her free time, she guides hikes with GW's outdoor club, GW TRAILS.



Leeza Fleming: [Intern, Social Media] Leeza is an undergraduate Environmental Economics student with a minor in Advertising and PR at Loyola University Chicago. Her interests in the environment include business sustainability and energy. Leeza is a student in Susan Geffen's Principles of Advertising class at Loyola, where her interests in social media and design have further developed. Outside of her studies, she works as a Loyola tour guide and dances with The Dance Company, a student-led dance organization at Loyola.