

FUELING FREEDOM



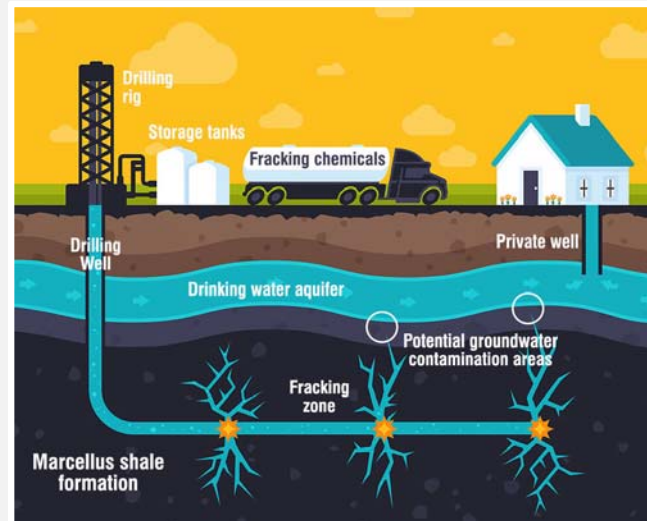
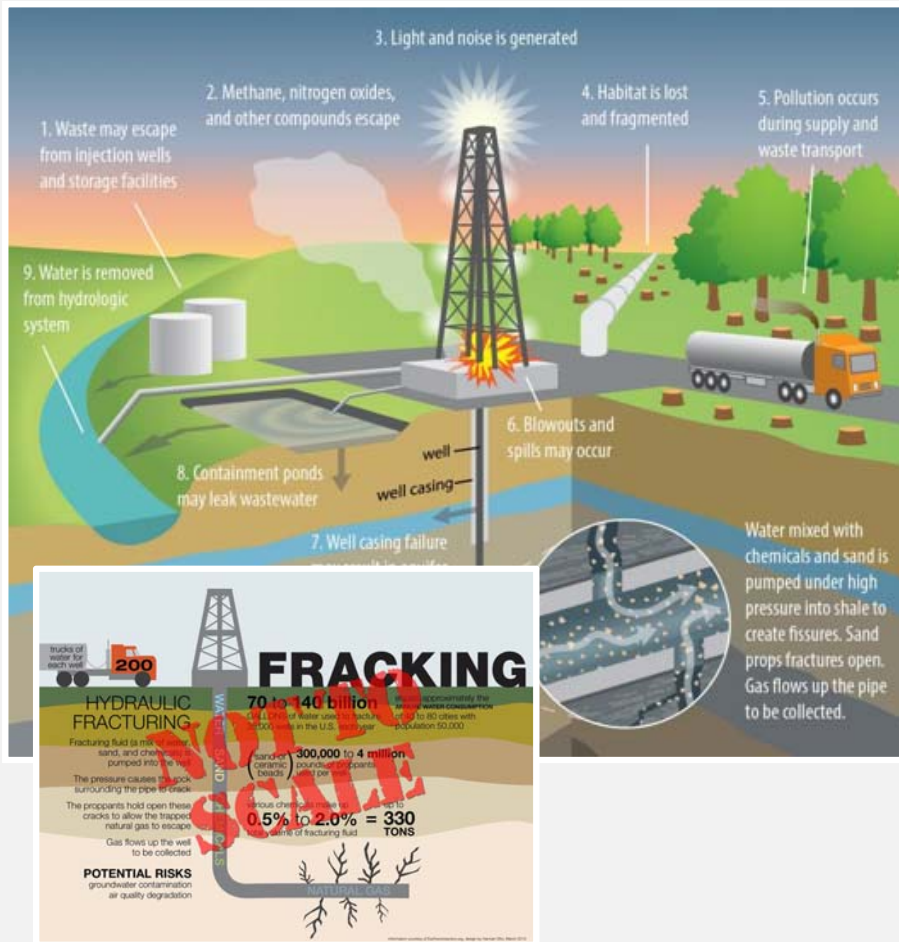
FUELING FREEDOM

OUR PURPOSE

- To ensure reliable energy is abundant, affordable, and continues to advance the human condition in America and throughout the world.
- To end energy poverty in America and throughout the world.

Organized Propaganda Machine

- Constant flow of anti-fossil fuel propaganda
- Virtually no counter of value from energy industry that is easily accessible or persuasive to public
- Our story is being told by those with sole purpose of eradicating fossil fuel utilization



MASSIVE POST-ELECTION \$ TO ATTACK



LEAGUE OF
CONSERVATION
VOTERS

100% increase online fundraising



EARTHJUSTICE
BECAUSE THE EARTH NEEDS A GOOD LAWYER

160% fundraising increase

300% new online donors



**SIERRA
CLUB**
FOUNDED 1892

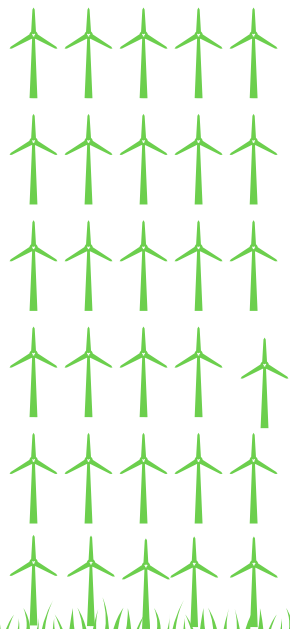
700% fundraising increase

30,000 new monthly donors

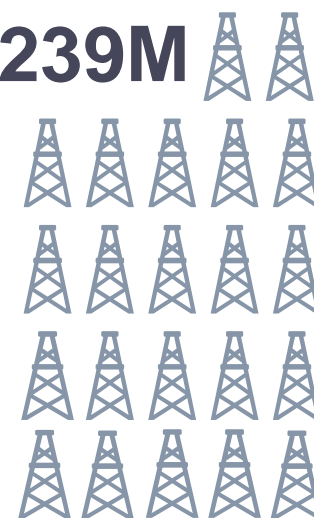


↑↑ \$450M

COMPARATIVE LANDSCAPE

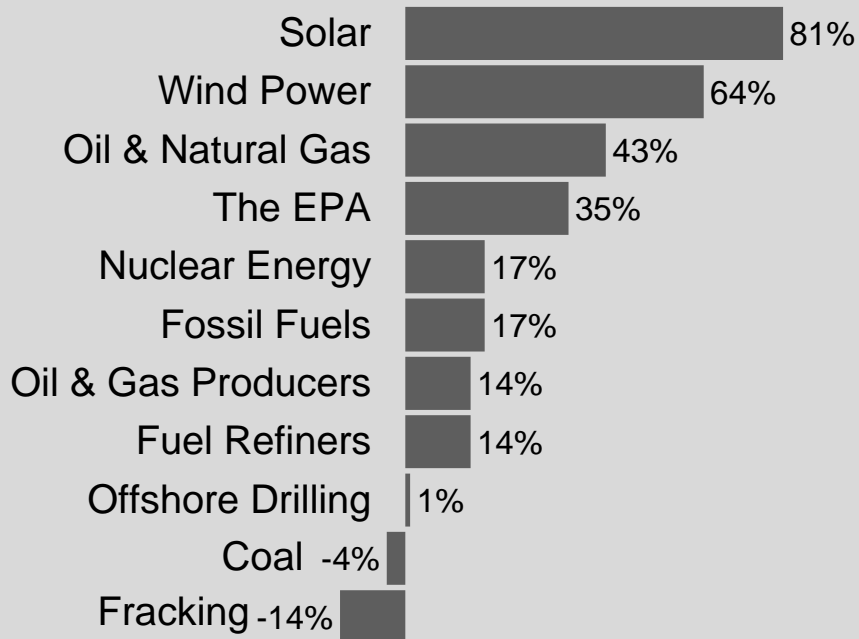


\$239M

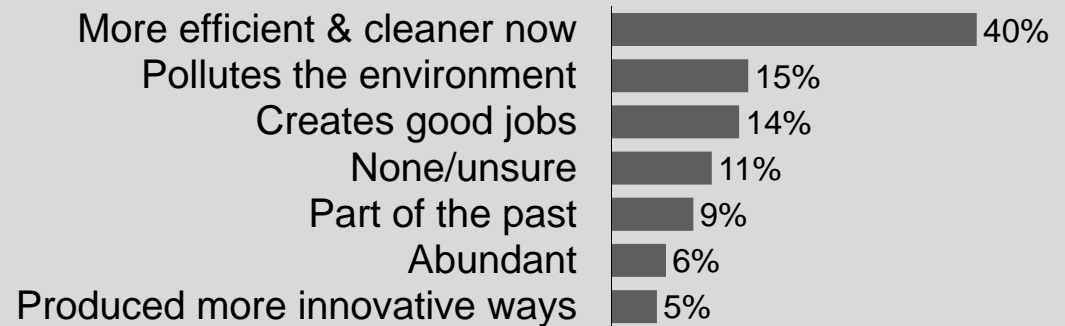


INDUSTRY IMAGE

Image: Net Favorable



Which of the following best describes oil and natural gas?



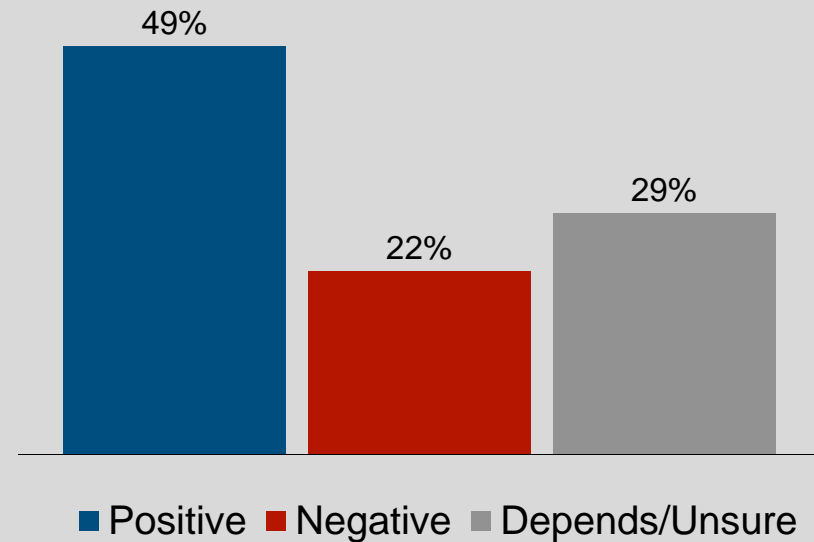
CONSISTENCY MODEL

“Is the oil and gas industry a net positive or net negative in your state?”

“And if you had to choose between a clean environment and a strong economy, which would you choose?”

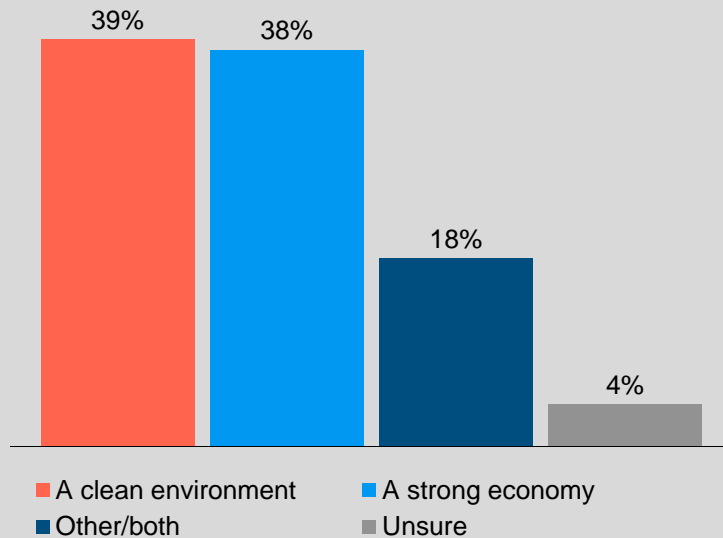
“Which viewpoint comes closest to your own regarding (Version A: global warming/Version B: climate change) and regulations of CO2, carbon dioxide?”

Oil & Gas Net Positive/Negative



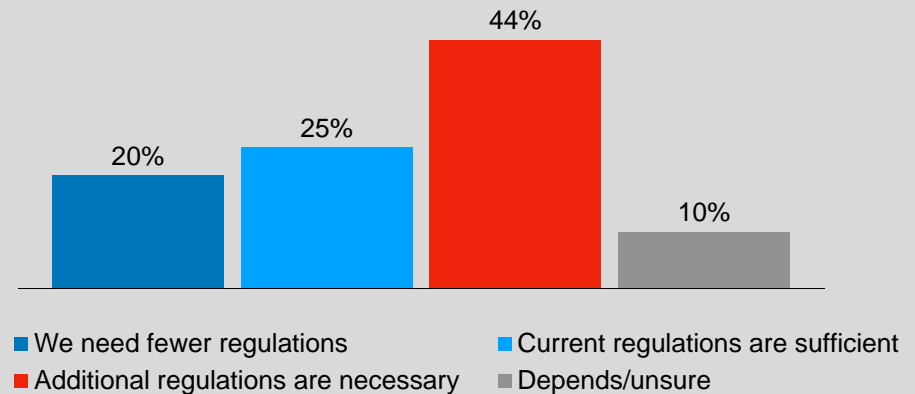
“And if you had to choose between a clean environment and a strong economy, which would you choose?”

Clean Environment vs. Strong Economy



“Which viewpoint comes closest to your own regarding (Version A: global warming/Version B: climate change) and regulations of CO2, carbon dioxide?”

Viewpoint of CO2 Regulations



FUELING FREEDOM PLAN



RESEARCH



Fueling Freedom book



LITIGATION – CAF



FUELING FREEDOM PROJECT

INFRASTRUCTURE BUILDING



WIN HEARTS AND MINDS

LAUNCH



IMPACT PUBLIC POLICY

2015

2016

2017

2018

2019

COORDINATED MESSAGE



LITIGATION

ATTACKING THE CLIMATE CHANGE REGULATORY FRAMEWORK

2009: Obama's Endangerment Finding

finding under the Clean Air Act that greenhouse gas emissions endanger public health and welfare.

Because carbon dioxide is everywhere and in everything, by making the Endangerment Finding, EPA gave itself a springboard to regulate everything everywhere, a power unprecedented in federal agency history.



When it made the Endangerment Finding, **EPA missed an essential step**: it failed to obtain peer review from the Science Advisory Board (“the SAB”).

TPPF ***Liberty v. EPA*** Petition seeks EPA repeal of the Endangerment Finding as legally defective.

A paved road stretches into the distance under a dramatic, cloudy sky. The road is flanked by fields and trees, and the sky is filled with large, dark clouds. The title 'MOVING FORWARD' is centered in the upper half of the image.

MOVING FORWARD

- Multi-year national campaign
- Backed by Intensive TPPF Research
- Data intensive, highly targeted effort to persuade
- Litigation and policy influence
- Team of Policy Expertise & Highest-Level National Political Campaigns