

STOP DATA CENTERS NOW!

CAMPAIGN TOOLKIT

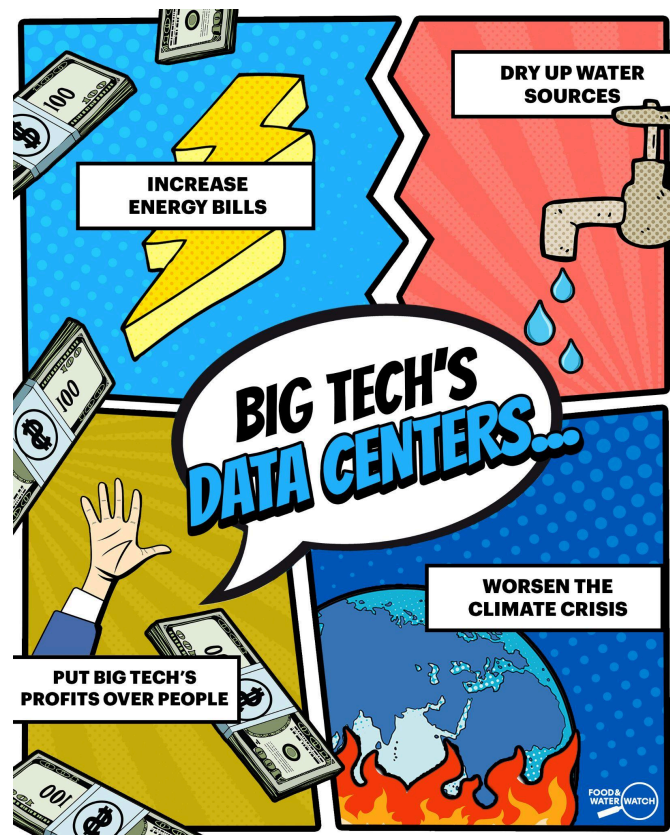
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THE BUILDOUT OF DANGEROUS AI DATA CENTERS MUST BE STOPPED

The rapid expansion of data centers across the U.S., driven by Big Tech's AI and crypto boom, presents one of the biggest environmental and social challenges of our generation. Before the AI boom, fossil fuels were warming our climate to unsustainable levels, threatening our food, water, and public health. This data center frenzy is like dousing a fire with gasoline. It is exponentially increasing demand for energy, increasing fossil fuel pollution, while at the same time straining our water resources and raising electricity prices across the country.

There must be an immediate halt to all new data centers. We need to hit the brakes on the completely unregulated deployment of massive data center projects that are straining our water resources, spiking our energy bills, and worsening the climate crisis.



URGE YOUR LOCAL & STATE ELECTED LEADERS TO OPPOSE DATA CENTERS

We must do two things: stop specific data center proposals *and* build support for a nationwide moratorium on all data centers. Engaging our local elected officials as well as state and federal legislators is key to achieving both of those goals. Local elected officials can use local zoning laws to stop the construction of new data centers. They can also put pressure on federal officials to take sweeping action by hitting the pause button. You can identify which of your local and state leaders support stopping these data centers by asking them to sign onto a letter for elected officials.

TAKE ACTION! Urge your elected officials to sign [the letter opposing new data centers](#):

- Find contact information for your local, state, and federal elected officials
 - ◆ **Local leaders:** Visit your city and county government's websites. If you do not know your local government website, use this tool to find it: <https://www.usa.gov/local-governments>
 - ◆ **State leaders:** If you're not sure who your state leaders are, use Ballotpedia's Who Represents Me tool by entering your address here: https://ballotpedia.org/Who_represents_me
- Send your elected officials an email urging them to sign onto [this letter](#). [Template email here!](#)

BUILD THE MOVEMENT TO STOP DATA CENTERS

We can push back on Big Tech's outsized influence on our elected leaders by demonstrating that millions of people oppose these dangerous data centers. You can help by encouraging others in your community to take the first step by signing the petition.

Petition signatures show our elected leaders that the public cares about this issue. But that's not all: collecting petitions allows you to identify others in your community who care about stopping microplastics and protecting our water. **More people = more power!**

TAKE ACTION! Get started building the movement to stop data centers:

- [Download and print the petition](#). Make sure you have more copies of the petition than you think you need (Someone may want to take a stack to collect on their own!).
 - ◆ If you need petitions printed and mailed to you, email volunteer@fwwatch.org to get a stack!
- [Download and print the fact sheet one pager](#) to give to folks who want more info.
- **Clipboard** or a hard surface to write on. If you want a clipboard and stack of petitions mailed to you, email us at volunteers@fwwatch.org.
- **Pens.** Bring several, in case they grow legs.



GET MEDIA ATTENTION ON THE DANGERS OF DATA CENTERS

[Check out our letter to the editor \(LTE\) guide here with instructions on how to write and submit LTEs and sample talking points.](#)

RESOURCES & WHAT'S COMING SOON

We are developing more materials and resources to support campaigns to stop data centers. Here is a list of resources we have and what we're working to develop. If there is something else you'd like us to consider developing, send us an email at volunteers@fwwatch.org.

Resources:

- [Messaging Guide & Talking Points](#)
- Factsheet: [A No Brainer: How IA's Energy and Water Footprints Threaten Climate Progress](#)
- Press release: [230+ Groups Call for National Moratorium on New Data Centers](#)
- Article: [No More New Data Centers!](#)
- [Letter to the Editor Guide](#)
- [Stop Data Centers Now Launch Webinar Recording](#)
- [FWW Report: The Urgent Case Against Data Centers](#)

Resources in development:

- Template local government resolution opposing data centers and supporting a national moratorium and guide on how to pass a resolution.
- Template local government ordinance banning data centers at the local level and guide on how to pass an ordinance.

TEMPLATE EMAIL

****Note: this is a template email and should be customized based on your concerns on the rise of data centers and how they are or could impact your community. Making this email specific to you and your community will increase the likelihood that the elected official will respond and sign onto the letter.*

Hello _____ (*insert elected official's title and name*),

I am very concerned about the rapid expansion of data centers nationwide and urge you to voice your support for a national moratorium on new data centers by joining [this sign on letter](#).

The massive expansion of data centers, driven by the unregulated generative AI and crypto frenzy, is wreaking havoc on communities, depleting water resources, harming the environment, and driving up electricity prices. We need an immediate halt on new data centers until a comprehensive regulatory framework is developed to fully protect communities and the environment.

[Join the sign on letter here.](#)

The environmental, financial, and social costs of unregulated AI, crypto, and data centers is tremendous. It's time to unite for a halt to this frenzy.

I hope you'll join [this sign on letter](#). Together we can protect our communities and the environment from this exponentially growing problem.

Thank you,

(*your name*)

(*your city/zip*) **this is included to demonstrate you are a constituent of the elected official*