**Divest NJ Advocacy Campaign Brief**

**Winter/Spring Campaign Needs:**

Join us in passing [**S198**](https://www.njleg.state.nj.us/bill-search/2024/S198)! Help expand our impact by making calls, setting up meetings, passing resolutions, writing letters, and getting active on social media.

**Why divest fossil fuel related investments from the NJ state pension?** New Jersey It is imperative that New Jersey prevent further fossil fuel emissions and come up with non-polluting alternatives.

**Problem:** New Jersey is still invested in a most corrosive, dying industry: fossil fuel. New Jersey’s retirees are noticing their pensions are tied up in risky and volatile fossil fuel investments and they are demanding change.

**Policy Response:** In the absence of a directive from Governor Murphy and the State Investment Council and Division of Investments, legislative advancement is the most sensible response.

**Goals:**

* **Raise awareness** about the opportunity of New Jersey divesting from fossil fuel
* **Pass resolutions** in support of [**S198**](https://www.njleg.state.nj.us/bill-search/2024/S198)the Fossil Fuel Divestment Act
* **Pressure NJ Leadership** to advance [**S198**](https://www.njleg.state.nj.us/bill-search/2024/S198)

**Audiences:** Students, staff, pension holders, members of faith communities/traditions, front and fence line residents, municipal and county level officials, legislators

 **Action(s):**

* **Educational Outreach**: i.e. phone banking, letter writing, networking etc.
* **Workshops-** Outreach and recruitment for event attendance
* **Communications & Media:** Speak out in opposition across media, including social media

**Legislative Support at A Glance:**

The bill presently sits in the NJ Senate Budget & Appropriations Committee where it can move forward for a vote. The bill’s primary sponsor, Senator Bob Smith, [can do more](https://actionnetwork.org/letters/help-nj-divest-from-dangerous-fossil-fuel-6?source=direct_link&referrer=group-waterspirit-advocacy) to make this a priority. Support will increase with education, outreach and recruitment toward passage of this bill.