turninggreen

CampusRep Toolkit

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Introduction

Project Green Challenge (PGC). That's what's going down this October, and it's going to be BIG. PGC is a call to action that enlightens, inspires, and mobilizes students around the world to transition their lives from conventional to conscious, and we need YOUR help.

Turning Green recruits Campus Reps who engage students on their school campuses to participate in Project Green Challenge. There can be 2-4 (or more if you'd like) reps at each school, so feel free to grab a group of friends! You have two tasks: inspire and advocate. Work with faculty (environmental science professors, sustainability teachers, club advisors, etc.) to incorporate PGC as an extra credit assignment or as curriculum content and attract students who might not otherwise get involved. Reach out to your club leaders, post flyers in your student centers, or do any other outreach to encourage students to sign-up.

Why Become a Campus Rep?

Being a Campus Rep is simply about getting students excited to sign-up and participate in PGC. Because this is a big responsibility, there are many benefits of being a Campus Rep. For one, you are the reason why students are mobilized to create change on campus. Taking on this role means helping others expand their understanding of their impact on our planet and empowering them to be the catalyst for change by transitioning their lives from conventional to conscious. We also have great prize incentives throughout the year for Campus Reps who excel!

Benefits of being a Campus Rep:

- Receive bonus points if you choose to participate in PGC
- Receive eco prize packages for engaging student participation
- Transform your school and community from conventional to conscious
- Connect with like-minded students
- Get to know the most sustainable and ethical products
- Build your resumé

Campus Rep opportunities

- Get involved in PGC and earn bonus points for student participation
- Implement a sustainability-related project with the mentorship of TG
- Apply for a TG internship

Expectations

One of the key roles of TG Campus Reps is to engage students in Project Green Challenge. TG supports Reps and helps them stay connected with each other and with with the PGC Coordinator at TG Headquarters. Dialogue begins in mid-August and throughout PGC 2017 on the Campus Reps Facebook Page and through weekly conference calls with TG global team, so get involved now!

Campus Rep Tasks

- Develop a campus wide plan to engage students in PGC (clubs, student government, RA's, sports teams, Greek life, etc.)
- Collaborate with the PGC global team to build momentum and share your innovative ideas through the Facebook group and on weekly conference calls
- Host a PGC Sign-Up Event on your campus (TG will send eco-product samples to give away to the first 30 Reps who sign-up)
- Get a student on your campus to the Challenge finals
- Fully understand TG and PGC to adequately inform students

Hosting a PGC Sign-Up Event

Hosting a Project Green Challenge Sign-Up Event is the best way to engage students to participate in PGC. This is a tabling event with resources provided by TG to help you spread the word and motivate peers to participate! Tabling should be held in a really busy public space at your school, like your student center or a common greens area. To get more student's attention, tabling events can include fun activities that open up a forum for conversation about PGC and getting involved.

Preparing for the Event

- Refer to 'Resources' section to apply for a PGC Sign-Up Event on campus (Turning Green will provide product samples to the first 30 Reps to apply)
- Establish a date in September and a location for your event
- Request permission to host the event on your campus
- Reserve 2-3 tables and linens (preferably green!) for your event
- Form a team of students to assist in hosting the event
- Make sure every volunteer fully understands what PGC is and that they are encouraging students to sign-up and participate (use the talking points resource)
- Read through the schedule of the day for the event so everyone is aware of their responsibilities and what needs to get done by what time

Promote your Event

- Print out and post PGC Sign-Up Event flyers (see 'Resources' section) around campus
- Create a Facebook event page and invite everybody on campus, make sure to include information about the free eco-product samples that attendees will receive (if you are one of the first 30 to sign-up)
- Spread the word via Twitter, Instagram, and any other social media platforms
- Enlist the help of key media outlets on campus (ex. newspapers, radio, announcements)
- Enlist the support of fellow students, professors, friends, campus clubs or organizations, and anyone else to help spread the word

Sign-ups

- Establish whether you will be obtaining sign-ups via paper (students write email down and you follow up with a reminder email with the sign-up link) or electronically (have laptops available/use students' phones to sign-up)
  - If by paper, make sure to make enough copies of PGC Sign-Up sheets.
  - Bring clip boards and pens.
  - If electronically, make sure you have wifi and laptops and/or phones available and fully charged

Day of event

- Set up the tables, samples, flyers, and other information about PGC at least an hour before the event starts. Presentation is important, so make your table look inviting by adding a colorful tablecloth and baskets for samples or flyers.
- Set up DIY projects if desired (ex. bags from old t-shirts, tin can lanterns)
- Engage students passing by with mini PGC info cards (see 'Resources' section)
- Talk to students about what PGC is and sustainability in general
- Collect names and emails for students who are interested in participating in PGC
- Create mock challenges for passers-by to do (ex. use a reusable water bottle, saying no to single-use plastic for the day, turning off water when they brush their teeth)
- Share your event with photos and messages via social media (Twitter, Facebook, Snapchat, Instagram, etc.) and tag #TurningGreen and #PGC2017.

Follow Up

- If sign-ups were obtained by paper, send each person a follow-up email including a PGC 2017 flyer and link to sign-up (they are only signed up if they log in and fill out the form)
- Send pictures to TG (info@turninggreen.org) and tag them @turninggreenorg in social media posts from the event. Make sure to include #TurningGreen and #PGC2017
- Connect with the TG team to let us know how your event went! How many sign ups did you get? Were people excited? Did this event make you interested in starting a TG Chapter at your school?
- Keep track of participants at your school, encouraging them along the way. If a student makes it to the finals, reach out to congratulate them and ask them to share their experience both throughout the month of October and at the PGC Finals.

Promoting PGC

This section outlines how to reach students, professors, and administrators around your campus and educate your community about PGC 2017 and how they can participate.

How to Pitch PGC

We provide all the tools, facts, and information necessary to make promoting PGC as simple and fun as possible! As a Campus Rep, you should be knowledgeable and well rehearsed about both TG and PGC key points.

- Check out our Talking Points & PGC FAQs under the 'Resources' section
- Write "Sign-Up for Project Green Challenge" with the URL on chalkboards or with chalk on sidewalk areas (if allowed)
- Visit environmental or sustainability clubs, classes, or events to make an announcement

Flyers

Check out our flyers under the 'Resources' section.
Post in high traffic areas around campus:

- Hallways
- Walkways
- Environmental Sciences/Studies building
- Library
- Student Center
- Dining Halls
- Residence Halls
- Coffee Shops

Social Media

- Check out our Pre-Fab Tweets and Facebook Posts under the 'Resources' section
- Build your Twitter and Facebook following with mentions, shout outs, and check-ins to make sure students know PGC is coming so they sign up!
- Start mentioning PGC and your sign-up event in August when you get back to school

Sample Email

Use this email to encourage professors, teachers, and club presidents to spread the word about Project Green Challenge!

Dear (Individual or group name),

My name is (name). I am working with an environmental non-profit called Turning Green (TG) as a Campus Rep. TG is a student led global movement devoted to education and advocacy around environmentally sustainable and socially responsible choices for individuals, schools, and communities. TG seeks to engage youth in the transition from conventional to conscious living, empowering this generation and mobilizing action to sustain a healthy, just and thriving planet.

I am reaching out to you today to ask if you would help spread the word about Project Green Challenge (PGC) 2017, a 30 day call to action for college and high school students globally, The challenge, during the month of October, features 25 environmentally themed challenges around relevant topics like food, fashion, zero waste, water.. and provides students with mentorship, advocacy, and leadership skills. Through conscious living, informed consumption, and individual and collective action, PGC participants are challenged to sustain a healthy, just, and thriving planet. Since launching in 2011, this initiative has engaged over 30,000 students directly, tens of millions indirectly, on more than 3,000 campuses in all 50 states and 45 countries.

Each theme is designed to inform and inspire with simple, fun, high impact steps that make sustainability impactful for students. The challenge has four levels of engagement each day (Green, Greener, Greenest, Extra Credit) with points awarded for each submission and daily eco prize packages for "best of" content.

Because of your involvement in sustainability on campus I am inviting you join me in hosting a campus event to encourage student sign ups and participation in PGC 2017. The event will happen on (date) at (time) at (location). I am hoping you can help by (ask for the type of help that you need...people to table. Designing posters. Sending out an email to their listserv. Let's get a student from our campus to the PGC Challenge Finals! .

I look forward to your response!

Best,
(name, year, email)

Ask them to send out the following PGC blurb, along with a PGC Flyer, to any listservs they have access to:

If you're ready to go green and take action to sustain a healthy and just planet, then Project Green Challenge 2017 is for you. After the 30 days of October, PGC challenges college and high school students to transition from conventional to conscious living through simple, fun and high impact steps relating to many sustainability themes. Each challenge allows students to become well-informed and mobilized global citizens. Up to 20 outstanding submissions are chosen daily to receive amazing eco prize packages! After the 30 days of PGC, up to 16 outstanding participants are flown to San Francisco for the PGC Finals in mid November for an inspiring 4-day eco summit. One finalist will be named the **Project Green Challenge 2017 Champion** and win the spectacular Grand Prize package valued at $10,000.

Timeline

Being a Campus Rep is fun and engaging. To make it easier on yourself, we recommend setting a deadline for each of these tasks to keep on track from the start of school to the PGC Finals in late November. Keep in mind that these are suggested deadlines, so feel free to adjust them based on your school's academic calendar.

By August 31

- Get to know your fellow Campus Reps by joining the Facebook page.
- Post to social media networks using the pre-fab posts in the 'Resources' section. Post on your personal and your school's FB groups, Instagram, and Twitter pages
- Send out to environmental groups, student pages, school newsletter, etc.
- Pick a date between Sept 11 - 29 to host a PGC Sign-Up Event
- Reserve your space, tables and linens
- Apply to host a TG PGC Sign-Up Event (see 'Resources' section)

By September 5th

- See if another club or organization wants to partner with you for the Sign-Up Event
- Send an email to groups and professors around campus who might support PGC,
- Use the pre-made email template in the previous section to reach out
- Ask them to spread the word on PGC to their email listservs and if you can speak at their next meeting or class with the powerpoint or key talking points (see 'Resources' section)
- Once your event date is set, advertise via social media to all of your networks

By September 8th

- Post PGC flyers around campus
- Include flyers in department and/or club newsletters and/or school newspapers
- Ask professors to send out flyer attachment
- Make sure you are covering all your bases by referring to the "Hosting a PGC Sign-Up Event" section.
- On the day before and the day of your event make sure you are reminding your peers through social media

September 11-29

- Host your PGC Sign-Up Event!
- Refer to the 'Resources' section to make sure you have everything necessary for a successful event
- Start a Facebook group with the students that you have registered to create a local PGC community

September 25-30

- Promote PGC by writing on classroom chalkboards and/or chalking on sidewalks. Make sure to include the URL to sign up at!
- Post pre-fab posts on FB, Twitter, etc. as a final call to sign-up for PGC!

September 30

- Post to all your social media networks and remind groups and people that you are in contact with that this is the last day to sign-up before the challenge starts!

October 1

- First Day of PGC! Wish everyone in your Facebook group good luck and remind them to participate.

October 2-31

- Keep motivating the PGC participants at your school to complete their challenges!
- Send out Facebook and Twitter posts, and attend club meetings!
- Keep track of the student leader board on PGC and encourage/congratulate students that are excelling. Try to get one of your students to the finals!
- If you are able, bring all of the participants together, talk about what it has been like and celebrate (maybe half way through to keep momentum up!)

October 31

- If a student from your school makes it to the finals, highlight them on social media platforms
- Meet up with any finalists and debrief about their experience
- Make sure they document their experience at the PGC Finals and follow up with them after the Finals to see if they want to help start a sustainability initiative on campus

FAQs

Who can be a Campus Rep?

Any high school or college student is eligible to be a Campus Rep.

Is the Campus Rep position a paid position?

The Campus Rep position is not a paid position, but there are many benefits to being one, such as receiving bonus points if you participate in PGC, winning prize packages, helping discover future leaders of the world and helping to change our world for the better!

What is the purpose of being a Campus Rep?

Campus Reps are responsible for promoting PGC on their campus. This includes educating students about what PGC is, inspiring students to sign-up, and creating community and motivation during the PGC month (October).

Do I have to be environmentally conscious to be a Campus Rep?

Nope! However, you will learn all about sustainability and conscious living through your role as a Campus Rep.

How long is the Campus Rep position? What happens afterward?

It takes place from the moment you sign-up until the end of October, when PGC ends. The time before PGC begins is all about spreading the word and encouraging as many students as possible to sign-up. During the month of PGC, a Campus Rep should be checking in on participants and cheering them on.. Afterwards, Campus Reps can opt to start a TG Chapter Club or apply for a TG Summer Internship.

Resources

Sign-up Forms

- Sign-Up Event Request Form
- PGC Sign-Up Sheet (for tabling event)

Organization

- Day-Of Event Checklist

Tools

- PGC Flyer
- PGC Info Cards
- Pre-fab Tweets
- PGC 12 steps

Themed Resource Boards

- Body and Wellness
- Food
- Style
- Clean
- Zero Waste
- Home

Turning Green can print boards and send them to your school. Email **info@turninggreen.org** for pricing.