



ECO₂school Challenge

April 2015

Outreach Toolkit

Visit **(Enter Link)** for an electronic version of the toolkit that includes fliers, graphics, photos, memes and videos.

ECO₂school is the Youth Leadership program for the Center for Climate Protection. The program inspires young people to take action for immediate greenhouse gas emissions reductions while promoting long-term personal and community environmental action.

climateprotection.org

Sample Facebook Post

Don't miss out on an opportunity to save the world! The ECO₂school Challenge is **(Insert Date)**. Follow these easy steps to reduce your carbon footprint!

1. Use a green way to get to school. Walk, bike, skate, bus or carpool!
2. Record your green way to school in **(Enter Competing Class Info)** class every day during the ECO₂school Challenge.
3. Win prizes for personal and class participation! The more you participate, the higher your chances are of winning a Brand New Trek Bicycle for yourself and a Pizza or Ice Cream Party for your class!

For promotional image go to: (Enter Link)

Do you want to keep your community free of pollution? Help fight climate change? Reduce traffic congestion? And win prizes? Then participate in the ECO₂school Challenge on **(Insert Date)**! Log your green way to school and mileage in your **(Enter Competing Class Info)** class and win prizes for yourself and your class!

For promotional image go to: (Enter Link)

Sample School Announcements

Want to reduce the harmful effects of climate change? Participate in the ECO₂school Challenge starting on **(Insert Date)** and use green ways to get to school. This means walking, biking, busing or carpooling. Make sure to log your green way to school in your **(Enter Competing Class Info)** class to be entered to win prizes for yourself and your class, such as a brand new Trek Bicycle and a Pizza or Ice Cream Party for your class!

Leave the car at home next week! Choose to walk, bike, bus or carpool to school during the ECO₂school Challenge. When you record your green way to school in your **(Enter Competing Class Info)** class, you'll be entered to win a brand new Trek Bicycle. The class with the most participation will win a Pizza or Ice Cream Party for your class! Help our planet by reducing your carbon footprint.

Sample Newsletter Announcement

Title: Use a catchy title

Did you know that for every mile you walk, bike, or skate you save 0.8 lbs. of carbon dioxide from entering our atmosphere? In other words, if you were to walk to school one day a week for an entire school year you would save 100lbs! Together we can create a better, more sustainable future. The **(Name school club)** has partnered with The Center for Climate Protection's ECO₂school program to bring you the ECO₂school Challenge from **(Enter challenge dates Ex. April x-x)!**

Here is how it works!

1. Use a green way to get to school. Walk, bike, skate, bus or carpool!
2. Record your green way to school in **(Enter Competing Class Info)** class everyday during the ECO₂school Challenge.
3. Win prizes for personal and class participation! The more you participate, the higher your chances are of winning a brand new Trek Bicycle for yourself and a Pizza or Ice Cream Party for your class!

Sample E-mail Blast

Subject: Support **(Enter you school name)** students in spreading the word about the ECO₂school Challenge!

Did you know that 60% of all carbon emissions in Sonoma County are from cars? Let's change that statistic!

Join **(Enter your school name & name of club)** in reducing our schools' carbon footprint by helping spread the word and participating in the ECO₂school Challenge **(insert competition dates)**. This event gets students involved in a friendly competition that challenges them to use alternative modes of transportation such as walking, biking, skateboarding, busing and carpooling to get to school. The goal is to reduce CO₂ pollution, but the added benefit is that more students are active. Here is how it works!

1. Use a green way to get to school. Walk, bike, skate, bus or carpool!
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3. Win prizes for personal and class participation! The more you participate, the higher your chances are of winning a brand new Trek Bicycle for yourself and a Pizza or Ice Cream Party for your class!

Thank you for your support in advance!