



TIPS FOR TEAM CAPTAINS

Maximizing EcoChallenge
Engagement and Impact

2016.ECOCHALLENGE.ORG



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Northwest
Earth Institute

DISCOVER CHANGE, TOGETHER.

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WELCOME TO ECOCHALLENGE!

We challenge you to choose 1 action to reduce your impact and stick with it for 2 weeks. You pick your Challenge and set a goal that stretches your comfort zone and makes a difference for you, your community and the planet.

Common wisdom says it takes two weeks to change a habit: if you can stick with a new behavior for 14 days in a row, you're a lot more likely to keep it up forever. EcoChallengers share their progress and earn points for taking action. The combination of collective inspiration, camaraderie and friendly competition makes change a little easier — and a lot more fun.



THANK YOU FOR ENGAGING YOUR TEAM!

Team Captains play a very important role in EcoChallenge. You and your teammates truly make it possible for us to prove that small actions add up to real change!

This resource is intended to help you and your team create a successful, impactful EcoChallenge. If you need extra help getting started, or have questions along the way, please contact us. You can reach us at 503-227-2807 or contact@nwei.org.

Enjoy the Challenge!
Alex, David, Deb, Kerry, Kelly, Lacy, Liz and Rob

STRATEGIES FOR A FUN, SUCCESSFUL ECOCHALLENGE

ENGAGE YOUR TEAM

Highly engaged teams are not only fun to be a part of, they are also more likely to create long-term impacts. Help your team feel connected and inspired.

- Hold a kick-off event. Consider launching EcoChallenge with a potluck or happy hour with your team.
- Invite your team to attend our EcoChallenge Launch Party (October 6th, 5:00-7:30pm) if you're in Portland.
- Encourage each other. Ask your team members to take turns sending a group email to cheer everyone on. A little encouragement can go a long way!
- Use incentives to motivate your team. Use our EcoChallenge raffle prizes as incentives, and consider providing additional incentives if you can. We have some fun new EcoChallenge goodies, like reusable mugs and lunch bags, available in the store on our website that make great low-cost prizes.

SHARE YOUR TEAM'S STORIES AND HAVE FUN ALONG THE WAY

Photos and feed updates can inspire your team and your networks

- The new EcoChallenge platform enables your team to easily share their "aha!" moments and stories from throughout the Challenge. Encourage your teammates to post frequently – feed updates inspire others to take action and make a difference!
- Use social media to tell your team's story. Share your team's stories on your social channels to spark conversations and get your network excited to take action too.
- EcoChallenge Competitions are even more fun in the new platform! Compete with another team to inspire an even bigger impact!
- And most importantly, have fun along the way! We really do believe that it's important to have fun while we're proving that small actions add up to real change!



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SAMPLE TIMELINE & COMMUNICATION CALENDAR

Team communication is key to maximizing your success during EcoChallenge. Use this sample calendar of emails to effectively engage your team.

SEPTEMBER 15 - REGISTRATION IS UNDERWAY

We're gearing up for EcoChallenge! Let your prospective teammates know that your team is up and running and you want them to join you. Promote any kick-off events or incentives you're offering in this email too.

OCTOBER 1 - TWO WEEK COUNTDOWN

Communicate why you're taking on EcoChallenge and why you'd like people to join you.

OCTOBER 8 - ONE WEEK COUNTDOWN

Encourage people to get signed up if they haven't already. Let your teammates know if you're competing against another team during EcoChallenge, and provide reminders about kick-off events and incentives.

OCTOBER 14 - ECOCHALLENGE IS ON!

Let everyone know that EcoChallenge is officially underway and you're looking forward to reading their blog updates and hearing about their progress.

OCTOBER 21 - HALFWAY POINT

Share highlights from your team members' posts. Report who's earned the most points and highlight competitions.

OCTOBER 28 - LAST DAY AND CONGRATULATIONS

Thank your team for their participation and help them feel proud of their accomplishments. Plant the seed about participating in an NWEI discussion course, if organizing a course is part of your engagement plan for after EcoChallenge.

AFTER OCTOBER 28 - KEEP THE MOMENTUM GOING

Capture the stories that your team members share so you can use them to tell the story of employee engagement and inspire future EcoChallengers. Look for inspirational, humorous, and insightful quotes or stories. Consider different ways to get the word out about your team's success – such as on your company or organizational website or social media pages, blog, community newsletter or email listserv. Share your stories with us, too - we love to hear the stories and might feature your team on our blog or social media sites, too!

Check out ecochallenge.org/resources for other tools to promote your EcoChallenge. Let us know if we can do anything else to help you engage your team this year!

