

TEAM CAPTAINS TIPS

Maximizing Engagement and Impact



APRIL 4-25, 2018

DRAWDOWN ECOCHALLENGE

The research is in. It's time to take action.

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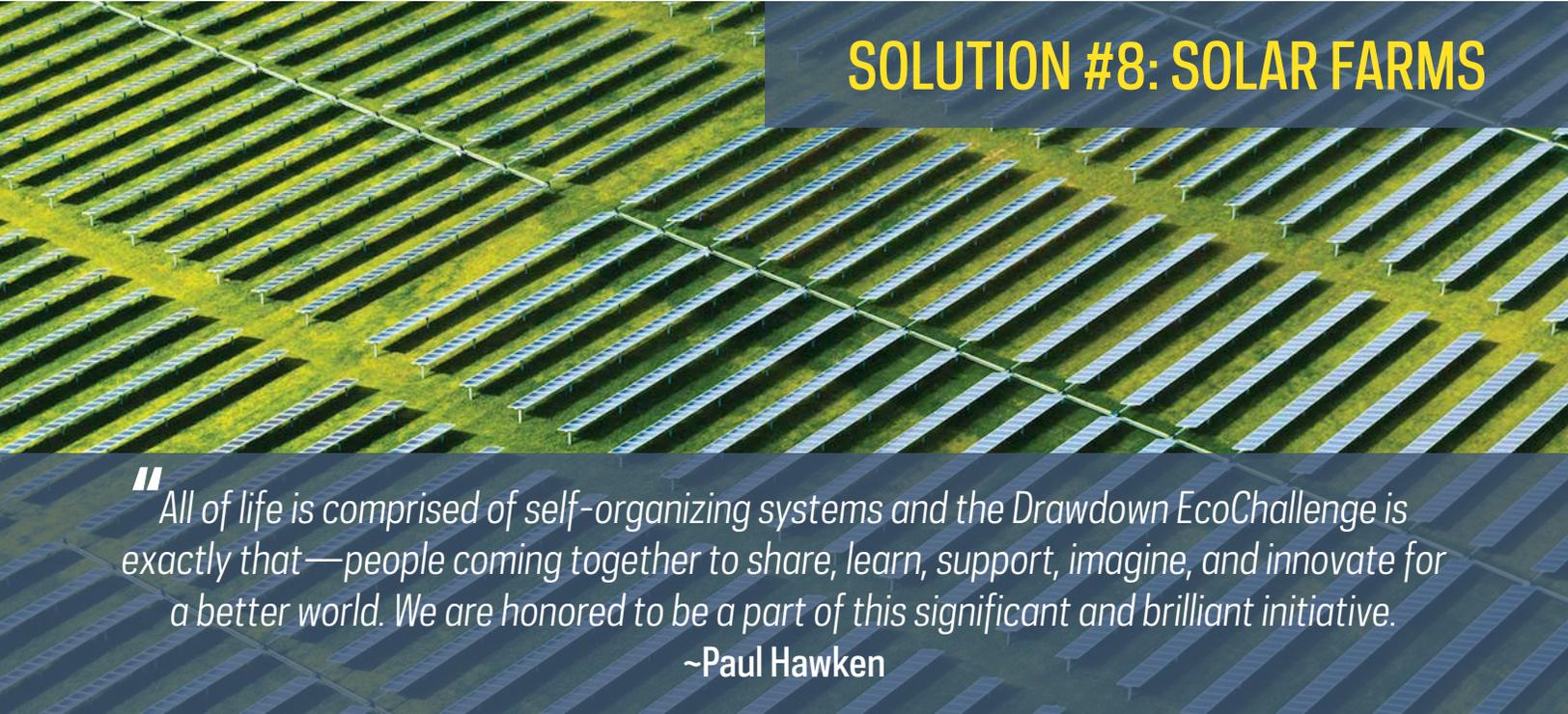
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SOLUTION #8: SOLAR FARMS

“All of life is comprised of self-organizing systems and the Drawdown EcoChallenge is exactly that—people coming together to share, learn, support, imagine, and innovate for a better world. We are honored to be a part of this significant and brilliant initiative.

~Paul Hawken

WELCOME

WELCOME TO THE DRAWDOWN ECOCHALLENGE!

Drawdown EcoChallenge is a 21-day online engagement program focused on carbon reduction offered in partnership by Northwest Earth Institute and Project Drawdown.

The Challenge takes place April 4-25 and follows actions highlighted in *Drawdown*, a book based on meticulous research that maps, measures, models, and describes solutions to global warming that already exist.

Drawdown EcoChallenge provides tools and inspiration to turn intention into action, and gives participants a fun and social way to think about and act on proven solutions to reverse global warming. Over eighty actions within seven Challenge categories provide participants with diverse options to reduce carbon emissions.

Common wisdom says it takes 21 days to change a habit. Participants track and share their progress online and earn points for taking action. The combination of collective action, camaraderie, and friendly competition makes change a little easier — and a lot more fun.

Drawdown EcoChallenge is free and open to the public. Participants can join an existing team, create a new one, or join the Community team.

See the [Promotional + Media Kit](#) for more information on Northwest Earth Institute and Project Drawdown, and for key messaging to promote the event through your various communication channels.

THANK YOU FOR ENGAGING YOUR TEAM!

Team Captains play a very important role in EcoChallenge events. You and your teammates' success will prove that small actions add up to real change!

This resource packet is intended to help you and your team create a successful, impactful EcoChallenge. You can have up to three team captains per team to support one another and maximize engagement. 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 Drawdown EcoChallenge, we can't wait to see your impact!

The NWEI EcoChallenge Team

Premium Access

We are pleased to offer a new level of support and resources for teams - our Premium Access Package. Every organization and team has unique goals in addressing sustainability issues. Premium access to the Drawdown EcoChallenge gives you the support to ensure your participation is a success, the data to understand your team participants better, and the power to tell your story. [Learn more about optional Premium Access.](#)

HOW TO CREATE A TEAM

[GO TO DRAWDOWN.ECOCHALLENGE.ORG](https://drawdown.ecochallenge.org)

If you are not registered yet:

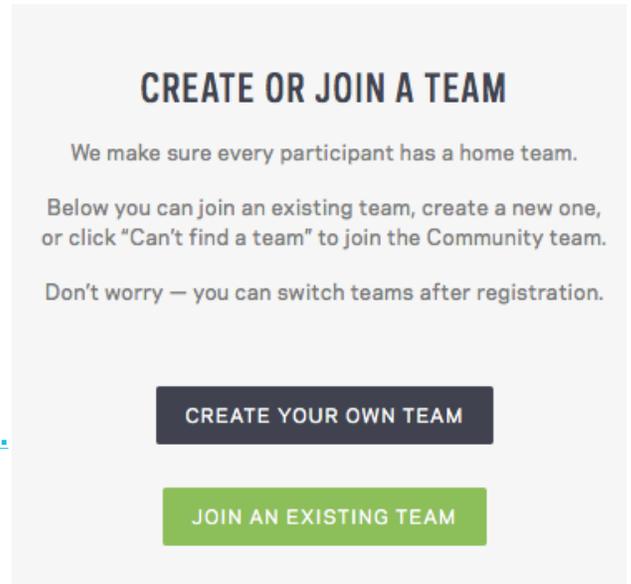
- Click 'Join' and go through the participant registration process.
- When you reach the 'Create or Join a Team' page, click the 'Create a Team' button.
- Then [watch this video](#) (starting at 00:38) for instructions on creating a new team.

If you are already registered:

- Click 'Login' and go to drawdown.ecochallenge.org/dashboards/teams/new.
- Then [watch this video](#) for instructions on creating a new team.

To manage your team:

- [Watch this video](#) for tips on how to manage your team, including editing your team profile, messaging your teammates, and inviting new teammates and team captains.
- Your team profile page displays recent posts from teammates, recent point awards, status of team competitions, and team impact (once the challenge has started).



CREATE OR JOIN A TEAM

We make sure every participant has a home team.

Below you can join an existing team, create a new one, or click "Can't find a team" to join the Community team.

Don't worry — you can switch teams after registration.

[CREATE YOUR OWN TEAM](#)

[JOIN AN EXISTING TEAM](#)



ENGAGEMENT STRATEGIES FOR A FUN, SUCCESSFUL EVENT

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. These tips may help your team feel connected and inspired.

- **Hold a kick-off event.** Consider launching Drawdown EcoChallenge with a potluck or happy hour with your team.
- **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! And remember you can have up to three team captains, so invite others to take the lead with you!
- **Use incentives to motivate your team.** Use our Drawdown EcoChallenge raffle prizes as incentives, and consider providing additional incentives if you can. We also have some fun, low-cost EcoChallenge items, like reusable mugs and lunch bags, available in our store at ecochallenge.org/store.

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

Photos and feed updates can inspire your team and your networks

- The 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 help everyone feel supported!
- 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 a fun way to compete with another team to inspire an even bigger impact. To start a team competition, log into Drawdown EcoChallenge and go to drawdown.ecochallenge.org/dashboards/teams. Search for the team you’d like to compete with and click ‘Challenge’ in the right column. You’ll be able to add a custom message that will be sent to the opposing team’s team captain.
- 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!

See drawdown.ecochallenge.org/about/resources for more resources, including promotional flyers, video tutorials, and [Promotional + Media Kit](#).

Let us know if we can do anything else to help you engage your team!

SAMPLE TIMELINE + COMMUNICATION CALENDAR

KEEP YOUR TEAM CONNECTED

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

MARCH 1 - REGISTRATION IS UNDERWAY

We're gearing up for Drawdown 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. Use multiple means of communications. Consider fliers, emails, newsletters and social media channels.

MARCH 21 - TWO WEEK COUNTDOWN

Communicate why you're taking on the Drawdown EcoChallenge and why you'd like people to join you. See the [Promotional + Media Kit](#) for messaging tips.

MARCH 28 - 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 Drawdown EcoChallenge, and provide reminders about kick-off events and incentives.

APRIL 4 - DRAWDOWN ECOCHALLENGE IS ON!

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

APRIL 16 - HALFWAY POINT

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

APRIL 25 - LAST DAY AND CONGRATULATIONS

Thank your team for their participation and help them feel proud of their accomplishments. Consider hosting a get-together to celebrate your success (and send us a team photo to contact@nwei.org if you have a celebration!). Plant the seed about participating in an NWEI Discussion Course, if organizing a course is part of your engagement plan for after EcoChallenge. Want to learn more? Consider joining or sharing info on the Northwest Earth Institute *Choices for Sustainable Living* Webinar on April 26th.

AFTER APRIL 25 - KEEP THE MOMENTUM GOING

Capture the stories that your team members share so you can use them to tell the story of 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 website or social media pages, blog, community newsletter or email listserv. Share your stories with us, too - we love to hear your stories and might feature your team on our blog or social media sites, too!

JOIN TODAY >

DRAWDOWN ECOCHALLENGE

Learn about and take action on the 100 most substantive solutions to global warming.

APRIL 4-25, 2018

DRAWDOWN.ECOCHALLENGE.ORG



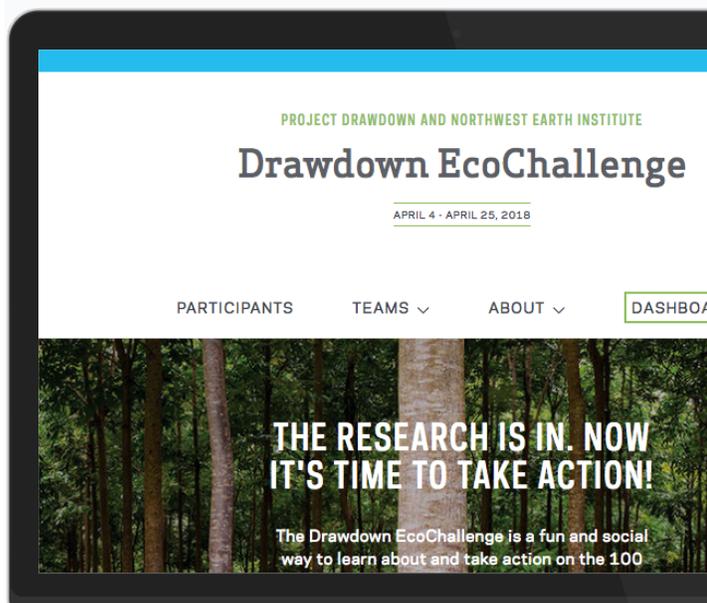
NEW YORK TIMES BESTSELLER

DRAWDOWN

THE MOST COMPREHENSIVE
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