



CAMPUS ECOCHALLENGE MEDIA + PROMOTION KIT

Maximizing Engagement and Impact



CAMPUS ECOCHALLENGE

SMALL ACTIONS ADD UP TO REAL CHANGE!

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SOCIAL MEDIA SAMPLE POSTS



HASHTAGS
#EcoChallenge
#NWEI



facebook.com/NorthwestEarthInstitute

We're partnering with the Northwest Earth Institute to prove that small actions add up to real change with the #EcoChallenge. Join us at [INSERT LINK], and invite others on campus too!

Registration is underway for the #CampusEcoChallenge! Create or join a team and invite others to take the challenge with you. [INSERT LINK]

Many people taking action adds up to real change with the #CampusEcoChallenge. Join us - register at [INSERT LINK]

#CampusEcoChallenge is coming up! Create a team for your *class/dorm/student group* and invite others to take the challenge! [INSERT LINK]

The NW Earth Institute #CampusEcoChallenge is a great way to get your classmates thinking and talking about sustainability! [INSERT LINK]

The #CampusEcoChallenge is just around the corner. What will your EcoChallenge be? [INSERT LINK]

Small actions add up to big impact! We challenges you to change one habit for Earth. [INSERT LINK]

twitter.com/nwearth

#CampusEcoChallenge is coming up! Create a team and invite your friends or classmates to take the challenge! [INSERT LINK]

We're partnering with the NW Earth Institute to prove that small actions add up to real change. Join us at [INSERT LINK].

#CampusEcoChallenge gives you the tools and inspiration to reduce your impact! [INSERT LINK]

Small actions add up to big impact! We challenge you to change one habit for Earth. [INSERT LINK]

NW Earth Institute's #CampusEcoChallenge is around the corner! What will your challenge be? [INSERT LINK]

#CampusEcoChallenge is a chance to make a difference for you, your community & the planet. Join us! [INSERT LINK]

#CampusEcoChallenge: [INSERT DATES] Join us to prove that small actions add up to real change! [INSERT LINK]

Proud to be taking on the #CampusEcoChallenge! Join us to prove that small actions add up to real change: [INSERT LINK]

LOGOS + IMAGES

These images are available for download, intended for sharing on your social media sites, emails, and newsletters. [Click on this link to be directed to our website for download.](#)



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EMAIL + NEWSLETTER POSTS

These blurbs can be edited and used to publicize EcoChallenge in your newsletter, emails, etc. Text in italics should be edited to reflect your event details. Contact support@ecochallenge.org if you need a different format or would like us to write an article for your blog or publication.

We believe the solution to the planet's biggest challenges lies in the power of collective action. The EcoChallenge engages participants from communities far and wide in taking on a sustainable-living challenge. Join [INSERT COLLEGE] and thousands of other participants who are proving that small actions add up to real change [INSERT DATES]. Visit [INSERT LINK] to get started!

We invite you to change your life for good by participating in the EcoChallenge. For *two weeks this October*, challenge yourself to change one habit that benefits both you and the planet. It's a win-win designed to inspire a lifetime of positive change. For more information and to sign up, visit [INSERT LINK].

Join us as we collectively prove that many people taking action adds up to real change during the Campus EcoChallenge! The EcoChallenge runs from [INSERT DATES] and during the *two weeks* you'll connect with other EcoChallengers, earn points for accomplishing your challenge, and watch our impact add up. Visit [INSERT LINK] to get started.

Boost your triple bottom line this *October* with the Campus EcoChallenge. From [INSERT DATES], we challenge you and your fellow students to change one habit that benefits both you and the planet. It's a win-win designed to inspire a lifetime of positive change. Find out more and sign up today at [INSERT LINK]!

We're taking on the #CampusEcoChallenge this *October*, and invite you to join our team at [INSERT LINK]. For *two weeks*, we'll all take on a challenge to reduce our impact, and help show that small actions add up to real change! Find out more and sign up today.



BLOG & LONGER-FORMAT NEWSLETTER POSTS

This article can be edited and used to publicize Campus EcoChallenge. Text in italics should be edited to reflect your event details. Contact support@ecochallenge.org if you need a different format or would like us to write an article about your event.

SMALL ACTIONS ADD UP TO REAL CHANGE! ARE YOU UP FOR THE ECOCHALLENGE?

By Kerry Lyles

This *October*, the Northwest Earth Institute and [INSERT ORG NAME] invite you to take on a personal sustainability challenge, and join thousands of other participants as we prove that small actions add up to real change during the EcoChallenge.

The EcoChallenge provides the tools and inspiration to turn intention into action, and gives you an easy, fun way to reduce your impact on the planet while contributing to a healthy, vibrant, and sustainable future.

The idea is simple: EcoChallengers choose their challenge, set their goals and then take action for two weeks. The social support created by participating alongside thousands of other EcoChallengers, along with friendly competition and earning points for success, help to turn actions into habits over the course of the EcoChallenge. The ultimate goal is that EcoChallengers discover that taking action to reduce their impact and improve their communities is simpler than they thought, and sustainable in the long-term.

NWEI believes change should be fun, and created the EcoChallenge with this in mind. For over 20 years, NWEI has helped make change more possible, more social, and more fun by helping people connect with their communities and take action, together.

In addition to being fun, EcoChallenge inspires participants to renew their commitment to green living. As Audrey, a participant in the EcoChallenge, said, "The EcoChallenge gave me a concrete reason to pay attention to what I am doing. I already do quite a few things with the environment in the back of my mind. This helped me get it to the front of my mind. My challenge had to do with energy efficiency, so I had specific goals associated with that. But I also noticed that I was mentally more present when I went to the farmer's market, put kitchen scraps in the compost pile, bought organic, picked from my garden, saved water, and so forth."

We invite anyone looking to make an impact or dive deeper into living sustainably to join the movement at [INSERT LINK].

ARE YOU UP FOR THE CHALLENGE? [INSERT LINK]

Optional byline:

Kerry Lyles is the Northwest Earth Institute's Development & Communications Director and has been with NWEI since 2008. Kerry participates in the EcoChallenge with her family each fall, and has taken on challenges ranging from car-free transportation to zero waste living over the years. This year, her family of four will attempt a "buy nothing EcoChallenge", and will endeavor to discover creative ways to reduce and reuse while avoiding any purchases other than food during the challenge.