

ECOCHALLENGE.ORG



TEAM CAPTAINS TIPS

Maximizing Engagement and Impact



107 SE Washington Street, Suite 251, Portland, OR 97214
contact@nwei.org | 503-227-2807

WELCOME TO ECOCHALLENGE!

POWERED BY NORTHWEST EARTH INSTITUTE

We envision a world where EcoChallengers live every moment with the hunger and power for positive action.

We believe the solutions to Earth's biggest challenges lie in the power of collective action. By taking action in our own lives and through the communities, schools, and organizations we are part of, we can contribute to a world of impact. For 25 years, NWEI has been "inspiring people to take responsibility for Earth." We have helped over 200,000 people around the world take many small steps that lead to big changes for the planet.

EcoChallenge is the way to live out your desire to better our world.

EcoChallenge gives schools, organizations, and communities the tools and inspiration to accomplish their sustainability engagement and action goals. Our digital platform elevates solutions, facilitates action, and visualizes impact. Participants and teams engage in fun and friendly competition while creating new habits that benefit communities and the planet. By incentivizing and celebrating both effort and impact, EcoChallenge gives aspiring leaders the resources and confidence to take on the world's biggest challenges.

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 your EcoChallenge, we can't wait to see your impact!
The NWEI EcoChallenge Team

HOW TO CREATE A TEAM

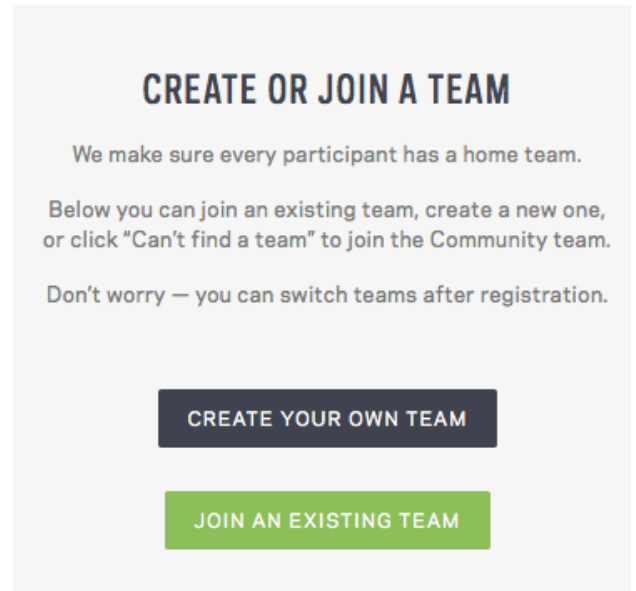
GO TO YOUR ECOCHALLENGE HOMEPAGE

If you are not registered yet:

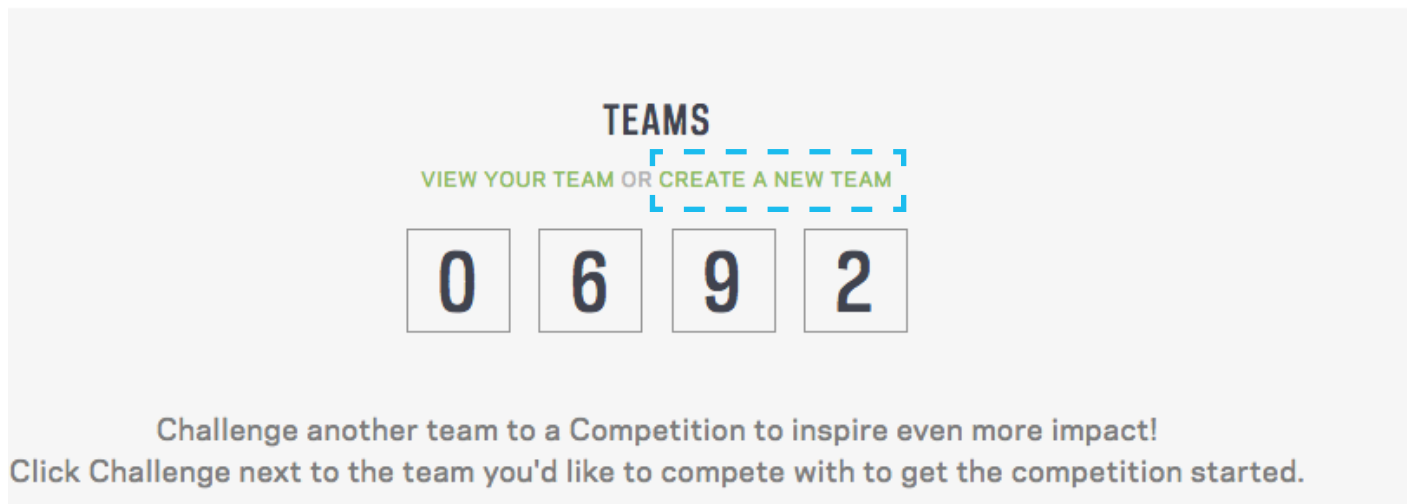
- Click the 'Join' button and go through the participant registration process.
- When you reach the 'Create or Join a Team' page, click the 'Create a Team' button.
- Then [watch this video](#) (starting at 00:38) for instructions on creating a new team.

If you are already registered:

- Login and go to [/dashboards/teams/](#) and click on the link highlighted in the image below.
- Then [watch this video](#) for instructions on creating a new team.



DASHBOARD **TEAMS** COMPETITIONS PARTICIPANTS IMPACT



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).

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 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 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 your EcoChallenge event and go to [/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 ecochallenge.org/resources/ for more resources, including promotional flyers and video tutorials.



SAMPLE TIMELINE + COMMUNICATION CALENDAR

KEEP YOUR TEAM CONNECTED

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

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. Use multiple means of communications. Consider fliers, emails, newsletters and social media channels.

TWO WEEK COUNTDOWN

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

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.

ECOCALLENGE 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.

HALFWAY POINT

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

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.

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!

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