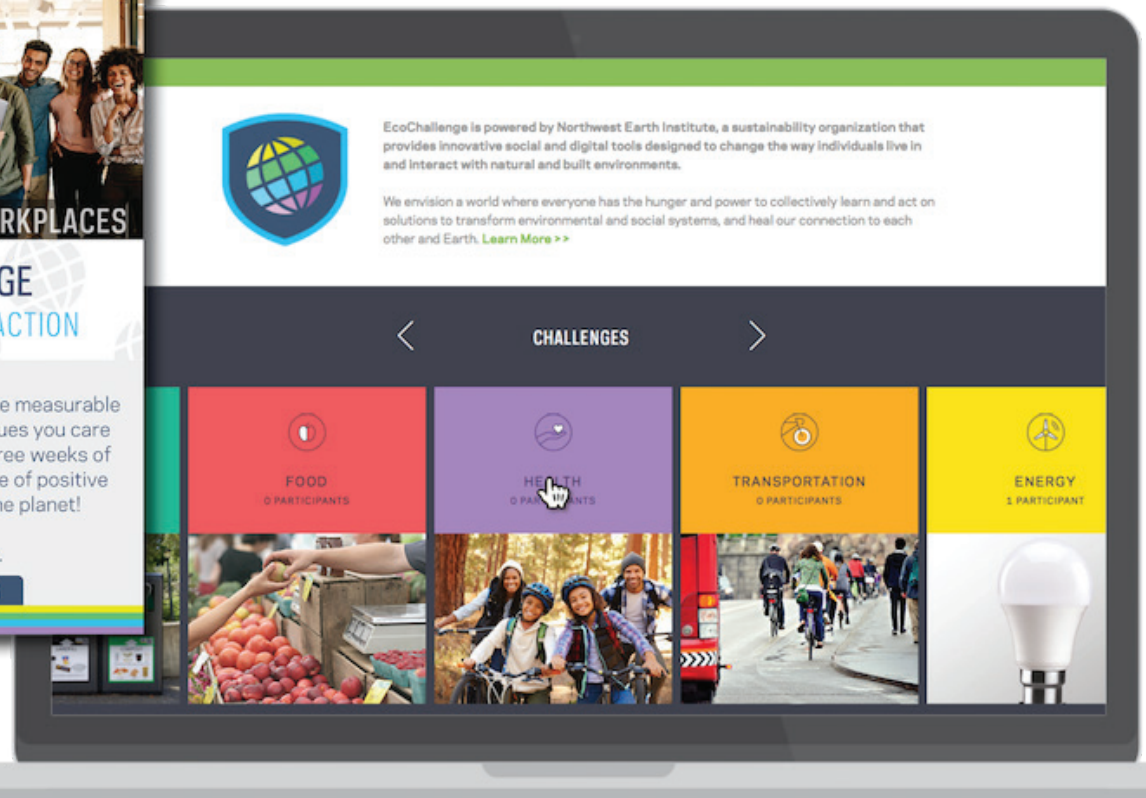


2018.ECOCHALLENGE.ORG



MEDIA + PROMOTIONAL KIT

Maximizing Engagement and Impact



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

OCTOBER 3-24, 2018

OCTOBER ECOCHALLENGE

Together for Change

This media kit is designed to help you promote your participation in EcoChallenge and recruit others to join. Please modify as needed to personalize your message.

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ALTERNATIVE TRANSPORTATION

“What I liked most about EcoChallenge was it pushed me to learn more. I consider myself fairly aware of my habits and their effects, but I learned how much more I could be doing.”
~ 2017 EcoChallenge Participant

OVERVIEW

ABOUT ECOCHALLENGE

October EcoChallenge is a 21-day sustainability engagement and action program.

The challenge takes place October 3 - 24, 2018. Participants track and share their progress online in a robust platform 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.

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 that make a difference for you, your community, and the planet. Over 100 actions within nine Challenge categories provide participants with diverse options to take action.

EcoChallenge is free and open to everyone. We invite anyone looking to make an impact or dive deeper into living sustainably to join the movement at 2018.EcoChallenge.org. Participants can sign up as a team captain and engage their workplace, school, neighborhood or community, or join the NWEI Community Team.

ABOUT US

EcoChallenge is a program of Northwest Earth Institute (NWEI).

NWEI is a sustainability organization that provides innovative social and digital tools designed to change the way individuals live in and interact with natural and built environments. Since 1993, NWEI has based its programming on the idea that individual action compounds to larger, collective impact. NWEI has served over 2,500 organizations nationally and over 200,000 individuals worldwide.

After 25 years of service and 16 published books, NWEI continues to meet changing community needs through EcoChallenge, a custom-designed, online platform that extends the learning of our [Discussion Courses](#) and provides an innovative tool for assessing and shifting sustainability behavior.

We envision a world where everyone has the hunger and power to collectively learn and act on solutions to transform environmental and social systems, and heal our connection to each other and Earth.

SOCIAL MEDIA

Follow EcoChallenge on social media for helpful tips and resources. Tag us in your social posts and we may share it to inspire others.

Use these sample social media posts to promote your participation in EcoChallenge. Please modify as needed.



@NWEIEcoChallenge

Whether you've participated in #EcoChallenge in the past or are joining us for the first time, we'll show you how three weeks can add up to a lifetime of positive changes for you, your community, and the planet.

While many of us have already taken steps to live more sustainably, there is still more we can do. The reality is that change is hard and it can be difficult to get started—think of #EcoChallenge as a little nudge to move you in the right direction. Join our team today!

We're partnering with @NWEIEcoChallenge to prove that small actions add up to real change with October #EcoChallenge. Join us at 2018.ecochallenge.org and invite your community and workplace to take the Challenge with you.

Registration is underway for October #EcoChallenge - create or join a team today, and invite others to take the Challenge with you. Sign up at 2018.ecochallenge.org.

Many people taking action adds up to real change with #EcoChallenge. Register today at 2018.ecochallenge.org - it kicks off Oct. 3.

#EcoChallenge is just around the corner. What will your EcoChallenge be? Share it using #MyEcoChallenge Learn more and sign up today 2018.ecochallenge.org.

Small actions add up to big impact! For three weeks, Oct. 3-24, we challenge you to change one habit for Earth. Learn more and sign up today 2018.ecochallenge.org.

"It's amazing how all of us changing a minor habit can have such a huge impact on our environment in so many different ways." ~ 2017 #EcoChallenge participant #MyEcoChallenge



/NWEIEarth

#EcoChallenge 2018 is coming up! Create a team and invite your friends and coworkers to take the challenge! 2018.ecochallenge.org.

We're partnering with the #EcoChallenge to prove that small actions add up to real change. Join us at 2018.ecochallenge.org.

#EcoChallenge gives you the tools and inspiration to reduce your impact & have fun in the process! 2018.ecochallenge.org.

Small actions add up to big impact! For three weeks, we challenge you to change one habit for Earth. 2018.ecochallenge.org.

#EcoChallenge is around the corner! What will your challenge be? Share it using #MyEcoChallenge 2018.ecochallenge.org

#EcoChallenge is a chance to make a difference for you, your community & the planet. Join us! 2018.ecochallenge.org.

2018 #EcoChallenge: Oct. 3-24 Join us to prove that small actions add up to real change! 2018.ecochallenge.org.

We're proud to be a sponsor of October #EcoChallenge! Join the fun and prove that small actions add up to real change: 2018.ecochallenge.org.

A healthy, sustainable future starts with you! Sign up for October #EcoChallenge at 2018.ecochallenge.org and be a #changemaker

SOCIAL MEDIA (CONTINUED)

HASHTAGS

Main Hashtags

#EcoChallenge #MyEcoChallenge

Supporting Hashtags

#sustainablefuture #climateaction #fortheplanet #altogether #plasticpollution
#breakfreefromplastic #simpleliving #lessismore #changemakers

ECOCHALLENGE LOGOS + IMAGES

These images are available in high resolution for download, intended for sharing on social media and in emails, newsletters, blog posts, and for other promotional purposes.

[Download logos and graphics](#). If you need an image in a different format or have trouble downloading, email us at support@ecochallenge.org.

Visit 2018.ecochallenge.org/about/resources for additional program support, including promotional flyers, videos, and team and participant captain tips.



“

My awareness has greatly increased. I moved from 'how does this help me' to understanding how this helps the community. This is bigger than me. It is a local effort with global results.

~ 2017 EcoChallenge Participant

NARRATIVES

TELL THE STORY

Keep your community inspired with the stories below.

We know it's not always a one-size-fits-all approach when it comes to storytelling, so we created what we're calling "bits of inspiration" – longer posts that you can use to promote EcoChallenge in your emails, blog posts, and newsletters.

Modify as needed and use wherever you want to share your EcoChallenge story.

Shorter Narratives

- We believe the solution to the planet's biggest challenges lies in the power of collective action. EcoChallenge engages participants from communities far and wide in taking on a sustainable living challenge every October. Visit 2018.ecochallenge.org.
- Join thousands of other participants as we prove that small actions add up to real change this October 3-24. Visit 2018.ecochallenge.org to get started!
- Northwest Earth Institute invites you to change your life for good by participating in EcoChallenge. For three weeks in October, challenge yourself to change habits that benefit both you, your community, and the planet. It's a win-win-win designed to inspire a lifetime of positive change. For more info and to sign up, visit 2018.ecochallenge.org.
- Join us as we collectively prove that many small actions adds up to real change during EcoChallenge! EcoChallenge runs from October 3-24, and during the three weeks you'll connect with other EcoChallengers, earn points for accomplishing your challenge, and watch our impact add up. Visit 2018.ecochallenge.org to get started.
- Boost your triple bottom line this October with EcoChallenge. From October 3-24, we challenge you and your colleagues to change habits that benefit 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 2018.ecochallenge.org.
- We're taking on #EcoChallenge this October, and invite you to join our team at 2018.ecochallenge.org. For three 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.

NARRATIVES (CONTINUED)

Longer Narrative

Join [Northwest Earth Institute's October EcoChallenge](#), a 21-day sustainability challenge!

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

We believe change should be fun, and we created the October EcoChallenge with this in mind. For 25 years the Northwest Earth Institute has helped make change more possible, more social, and more fun by helping people connect with their communities to take action, together.

EcoChallenge inspires participants to renew their commitment to green living. As Natalie, a participant in this year's October EcoChallenge, shares:

"Very excited to be participating in another NWEI EcoChallenge! I learned so much from the challenge in April, and I am inspired to grow even further now as a result. I am especially thrilled about the category 'simplicity,' as I have recently been trying to practice more mindfulness in my day to day life. Can't wait to participate and be a part of this welcoming and energizing community!"

EcoChallenge is free and open to everyone. Participants can sign up as a team captain and engage their workplace, school, neighborhood or community, or join the EcoChallenge Community Team.

We invite anyone looking to make an impact or dive deeper into living sustainably to join the movement at 2018.ecochallenge.org.

EcoChallenge is powered by Northwest Earth Institute, a sustainability organization that provides innovative social and digital tools designed to change the way individuals live in and interact with natural and built environments.





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OCTOBER ECOCHALLENGE



CAMPUSES COMMUNITIES WORKPLACES

TOGETHER FOR CHANGE THE POWER OF COLLECTIVE ACTION

EcoChallenge is a fun and social way to take measurable action on the environmental and social issues you care about. Take the challenge, and see how three weeks of learning and action can add up to a lifetime of positive change for you, your community, and the planet!

Join now, registration is open.

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