

# 2018.ECOCHALLENGE.ORG



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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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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.

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. [Learn More >>](#)

### CHALLENGES

FOOD	HEALTH	TRANSPORTATION	ENERGY
0 PARTICIPANTS	0 PARTICIPANTS	0 PARTICIPANTS	1 PARTICIPANT
			

## TEAM CAPTAINS TIPS

### Maximizing Engagement and Impact



powered by

Northwest  
Earth Institute  
DISCOVER CHANGE, TOGETHER.

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OCTOBER 3-24, 2018

# OCTOBER ECOCHALLENGE

## Together for Change

This helpful document is designed to help you create, grow, and engage your EcoChallenge team. Please adapt any strategies to meet your team's specific needs and goals.

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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

# WELCOME

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## WELCOME TO 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](https://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.

See the [Promotional + Media Kit](#) for more information on Northwest Earth Institute, 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 have 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](mailto:contact@nwei.org).

Enjoy October EcoChallenge. We can't wait to see your impact!

## Premium Access

Every organization and team has unique goals for addressing sustainability issues. Premium access to 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 2018.ECOCHALLENGE.ORG](https://2018.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 [2018.ecochallenge.org/dashboards/teams/new](https://2018.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



## WATER: EVERY DROP COUNTS

“

*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*

# ENGAGEMENT STRATEGIES FOR A FUN, SUCCESSFUL EVENT

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## ENGAGE YOUR TEAM

Highly engaged teams are not only fun to be a part of, they are also more likely to be positioned for long-term success. These tips can 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.** Promote our EcoChallenge giveaways as incentives, and consider providing additional prizes if you can. These can include giveaways or team-specific awards like “Most Enthusiastic EcoChallenger.” We also have some fun, low-cost EcoChallenge items, like reusable mugs and lunch bags, available in our store at [ecochallenge.org/store](https://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 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 #EcoChallenge story. Share your story 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 in to EcoChallenge and go to [2018.ecochallenge.org/dashboards/teams](https://2018.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.

# ENGAGEMENT STRATEGIES (CONTINUED)

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## WHAT TO DO IF YOUR TEAMMATES DON'T ENGAGE

**Sustaining interest and engagement are key to generating collective action.**

- Find ways to connect with team members individually.
- Show you care about your team members' personal success and impact.
- Help teammates verbalize why they are participating in the EcoChallenge, and what this means to them.

### Strategies to Address Common Barriers

- ***"I've participated last year."***  
Every year EcoChallenges has new features, actions, and resources. Ask them if there's a new project or behavior they were thinking about. EcoChallenge is the perfect time to start something new.
- ***"I already live sustainably."***  
There is always something more we can do. This person would be a great leading example for others. See if they want to take a more active leadership role in EcoChallenge. Encourage them to share the positive actions they are already doing on the Feed to inspire others.
- ***"I don't have the time."***  
EcoChallenge is designed to keep time spent online at a minimum so that participants can be out in the world taking action. There are over 100 actions organized by three levels of difficulty. If their time is limited, ask them to choose one new simple action.

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

See [2018.ecochallenge.org/about/resources](https://2018.ecochallenge.org/about/resources) for more resources, including promotional flyers, video tutorials, and [Promotional + Media Kit](#).

# TIMELINE + COMMUNICATION CALENDAR

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## KEEP YOUR TEAM CONNECTED

Team communication is key to maximizing your success during EcoChallenge. Use this sample calendar of emails to effectively engage with your team and suggested email signature lines for extra promotion to colleagues, if allowed by your institution.

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

**Signature Line:**

"Registration is open for the 2018 October EcoChallenge - join our team!"  
[link to your team page]

### SEPTEMBER 19 - TWO WEEK COUNTDOWN

Communicate why you're taking on EcoChallenge and why you'd like people to join you. Tell your story -- what motivates you to take action? Explore the [Promotional + Media Kit](#).

**Signature Line:**

"Our EcoChallenge team is growing - join us to create positive impact in October."  
[link to your team page]

### SEPTEMBER 26 - ONE WEEK COUNTDOWN

Encourage people to commit to one action 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.

**Signature Line:**

"Commit to change. Use the support of EcoChallenge and our team to make it happen!"  
[link to your team page]

### OCTOBER 3 - ECOCHALLENGE IS ON

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

**Signature Line:**

"21 Days of EcoChallenge Action! Our team is taking action and sharing our learning."  
[link to your team page]

# TIMELINE + COMMUNICATION CALENDAR (CONTINUED)

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## OCTOBER 12 - HALFWAY POINT

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

### **Signature Line:**

"What's Possible in Three Weeks?"

Watch our EcoChallenge collective impact add up!" [link to your team page for impact]

## OCTOBER 24 - 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](mailto: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.

### **Signature Line:**

"2018 EcoChallenge: The Power of Collective Action

Three weeks | Thousands of actions | A World of Impact" [link to your team page for impact]

## AFTER OCTOBER 24 - 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, blog, community newsletter or emails. 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.**

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