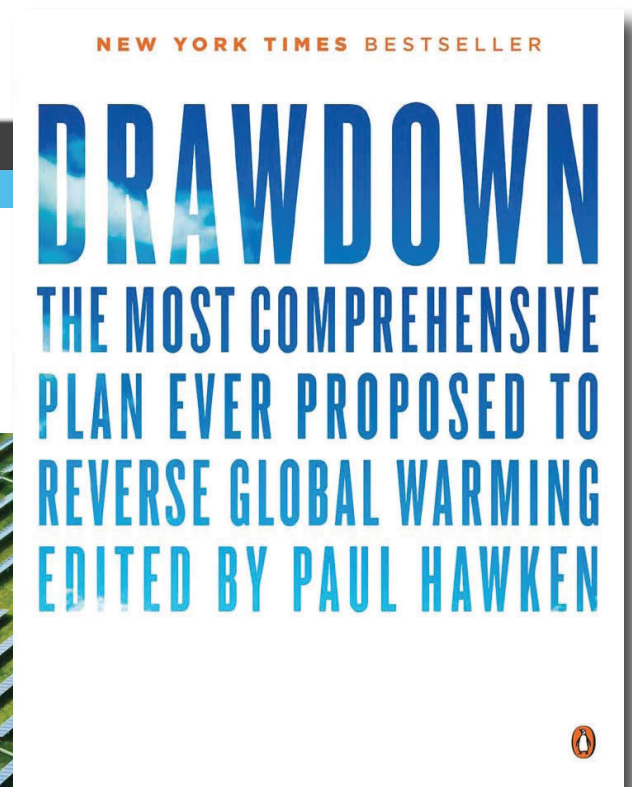
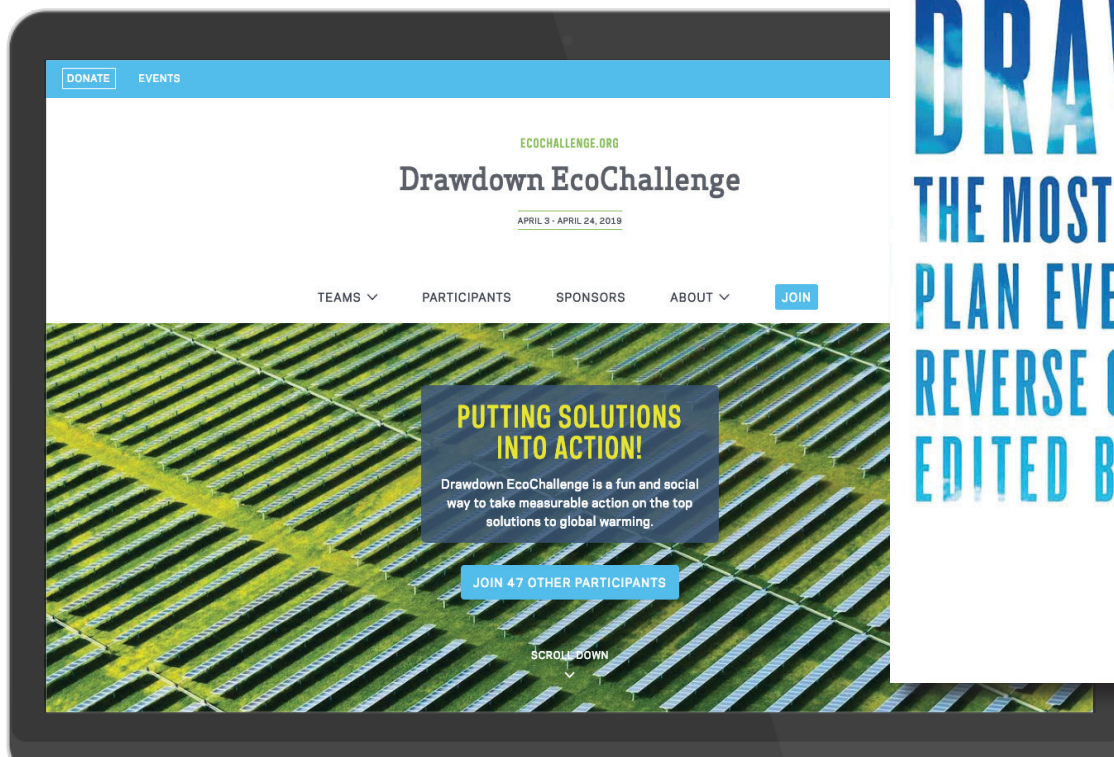




DRAWDOWN ECOCHALLENGE



TEAM CAPTAINS TIPS MAXIMIZING ENGAGEMENT + IMPACT



ECOCHALLENGE.ORG
(formerly Northwest Earth Institute)

v. Feb. 2019

DRAWDOWN ECOCHALLENGE

A SIGNATURE PROGRAM HELD BY ECOCHALLENGE.ORG,
PARTNERED WITH PROJECT DRAWDOWN

April 3-24, 2019 | drawdown.ecochallenge.org

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SOLUTION #6: EDUCATING GIRLS

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At last count, 130 million girls are still denied their basic right to attend school... Too many girls are missing a vital foundation for life. Education means better health for women and their children, better financial security, greater agency at home and in society, more capacity to navigate a climate-changing world. Education can mean options, adaptability, strength. It can also mean lower emissions.

– Katharine Wilkinson, Project Drawdown

ABOUT DRAWDOWN ECOCHALLENGE

Drawdown EcoChallenge is a 21-day online engagement program focused on carbon reduction.

Drawdown EcoChallenge takes place April 3-24 on drawdown.ecochallenge.org, our platform that provides participants the inspiration and tools to turn intention into action. This 21-day program highlights over eighty actions within seven Challenge categories, giving participants choice and agency to act on proven solutions to reverse global warming.

The myriad of actions offered are supported by solutions spotlighted in [Drawdown](#), a book based on meticulous research that maps, measures, models, and explains existing (many even implemented) solutions to global warming.

Participants earn points for taking action and track and share their progress online. 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 are invited to join an existing team, the Community team, or create a new one – all from wherever they are.

See the [Promotional + Media Kit](#) for more information on EcoChallenge.org 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 can lead to a better shared future!

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 our collective impact!

The EcoChallenge.org Team

Premium Access

We are pleased to offer a new level of support and resources for teams - our Premium Access Package, which 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.](#)

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

Register:

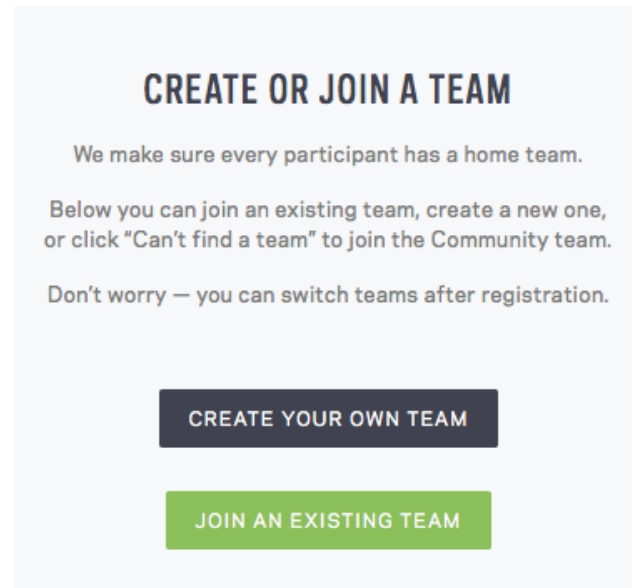
1. Click 'Join', and go through the participant registration process.
2. When you reach the 'Create or Join a Team' page, click the 'Create a Team' button.
3. Then [watch this video](#) (starting at 00:38) for instructions on creating a new team.

Sign back in:

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

Manage your team:

1. [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.
2. Your team profile page displays recent posts from teammates, recent point awards, status of team competitions, and team impact (once the challenge has started).



SOLUTION #8: SOLAR FARMS

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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, Founder of Project Drawdown

ENGAGE YOUR TEAM

Highly engaged teams are not only fun to be a part of, they create a community and elevate long-term impacts. Here are tips to 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. Is your team virtual? A conference call could work, too! Take this opportunity to explore actions & tracks, and dive into the *Drawdown* solutions that relate to those actions.
- **Encourage each other.** Ask your teammates 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

Quotes, photos, and videos - your stories - can inspire your team, your community, your world.

- **Share both your everyday and 'aha!' moments** during the Challenge. Encourage your teammates to post frequently. Shared updates inspire others to take action, help everyone feel supported, and creates the standard that positive behavior change can be easy!
- **EcoChallenge Competitions** are a lively way to compete with another team to motivate 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 captain.
- **We have a [Premium Package](#) for you, too.** With the Premium benefits comes a weekly report, listing actions taken, points accrued, and a compilation of feed posts and images from your team. Share elements or the entirety of the report with your team and your community!

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

AND MOST IMPORTANTLY, ENJOY THE RIDE!

We really do believe that it's important to **enjoy change and embrace its many trials and wins**. Change is steady work, but simple, everyday actions can give us a better shared future! So take it on, and take it easy. **Let us know if we can do anything else to help you engage your team!**

KEEP YOUR TEAM CONNECTED

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

FEBRUARY 20 - REGISTRATION IS UNDERWAY

We're gearing up for Drawdown EcoChallenge! Using emails and/or social media, 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, too.

MARCH 20 - 2 WEEK COUNTDOWN

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

MARCH 27 - 1 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 3 - DRAWDOWN ECOCHALLENGE IS ON!

Let everyone know that Drawdown EcoChallenge is officially underway and you're looking forward to seeing and hearing about their progress. Use #EcoChallenge to track posts on social media.

APRIL 15 - HALFWAY POINT

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

APRIL 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 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? Visit nwei.org or

AFTER APRIL 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 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!

YOU ARE PART OF A MOVEMENT!

Use #EcoChallenge, and see how you are one of many. Together, we live for a better shared future.

HERE'S INSPIRATION FOR YOU ALONG THE WAY:

MAR
28

Social Justice and Climate Change: The Inextricable Links Between Two Movements

March 28, 2019 @ 12pm PT via [Facebook Live](#) & Zoom

Sherri Mitchell, Indigenous rights activist spiritual teacher and Katharine Wilkinson of Project Drawdown sit down together to talk about the inextricable links between social justice and the climate change movement. Lacy Cagle of EcoChallenge.org will moderate.

APR
20

Earth Day

Everyday is Earth Day, but on this noted day, with the dedicated time and space for Mother Earth, we aim to take as many actions as possible. Together, let's see how far we can push our collective comfort and create a new status quo.

EVERY
MON

Mainstream Monday via [Facebook](#) and [Instagram](#)

We strive to start every week with a spotlighted story of an inspiring individual, group of people, or organization from anywhere in the world who is making sustainability mainstream in their lives and in their community.

EVERY
TUES

Take Action Tuesday via [Facebook](#) and [Instagram](#)

In case you would like to take on more action during Drawdown EcoChallenge, tune in to our Facebook and Instagram every Tuesday for another action we can all take.

SOLUTION #5: TROPICAL FORESTS

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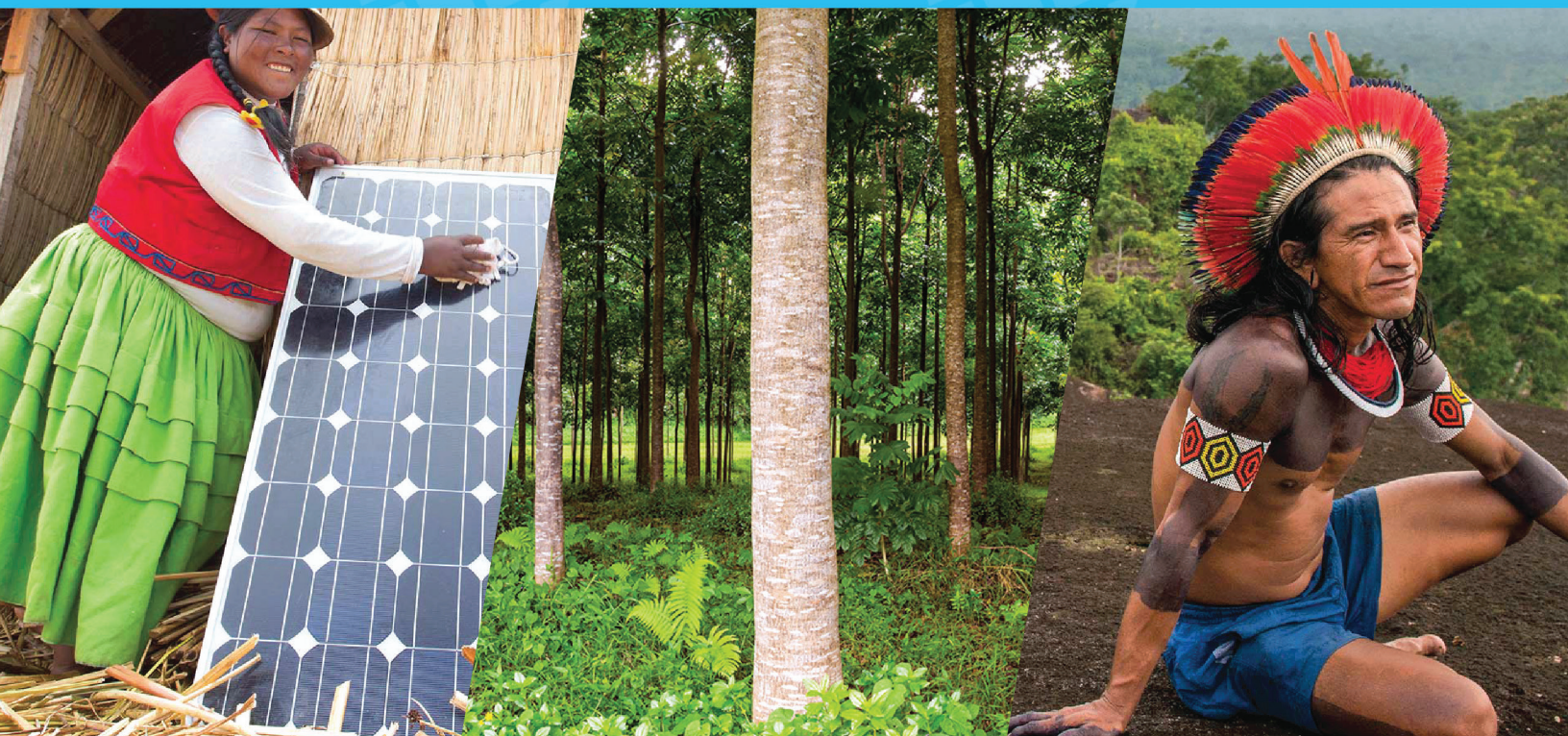
It can feel hard to make a difference, but when you start small, like within your own community, you get to reap the rewards immediately. Who knows, maybe it helps other communities take notice and expands the practice much further than you ever imagined could happen.

– K. Jones, EcoChallenge Participant



APRIL 3-24, 2019

DRAWDOWN ECOCHALLENGE



COMMUNITIES, CAMPUSES, & WORKPLACES
PUTTING SOLUTIONS INTO ACTION

NEW YORK TIMES BESTSELLER

DRAWDOWN
THE MOST COMPREHENSIVE
PLAN EVER PROPOSED TO
REVERSE GLOBAL WARMING
EDITED BY PAUL HAWKEN



Drawdown EcoChallenge is a fun and social way to learn about and take measurable action on the most substantive solutions to global warming. Take the challenge, stretch your limits, and see how three weeks of learning and action adds up to a lifetime of change for you, your community, and the planet!

Registration is open - join today!

DRAWDOWN.ECOCHALLENGE.ORG