

Events

I. Overview

Events are the gold standard for clubs wanting to make a big impact on campus and in their communities. Events can be held over one day, a few days, or even multiple weeks or months. They can be time and energy intensive to organize, delegate, implement, and follow up on, so the more people power you have the better. Before taking on an event with your club, we recommend implementing a few activities with lower stakes; that will help you build a track record of success. With so many moving parts in planning an event, your club will have to be somewhat familiar with one another and have a good leadership team in place. While events demand a lot of work, the payoff can often be huge for your club, campus, and community.

II. ECO2school Sponsored Events

- **Cut Your Carbon:** Any event that celebrates reducing carbon emissions from transportation-related sources. This can be Cocoa 4 Carpool, Walki for Guayaki, or any activity that rewards students for walking, rolling, carpooling, or taking public transit to/from campus.
- **International Walk and Roll to School Day:** Internationally recognized event that usually falls in early October, focused on walking and biking to/from school.
- **National Bike and Walk to School Day:** A nationally recognized event in May.
- **Weekly or Monthly Walk and Roll to School Days:** Similar to Cut Your Carbon, the more regularly your club implements these events, the easier it will be for people to connect the dots on our transportation issues. It can be any time in any month!
- **Drive Less Challenge:** This is a multi-day, usually 1-2 week challenge in which classes compete to see who can use the most active transportation method resulting in the greatest reduction of their carbon footprint. This is sometimes called Golden Sneaker or Green Week.
- **Earth Day:** Usually falling in mid-to-late April, Earth Day is a great opportunity to bring awareness to environmental issues, and events can be implemented with a Green Week campaign.



Cocoa for Carpools at Maria Carrillo High School

III. General Guidelines

While the specifics of different events may change in terms of goals or incentives offered, there are some commonalities to organizing them. This section will cover logistics that stay more or less the same regardless of the event. It is a good idea to plan one (or more) activities in conjunction with your event to help build awareness and generate enthusiasm. The more you get the word out about your event the better. For communication and messaging strategies refer to the *Outreach chapter* in this manual. These are general recommendations based on working with dozens of high school clubs to put on hundreds of activities and events over the past decade.

At least 2 weeks before:

1. Check in with school administrators. Schools have policies regarding activities and events, so make sure you know the rules. Often, there is a form to fill out prior to the activity. Know how much advance notice the administration wants. Learn who you should coordinate with on your campus (often it is a vice principal). A club advisor or leadership teacher should know the answer to these questions.
2. Agree on the location of your activity or event: when and where the table(s) will be and who is going to be there to work at each location.
3. Make sure you know what you need in terms of supplies. Who is going to provide them? Where will you find them on the day of your event? Do you need the janitor to provide a table? The cafeteria to help with hot water? Who is going to pick up donations and supplies? A little planning goes a long way.
4. Contact local businesses and ask for donations: snacks for the table, small incentives, and gift cards are always popular. *See the Donation Letter Template.*
5. Reach out to other clubs that might want to help. For example, the mountain biking club might support a ride to school, or key club could help staff outreach tables.
6. Make posters and banners. ECO2school provides posters for some events. Ask other club members to assist with poster making. Leadership classes can be a big help in getting the word out about your event.
7. Advertise. Decide which promotions you will do, such as bulletins, videos, PA announcements—and do it.
8. Share on social media. The more you let people know what you're doing the more likely they will participate.
9. 3-5 days before the event, put up posters around campus in high visibility spots.
10. Communicate with teachers. Teachers can really help with promotion, but if they don't know about your event, they can't help you. Put a note in their box, ask your teacher advisor to send out an email, or ask teachers if you can make announcements at the beginning or end of classes. *See the Teacher Tally Template, which you can use to ask teachers to help collect participation information.*
11. 2-3 days before the event, distribute any materials that teachers or students might need, such as teacher tally sheets.

Day of the event:

1. Arrive early to set up. Give yourself plenty of time. It is better to have extra time than not enough. Ask your teacher advisor for a pass. Check with your teacher ahead of time to make sure it is OK to leave early.
2. Hang up the banner. Set up the sign-up list, snacks, and prizes.
3. Have two or more students stationed at each table.

4. Take pictures and video!
5. Clean up the table. Make sure your tabling area is at least as clean as when you started.
6. If you are late to class, ask for a pass from the club advisor or vice principal. Check with your teacher ahead of time to make sure you won't miss something important.

After the event:

1. Collect tally sheets from teachers, count the number of participants, and calculate the impact of your action. Ask ECO2school staff for help with this step if you need it.
2. Announce the events results and prize winners. Share the results with your school, teachers, and local business sponsors. This is super important. If you don't share results, people won't know they are making a difference.
3. Thank all staff, administrators, teachers, and other clubs who helped you. *See the Thank You Letter Template.*
4. Have a discussion with your club about what worked well and what you want to do differently next time. The closer to the end of the event the better, since it will be fresher on everyone's mind.
5. Ask for feedback from staff, administrators, and teachers as well. It can be very helpful to learn how you can improve from anyone outside the club.
6. Celebrate your success.

IV. Supplemental Events Materials

- Who Is Driving the Bus: Event Planner
- Donation Template
- Teacher Tally Template
- Thank You Letter Template