

## Outreach Toolkit

**Note about social media:** Check out ECO2school on FB or Instagram for sharable content and photos. Please like, follow and share.

Go to the Actions and Events page on the [ECO2school](#) website for downloadable materials.

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### Sample Facebook post

Join students from around Sonoma County on [\(insert date\)](#) for Cut your Carbon. Pick a Green Way to school with friends, have fun, reduce your carbon footprint, and win prizes.

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### Sample Twitter post

Want to help your community while having fun? Carpool to school on [\(insert date\)](#). Take a picture with your pals & get treats and prizes at participating schools! #ECO2school

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### Sample Instagram post

Follow [eco2school](#) on Instagram  
#cutyourcarbon, #eco2school

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### Sample School Announcement

Cut your Carbon is scheduled for [\(insert date\)](#). It's as easy as 1,2,3! 1) Choose a green way to get to school. A green way is walking biking skating carpooling or bus. Any way that reduces the number of vehicles on the road. Every mile you don't drive saves 1 pound of carbon 2) Take a group photo on your route #eco2school. 3) Stop by our table for treats and prizes.

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### Sample Newsletter Announcement

**Note about photographs:** Check out ECO2school of FB or Instagram for fun photos

#### **Pick a "Green Way" to get to school on [insert date] for Cut Your Carbon**

Join students across Sonoma County and participate in Cut your Carbon on [insert date] by choosing a green way to get to school. A green way is any way to commute to school that reduces traffic in our community. Walking, biking, skateboarding, carpooling or taking the bus all cut back on the amount of carbon being released into the atmosphere and make traveling to school more fun. You save 1 pound of carbon for every mile you don't drive.

- Take a picture along your route and share it with us at our energizer table for treats and prizes. - Upload your picture on Instagram, #eco2school and let the world know you care.

In Sonoma County about 65% of our greenhouse gas emissions come from transportation, and 43% come directly from passenger vehicles. Just you and me getting from here to there. This is significantly higher than the regional average. About 20,500 of Sonoma County's residents are public high school students. 78% of these students drive themselves or are driven to school although 70% of students live within walking/biking distance to school. As a result, 15-20% of morning traffic is made up of cars transporting students to school.

ECO2school encourages life-long healthy habits by teaching the positive impacts of green commutes. As a program of The Climate Center, it affects the way students are thinking about climate change and then supports students to take positive action. It has a nine-year track record of reducing emissions associated with student commutes in Sonoma County high schools. The program promotes youth leadership, climate literacy, and active transportation.

### Sample E-mail Blast Invitation

**Subject: You Are Invited to Join Cut your Carbon on (insert date).**

Do you walk, bike, bus or carpool to school? Are you interested in improving the environment? Do you want to make a difference in your community? If your answer is **YES**, join Cut your Carbon (insert date). Walking, biking, carpooling and taking the bus all cut back on the amount of carbon being released into the atmosphere and make traveling to school a fun, social experience.

It's easy

1. Choose a green way to get to school
2. Take a group photo along your route  
(if you are the carpool driver, let a passenger take the picture)
3. Share your photo at our energizer table for treats and prizes

### Important Links

**Web Page:** [eco2school.org](http://eco2school.org)

**Facebook Page:** <http://www.facebook.com/eco2school>

**Instagram Page:** <http://instagram.com/eco2school/>

**Hashtag:** [#eco2school](#), [#cocoa4carpools](#), [#cutyourcarbon](#)

