



## **Cut Your Carbon**

**February-March 2018**

## **Outreach Toolkit**

Cut Your Carbon can be any activity that includes a measurable CO2 reducing activity. Some examples are Cocoa 4 Carpools, Cookies for Carpools, Walki for Guayaki, Caterpillar Commute, etc.

Visit <http://www.eco2school.org/tools--templates.html> for an electronic version of the toolkit that includes fliers, graphics, photos, memes and videos.

## Sample Facebook posts

Cut Your Carbon will be \_\_\_\_\_, March \_\_\_\_, 2017. It's as easy as 1,2,3! 1) Carpool to school with two or more students. 2) Take a group photo in your vehicle and get hot chocolate. 3) Instagram #eco2school #cocoa4carpools for marshmallows and additional prizes.

For promotional image go to:

[http://www.eco2school.org/uploads/7/1/9/1/71910723/cut\\_your\\_carbon\\_poster.pdf](http://www.eco2school.org/uploads/7/1/9/1/71910723/cut_your_carbon_poster.pdf)

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Join students from around Sonoma County on February \_\_ for Cocoa 4 Carpools. Ride to school with friends, have fun, reduce your carbon footprint and win prizes.

For promotional image go to:

<http://www.eco2school.org/uploads/7/1/9/1/71910723/e5.-poster-template-1.pdf>

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Do you want to keep your community free of pollution? Help fight climate change? Reduce traffic congestion? And win prizes? Choose a GREEN way to get to school and join Cocoa 4 Carpools February \_\_!

Upload image of flyer, photo or meme:

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What is better than hot chocolate on a cold morning? Sharing it with friends! Carpool to school on February \_\_, take a picture with your pals and get a cup of hot chocolate. Post your photo on Instagram #eco2school #cocoa4carpools for marshmallows and other prizes.

Upload image of flyer, photo or meme:

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## Sample Twitter posts

Want to help your community while having fun? Carpool to school on February \_\_, take a picture with your pals & get a cup of hot cocoa! #ECO2school

How does hot chocolate on a cold morning sound? Carpool with your friends and that cup of cocoa is all yours! #ECO2school

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## Sample Instagram posts

What is better than hot chocolate on a cold morning? Sharing it with friends! Carpool to school on March \_\_\_\_, take a picture with your pals and get a cup of hot chocolate. Post your photo on Instagram #eco2school #cocoa4carpools for marshmallows and other prizes.

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## Sample School Announcement

Cut Your Carbon is scheduled for \_\_\_\_, February \_\_, 2017. It's as easy as 1,2,3! 1) Carpool to school with two or more students. 2) Take a group photo in your vehicle and visit the Green Club table at break to get hot chocolate. 3) Instagram #eco2school #cocoa4carpools for marshmallows and additional prizes.

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\_\_\_\_\_, March \_\_ is Cocoa for Carpools. There will be piping hot cocoa for students who show a carpool selfie in their car. Upload your picture on Instagram, #eco2school, #cocoa4carpools, for marshmallows and additional prizes. Walking, biking, carpooling or taking the bus all cut back the amount of carbon being released into the atmosphere. Additionally, it makes getting to school fun!

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## Sample Newsletter Announcement

**Note about photographs:** If you use a photo from the website toolkit please credit ECO<sub>2</sub>school.

**Cut Your Carbon \_\_\_\_\_, March \_\_\_\_**

The Center for Climate Protection's ECO<sub>2</sub>school program is working with high schools around Sonoma County to combat climate change in the midst of winter by giving student commuters hot cocoa as an incentive to carpool. Right now school drop offs are 20-25% of morning traffic congestion. Carpooling is a great way to reduce traffic in our community and cut back the amount of greenhouse gases being released into the atmosphere. It also makes traveling to school a fun, social experience.

Carpool to school on \_\_\_\_\_ February \_\_\_\_, take a picture in the car with your pals and get a cup of hot chocolate. Post your photo on Instagram #eco2school #cocoa4carpools for marshmallows and other prizes.

**Pick a “Green way” to get to school on \_\_\_\_\_ February \_\_\_ for Cocoa for Carpools**

Join students across Sonoma County and participate in Cocoa 4 Carpools on \_\_\_\_\_, February \_\_\_ 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, carpooling or taking the bus all cut back on the amount of carbon being released into the atmosphere and makes traveling to school a fun, social experience.

There will be piping hot cocoa for students take a picture in the car with your pals. Upload your picture on Instagram, #eco2school, #cocoa4carpools, for marshmallows and additional prizes.

In Sonoma County about 60% of our greenhouse gas emissions come from transportation, 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, 20-25% of morning traffic is correlated with transporting students to school.

ECO<sub>2</sub>school encourages lifelong healthy habits by teaching the positive impacts of green commutes. As a program of the Center for Climate Protection, 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 Cocoa 4 Carpools \_\_\_\_\_ February \_\_\_\_.**

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 Cocoa 4 Carpools \_\_\_\_\_ February \_\_\_\_\_. Walking, biking, carpooling and taking the bus all cut back on the amount of carbon being released into the atmosphere and makes traveling to school a fun, social experience.

### It's easy

- 1. Carpool with two or more students**
- 2. Take a group photo in your vehicle  
Get Hot Chocolate**
- 3. Instagram #cocoa4carpools #eco2school  
for marshmallows and additional prizes**

## Important Links

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

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

**Instagram Page:** <https://www.instagram.com/eco2school/>

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

## Flier

**Cut Your Carbon 2017 Instructional Poster :**

[http://www.eco2school.org/uploads/7/1/9/1/71910723/cut\\_your\\_carbon\\_poster.pdf](http://www.eco2school.org/uploads/7/1/9/1/71910723/cut_your_carbon_poster.pdf)