



Thanks for joining Greenpeace, Sierra Student Coalition, Energy Action Coalition, and scores of other campus activists this October to say YES to clean energy on our campuses.

This toolkit gives you everything you need to organize an event on your campus in October for 100% Clean: 100 Actions for Clean Energy!

## What is “100%Clean: 100 Actions for Clean Energy” all about?

This fall, students are rising up in their local communities to take action demanding that we build a cleaner, safer, healthier future for all. Young people are already at the forefront of the fight for climate solutions, clean air, and clean water. From actions opposing the Keystone XL tar sands pipeline to retiring university owned coal plants – we are leading the way with high profile actions and smart campaigns to end our reliance on dirty, dangerous energy.

In October we're uniting our voices with 100 actions demanding our campuses and communities move to 100% clean energy solutions.

Each event will focus on advancing local efforts to quit coal and other dirty energy that are making people sick and highlight the real clean energy solutions we need. Students and youth are challenging their university administrations with hard hitting, creative actions that capture public attention and demonstrate our commitment to solving the climate and health crises caused by reliance on dirty energy.

We'll culminate the month of actions with a demonstration in Washington, D.C. at the steps of the White House. We'll deliver the stories, pictures and videos from every event directly to the nation's leaders and continue to build the movement for a clean, healthy and sustainable future.

We're excited you're joining us and taking action on your campus this October!

## What kind of activity can I do on my campus?

Every movement has a symbol, and this October, we're asking young people to peacefully stand up to the powers that be. To be bold and ask for a better future.

To send the message that we're refusing a future dominated by fossil fuel companies and the pollution they force upon us, we're asking students to organize events that are unified around a common theme. Dirty energy is making us sick, and to unify our activities, the prop we're asking you to use in your activity is a surgical facemask – just like the one pictured on the right.

Greenpeace student leaders and staff have put our heads together to



come up with a host of ideas for events you can organize on your campus. Here are some of our ideas, but feel free to be creative:

- have a flashmob where people wear the mask
- hand out notes about air alerts and hand out face mask
- hold a sit-in
- turn off all the lights at the library, your dorm, or the student union. When the lights come back on, everyone's wearing facemasks
- wear the mask and do a balloon banner raise - black balloons, black t-shirts and banner that says [YOUR UNIVERSITY'S INITIALS]:100% Clean Energy Now. For example: MSU: 100% Clean Energy Now)
- put a face mask on your school's mascot or significant campus statue
- people lying on stretchers in the quad
- radio with an emergency response siren and people walking around handing out face masks
- photoshop surgical masks onto images of campus administrators and post the images everywhere on campus

And of course – it'll be really important to have a photographer and someone taking video to be able to tell the story of students on your campus rising up for clean energy – so be sure to ask a couple of people to take video and photos. But we'll get into a few pointers for organizing your event later in the toolkit, so read on...

## How do I get some of those facemasks?

Buy a package of Earloop- Style face masks, just like the ones pictured on the right. They cost about \$11 for a box of 25 at your local pharmacy, like Walgreens. Or – some campus health centers may have some that you can get for free. It's worth asking.

Once you know approximately how many stickers you'll need for your facemasks, email [david.pinsky@greenpeace.org](mailto:david.pinsky@greenpeace.org) your name, address, and how many stickers you want us to send to you. Then, just stick the stickers on the mask, and voila, you're ready!



## When should I organize my 100% Clean event?

100 Actions for clean energy will be happening throughout the month of October, in collaboration with Energy Action Coalition, Sierra Student Coalition, and countless other campus based and national youth organizations. Greenpeace activists from around the country will be holding their 100% Clean events during the week of October 17<sup>th</sup>. We'll be doing lots of work to get nationwide media coverage focused on that week in particular, and we'd love to have your event included in that nationwide media story. At the end of the week, Midwest Power Shift will hold a large event to culminate all your hard work. The following week, students from around the country will converge on Washington, DC to share stories and rally for clean energy on the steps of the White House.

## How to organize your Action for Clean Energy

Putting together a campus activity involves a few simple steps. You'll want to create a plan for what your event will be, do outreach to make sure you have lots of people participating, check in with people who are helping you to organize the event, doing final prep right before the event, and reporting back to let us know how it went. Each step is explained in a bit more detail below.

### 1. Create a game plan

- Pull together friends to brainstorm what you can do – feel free to borrow one of the ideas above or create your own activity. Just remember – the focus is on one unifying symbol – the surgical facemask
- Be bold – hold an event that draws a line in the sand on your campus. Think about the health and environmental destruction caused by dirty energy, incredible action people took in Washington, DC during the Tar Sands Action, and what event will make a big impact on your campus.
- Brainstorm logistics – think about props and other logistical items you'll need
- Ask people to take on different roles, like the Logistics Coordinator, Recruitment Coordinator, Media Coordinator, etc. Be sure to give people specific projects they can work on, and a timeline for completion.
- Hold your event in an important place on campus – on a busy sidewalk, inside an important Board of Trustees meeting, next to a significant landmark, at your campus coal plant or natural gas plant.

- Think of the best time to hold your event – when there’s an important meeting with decision makers, football game, when the most people are on campus and will see your event.
- Register your event here: <http://www.wearepowershift.org/100actions>

## 2. Make a recruitment plan

- Once you’ve chosen a location, date, and time – your next step is to get people there. The most effective way to get people to attend is to talk to other students face to face – it works a million times better than fliers, facebook messages, or emails. Of course, those approaches work great as add-ons – but creating a plan with specific plans for doing face-to-face outreach will really pay off.
  - **Set a goal** – ½ of people who say “yes! You can count on me I’ll definitely be there!” won’t be able to make it, for whatever reason. That’s why we really encourage you to get twice as many people as you want at the event to say yes. It also gives you something to shoot for, so be sure to set a specific, do-able goal for the number of people you’d like to attend.
  - **Announce your event in classes** – a great place to start is your own classes – really, any class where you have a cool professor is a great place to make a quick announcement. Just introduce yourself, tell people what your event is going to be and why you’re doing it, say how great it’ll be to be a part of it and then send around a sign up sheet for people who are interested to put their contact information down. Make sure they include full name, email and phone number.
  - **Set up a table at a visible spot on campus** – most universities have a spot where campus groups like to do outreach. Find out how to reserve a spot and bring along some eye catching photos (and it never hurts to have free candy on your table). Then, just get out front of the table, wave and smile, and talk to other students about your event. Have interested students sign your sign up sheet.
  - **Phone banking** – after you make class announcements or hold tabling outreach events, it’s important to follow up with a phone call to the individuals who signed ASAP. So be sure to call students who are interested and invite them to get more involved with the event. The faster you contact interested folks the more likely they are to stay involved.
  - **Get other campus groups on board** – most schools have lots of groups that care about social justice, environmental causes, and human rights. Clean energy is an issue that connects to all of these things. Contact the group presidents and ask them to let you (or someone from your group) make a quick announcement about your activity, and pass around the sign up. Even better if you can get the group to officially “co-sponsor” your event, so that they’re also working to get their members to attend. And be sure to reach beyond the kinds of groups that are social justice and environmentally oriented – you may be surprised which groups want to be involved. For example, groups focused solely on social activities might be stoked to get involved with your activity if you make it fun in some way. And sororities and fraternities often have community service hour requirements, so their members may be interested in participating too.



**HOT TIP** – when you meet someone who’s really excited to be a part of your activity, ask them if they’d like to help out with some of the prep work, and invite them to your next planning meeting. When someone helps plan an event, they’ll be WAY more likely to show up, and you’ll be building your group as you go!

## 3. Check in with your team

- it works great to set up regular check-ins with other students on your “planning committee” – maybe it’s a potluck, lunch in the park, or over ice cream on Thursday nights.
- Here are a couple of things you might want to touch base with your group on:
  - How’s the outreach going? How many people have made the commitment to attend? How many other campus clubs have decided to co-sponsor your event? How many more people do you want and what’s your plan for hitting that goal? What about logistics? When is the prop making party? Does the media outreach person have everything they need to talk to the campus paper and radio station? What roles are people going to fill at the event itself? What’s the plan for reminding people about the activity in the days before the

event (this will greatly increase the number of attendees you have)? Have you created a Facebook event and invited all your friends?

- TIP: Remember to order your facemask stickers by emailing [david.pinsky@greenpeace.org](mailto:david.pinsky@greenpeace.org)

#### 4. 1-week before your event

You and your team will want to make sure all the logistics are finalized and make sure everyone knows the role they'll fill at the event (examples: photographer, videographer, someone to live tweet from your event, blogger, campus police liaison, media liaison, greeter, etc). The most successful events will get media coverage.

To get media coverage, you need to prepare a press release and advisory (email [david.pinsky@greenpeace.org](mailto:david.pinsky@greenpeace.org) for tools for doing media work). Also, one of the very best things to do right before your event is to call and remind people of the details of the activity.

**ONLINE TIPS:** Set up people to live tweet from your event – use the hashtag #100actions. And – have everyone fan the Greenpeace Student Network facebook page and follow the Student network on twitter – we'll be posting live updates!

#### 5. The day of the event

Encourage your core leaders to arrive at least 30 minutes early – last minute stuff always comes up, and it's good to check once more that everyone understands their role. Make sure you and your core team are friendly and welcoming to people who show up, and that you have everyone who attends sign a sign-in sheet – so that you can get in touch with them about future activities and send out photos afterwards. Once the event is over, check in with your core team to discuss what went well and what you can improve for the next time around. And of course, last but certainly not least – take time to celebrate afterwards!

#### 6. After your event - Reportback and sharing your success!

One of the most exciting things after participating in a nationwide event is to hear the stories of what happened on other campuses across the country. We want to hear all about how your event went and celebrate with you! Your story is more powerful than you think, and it will inspire other students to take action on their campuses – so it's really important to take a few minutes report back.

#### Here are the 3 simple steps for reporting back:

1. Fill out this quick form to let us know how it went - <http://members.greenpeace.org/survey/start/391/>
2. Upload your video to youtube.com (if you don't know how, just head here: [http://youtu.be/\\_O7iUiftbKU](http://youtu.be/_O7iUiftbKU))
3. Tell YOUR story - Post your best photo and video, and take a moment to say why you stood up for clean energy by heading here: <http://usactions.greenpeace.org/action/start/277/>. **TIP:** Encourage the other students who participated in your activity to tell their story too! The more stories we tell the more powerful our movement for clean energy will be!

#### Takeaway Points

1. Delegate – there's lots to do when planning an event, so invite other people to help out – don't try and do it all yourself!
2. Have a back-up plan – it rains, things happen. Before your event, come up with an alternate plan if things have to change at the last minute
3. Remind people – students are busy, so be sure to make a quick phone call to remind everyone who said they'd attend how great of an event it will be and that it really makes a difference to have THEM there. Send text reminders the morning of the event and one hour before the event.

#### Greenpeace resources

Never organized an event? No problem – we've got lots of resources to help you run an awesome event on your campus.

Send David Pinsky ([david.pinsky@greenpeace.org](mailto:david.pinsky@greenpeace.org)) an email if you'd like pointers for doing media work, event organizing, making a banner or other props, or even if you'd just like to chat with someone as you prepare for your activities. That's what we're here for!

Downloadable fliers to promote your event:

full page black and white- <http://tinyurl.com/44jbxvw>

quarter sheet black and white - <http://tinyurl.com/3vwpyud>

full page color - <http://tinyurl.com/3zzshf4>  
quarter sheet color - <http://tinyurl.com/3mekpjax>

Here are a few toolkits that may be useful to have handy as you prepare for your event:

Making the News: <http://tinyurl.com/5v95xdc>

Recruitment: Pointers for getting more people involved: <http://tinyurl.com/69936fr>

Tips for organizing a creative event: <http://tinyurl.com/6hp9xwz>

## **Ask the Experts – join us for a Greenpeace Conference call!**

An additional resource we're offering is that we've organized these 4 conference calls you can join. These calls will give you the chance to "ask the experts" your questions on media, videos, recruiting students, and planning your event. Plus, it's awesome to hear the voices of other students just like you who are organizing events on their campuses.

### **Event Logistics: Pointers for running an awesome event**

Basil Tsimoyianis, Greenpeace Direct Action team

DATE: October 4<sup>th</sup>

Call time: 5:00pm pacific/ 8:00pm eastern

Call in number: 641-715-3200 Conference access code: 553102#

To attend, RSVP to David Pinsky ([david.pinsky@greenpeace.org](mailto:david.pinsky@greenpeace.org))

### **Videos: How to make a GREAT video of your event**

Melissa Thompson, Senior Video Producer Greenpeace

DATE: October 5<sup>th</sup>

Call time: 5:00pm pacific/ 8:00pm eastern

Call in number: 641-715-3200 Conference access code: 553102#

To attend, RSVP to David Pinsky ([david.pinsky@greenpeace.org](mailto:david.pinsky@greenpeace.org))

### **Making the News: Tips for getting your event covered in the media**

Greenpeace Press Officer Molly Dorozenski

DATE: October 6<sup>th</sup>

Call time: 5:00pm pacific/ 8:00pm eastern

Call in number: 641-715-3200 Conference access code: 553102#

To attend, RSVP to David Pinsky ([david.pinsky@greenpeace.org](mailto:david.pinsky@greenpeace.org))

## **We're here if you need us!**

Still have questions? Don't hesitate to get in touch – that's what we're here for. Just email David Pinsky at [david.pinsky@greenpeace.org](mailto:david.pinsky@greenpeace.org), and we'll get back to you right away. Have a great event, and know that YOU are truly making a difference!