



Global Warming Solutions

Student PIRG

Campaign Toolkit

The Student PIRGs

The Student PIRGs

The Student PIRGs are a network of nonpartisan student-directed and student-funded organizations working on over 200 college campuses in 25 states to solve public interest problems and increase civic engagement. We work to increase the youth vote, tackle global warming, make education more affordable, address homelessness and more. Over 10,000 students get involved in our projects every year - visit us at www.studentpirgs.org for more on what we do.

Tackling Climate on Campus

Student PIRG leaders have played a key role in making campuses across the country leaders in fighting global warming.

...This November, Student leaders with CALPIRG played a key role in passing a ballot measure that commits California to building the first high speed rail line in the country. Students built public support for the measure by lobbying their elected officials; holding a press conference tour across California with a model high speed train on their spring break; and running an online video email campaign to build last minute support for the measure.

...In 2006, COPIRG student leaders worked with the campus administration at the University of Colorado's Denver campus to approve the then-fifth largest solar energy installation in the world on campus.

...In 2008, student volunteers with MASSPIRG worked with Environment Massachusetts and other local environmental groups to pass the first limits on global warming emissions from cars in the state.

...and many more.

But while we've made lots of progress, we still have a lot of work to do. And that's where you come in. This toolkit provides a basic snapshot of the progress we hope Congress will make on fighting global warming this year, and how you can get involved. If you'd like more info after reading this toolkit, visit www.studentpirgs.org.

The Problem

In 1999, environmentalists were fighting to get the average American to take global warming seriously. Fast forward ten years. The nightly news runs global warming stories, political campaign ads focus on energy efficiency, and facebook users can download an application that measures their carbon footprint. The existence of global warming is no longer up for debate. But, just because people recognize that global warming is a problem doesn't mean that our work has gotten any easier.

The media, particularly Al Gore's *An Inconvenient Truth*, have done a great job of waking people up about the problem of global warming. But it has done little to educate people about solutions. Even some individuals who are concerned about the effects of global warming are unsure about how to solve the problem. As a result, politicians can get away with sitting on their hands or proposing faulty solutions like off-shore drilling and increasing our use of liquefied natural gas – solutions that will only marginally increase the available energy and do little to combat global warming.

The truth is that we can address the impending global warming crises using technology that is available **RIGHT NOW**. But, the window to address the problem is closing rapidly.



The potential impacts of global warming are well known: extinction of 20% to 30% of the world's species, the melting of the Greenland ice sheet which would raise sea level 23 feet, and further risk of extreme weather including hurricanes, floods, wild fires, and droughts. An increase in the average temperature of anything more than 2 degrees Celsius will be enough to cause these and other devastating impacts. To keep the global temperature from exceeding this mark, the maximum concentration of global warming pollutants in the atmosphere cannot rise about 450 parts per million.

We are dangerously close to the point of no return. If we don't pass legislation in the next few years that significantly addresses this problem, we may well be unable to stop the worst effects of global warming.

We've got a lot of work to do to in the next year to implement regulations and pass legislation that will keep us from passing the tipping point. But in this fight we have two huge advantages. First, thanks to Al Gore and others, we no longer have to spend our time telling people about the consequences of global warming. Instead, we can put all of our energy into educating people about solutions. That brings us to our second advantage – the solutions to global warming already exist! We know what steps need to be taken, and we already have the technology that we need to make it happen!

The Solution

The reality is there are three basic ways for us to cut America's global warming pollution 80% by 2050 and 20% by 2020 – using technology we already have!

Three Steps to Cutting Global Warming Pollution Right Now

1. Reduce Our Oil Dependence. Exxon Mobil and other Big Oil companies are spending millions to take our country in the wrong direction- pushing many of the same old polluting policies. But, we have the technology to dramatically reduce our oil consumption. Plug-in hybrid electric that go 150 miles on a gallon of gas already exist. Congress and the new administration should tell the auto industry to make vehicles that get at least 40 miles to the gallon.

2. Building an Energy-Efficient America. New generations of high performance energy efficient homes that generate their own clean power are being built across the country. An investment in this and similar projects will help America get 100 percent of our electricity from clean, renewable energy. That is why we are calling on decision makers to enact the policy solutions that will put us on track to make all new buildings zero-energy by 2030.



3. Clean Energy for America. We can supply power to millions of homes and businesses by harnessing homegrown energy from the sun, wind and crops. That's why we are calling Congress to require that utilities generate 100 percent of America's electricity from clean energy sources such as wind and solar.

To stop the worst effects of global warming, we need these basic solutions to be in motion by 2015 – which means they need to be national law by 2009 or 2010. That means starting right now to win the support of citizens and politicians for these solutions!

While there are no longer technical barriers, there are certainly both political and economic barriers to a clean energy future. We've been using fossil fuels for over a century and so the most expensive costs (power plants, stations, education) are already paid for. In contrast, a lot of the clean energy infrastructure still needs to be build and taken to scale. Dirty energy has received a steady diet of taxpayer subsidies for decades. Similar investments in clean energy will pay incredible dividends. Japan's solar market is a great example of what happens when we invest in clean energy. 15 years ago, Japan made a big investment in solar energy. Demand for rooftop solar skyrocketed and so did the supply, while the price dropped and installations soared. Now Japan is the world's leader in solar energy and its industry manufactures 50% of the world's solar panels. Investment in clean energy will not only help us decrease global warming pollution but also position the U.S. as a leader in the production of new energy forms.

This brings us to our third advantage. We are making slow and steady progress in passing legislation that shows these changes are possible. In December 2007, we passed a national law that will require an average car economy of 35 MPG. And the PIRGs passed legislation in over 25 states requiring between 15 and 25% of energy to come from renewable sources, big efficiency upgrades, and clean car standards. And just this month, the House of Representatives passed legislation that will invest \$80 billion in clean energy and public transit – crucial steps in stopping global warming.

Students are also making a difference on campus. Across the country we have worked on universities to cut the contribution of their institutions to global warming. Schools are using energy efficient light bulbs and appliances, switching to hybrid cars, and taking other steps to create a green campus. And, a number of schools have made the decision to purchase some or even all of their electricity from renewable sources. CU – Denver went one step further, deciding to create its own clean energy source. The CoPIRG Student Chapter helped pass a campus-based project to generate 750 KW from solar power; it will be the largest campus-based solar project outside of California and the 5th largest in the country. These campus and state victories give us momentum to go out and build support on the federal level for passing critical global warming legislation.

The Strategy

For the past ten years, we have worked hard to set the stage for strong action on global warming at the national level. We have educated hundreds of thousands of students and leaders in our society; we have passed legislation at the state level that limits global warming pollution; we have made campuses across the country models for clean energy policy.

Now, finally, it looks like we have opportunity in Congress to see strong action at the national level.

During the 2008 election cycle, both presidential candidates from the major political parties talked extensively about the need to stop global warming. And now, with the election done, we have a big opportunity to pass strong global warming legislation.



In Congress, Representative Henry Waxman – a longtime champion of fighting global warming – was chosen as Chair of the House Committee on Energy and Commerce. Representative Ed Markey, another longtime global warming champion, is now Chair of the House Energy and Commerce Subcommittee on Energy and the Environment. President Obama has also taken important steps in selecting Former EPA Administrator and clean energy advocates Carol Browner as his top climate and energy advisor; Lisa Jackson as new EPA Administrator; Stephen Chu as Energy Secretary; and Nancy Sutley as the head of the White House Council on Environmental Quality.

The stage is set to make big progress on stopping global warming this year. A global warming bill will likely be introduced at some point in this session. But no matter how important this bill is, polluters will work hard and spend enormous amounts of money to stop the necessary cuts in pollution.

Despite near insolvency, the auto industry will continue to oppose strong cuts in global warming pollution from cars using the bad economy as its latest excuse to stop cuts in tailpipe emissions. *Exxon Mobile* and other oil companies will use their record profits to lobby hard against the bill. Dirty energy and utility companies are pushing to waste billions producing pedal continued coal burning under the false advertising that it can be ‘clean.’ That’s where you come in.

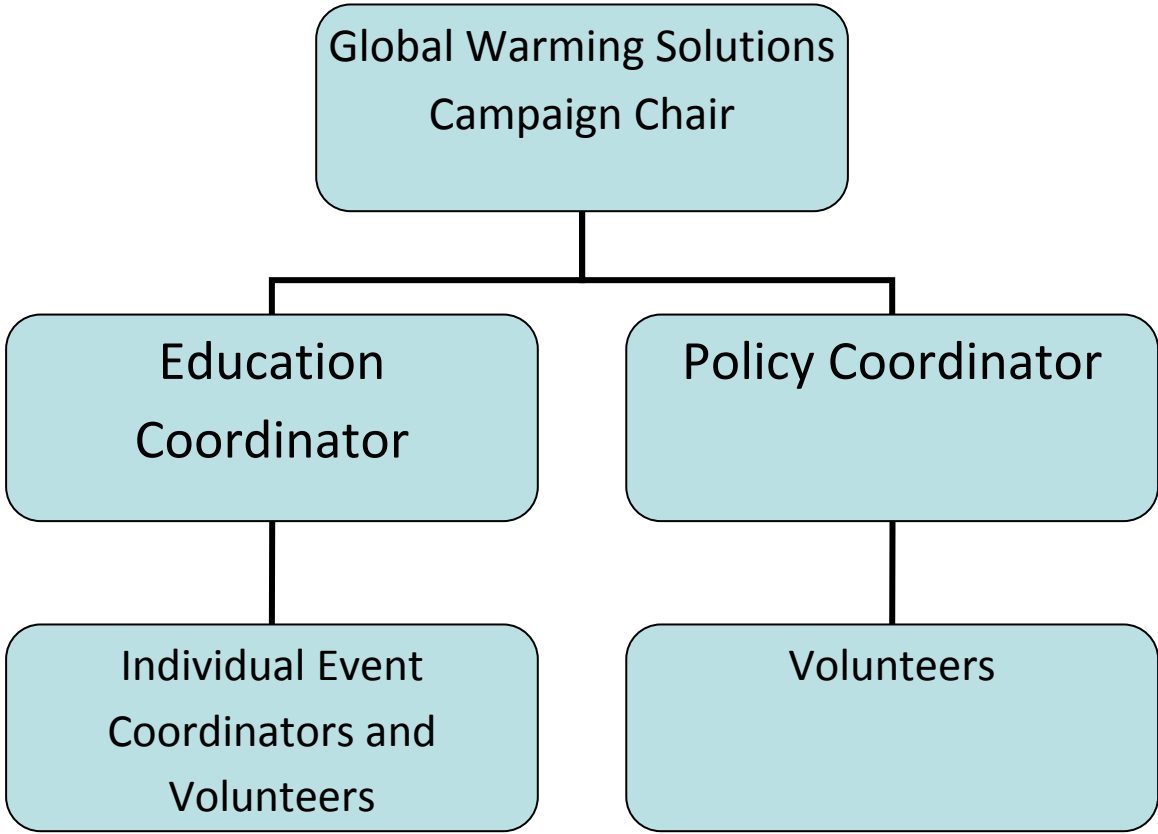
Do not underestimate the role that students can play in persuading our state and federal representatives to get on the horse here. We turned out big in the 2008 elections, for the third straight election in a row, and more and more pundits are beginning to realize that they ignore young people at their own peril. As more and more evidence comes out about the impact young people are having on elections, and the degree to which young voters rank global warming as a top issue – politicians from both sides will begin sharpening their stances on global warming. Especially in this post-election period, this is a critical time for students to make their stance on global warming clear to our representatives, and set a high bar for their performance in Congress on global warming.

Structuring the Campaign

We suggest that you divide your campaign into two sub-groups each responsible for one of the two key areas of the campaign: education and targeting elected officials. We suggest this setup primarily because education and targeting elected officials require different sets of activities – each with their unique challenges. It is better to let two groups of students “specialize” in those kinds of activities rather than try and do both at the same time.

Obviously, it is important to make sure both sub-groups coordinate with each other, and to that end, we suggest a project structure in which there is an overall Campus Climate Challenge Chairperson who will recruit and work closely with an Education Coordinator and a Targeting Coordinator, both of whom are responsible for overseeing their sub-group.

Here is a basic diagram of how to structure the campaign:



Education

It is easy to underestimate the role of education in this campaign. People finally understand that global warming is a problem. Doesn't that mean that they're ready to do the work needed to solve it? Wrong. Right now there is a lot of support for fighting global warming but that support is very soft. In other words, people don't have any specific understanding about how to solve it and aren't particularly committed to the ideas they have heard about.

Our generation (ages 15 to 25) is the second largest in the country right now, second only to our parents. Even if voter turnout among young people doesn't increase, we will still make up 1/3 of the electorate in just a few years. And, soon we'll be the ones teaching in schools, running businesses, and designing the technology that affects our daily lives. The more we capture our fellow students' imagination about global warming solutions, the better.

This semester, you will educate students about global warming solutions. This cannot be cursory 'global warming is a problem we need to solve' education. The students you educate should become fully committed to solving global warming and understand the technology that makes it possible. This campaign is not about building awareness but developing deep support throughout your school for solving global warming using the technologies we already have.

We recommend that you organize 5 educational events this year. It'd be a good idea to have them spread out to keep the momentum going throughout the year (for example, an event in October, November, February, March, and April). We suggest that each build off the other and that they all culminate in one big Earth Day event in April.

Event organizing tips

- Gear your events to appeal to the widest possible audience. When planning the event, put yourself in the shoes of the average non-activist student and think about what will make sense to them.
- When possible, be interactive and hands-on. Organize competitions and contests and give prizes, have students build solar panels and participate in activities.
- Promote all kinds of solutions at your events – both individual lifestyle changes (such as riding bikes or taking mass transit) **and** governmental solutions (such as policies that require car companies to produce cleaner cars).
- Organize your events to have a political impact. At every event, include information about upcoming legislation, have people write letters and phone calls to their members of Congress, etc. Invite your elected representatives to attend your events. And invite the off-campus media to cover your events – this way you expose the larger community to global warming solutions, too.

How to get started

- Invite everyone in your group to a brainstorming session to plan the events that you are running this semester.

- Get a large piece of paper/chalk board to write on, and write down every event idea that you come up with, including the ones in this packet.
- Go back through the list, and pick out the events that you want to prioritize. Push the envelope with the 2-4 events that you choose and think big.
- Once you have chosen the events for the semester, set dates, designate coordinators for each event, and get going!

Event Ideas

Education events are often a great opportunity not only to raise the issue of global warming solutions with the campus but also to recruit new volunteers. Here are ideas for educational events that not only let students know that solutions exist but that they can be effective right now. In Appendix I you will find sample event plans for each event.

“Clean Car Show on the Quad” or “Pimp My Clean Ride Car Show”

Students across California, Massachusetts, Colorado and Missouri have organized Clean Car Shows. The show at UC San Diego displayed nine different cars: electric vehicles, hybrids, hydrogen fuel cell, and a car that was converted to an EV that runs on solar power. Aim to make this event as big as possible. Get local dealers to loan you hybrid cars; most will be happy to do so. Get a local auto parts store to donate bling to pimp the cars out. You should have a DJ, an exhibition or show by the campus’ dance clubs, a BBQ, games and competitions, and an emcee constantly making announcements over a megaphone. Check out the YouTube clip of the UMASS – Amherst Clean Car Show:

<http://www.youtube.com/watch?v=9KIP1JT4TD8>.

The Biggest (Global Warming) Loser Table

The purpose of this game, which is modeled after the reality TV show, is to teach contestants which technologies reduce global warming pollution the most. Set up poster-size pictures of renewable, clean cars, a nuclear power plant, a light rail train, an energy efficient light bulb, and bio-fuels. Mount the posters and have them up at face level. Hang a sign that says “The Biggest (Global Warming) Loser” done in the same font as the TV show. Give each constant a ballot with the technologies listed on it (renewable, clean cards, nuclear power plant, light rail train, energy efficient light bulb, bio-fuels) and have them rank them with #1 doing the most to cut global warming and #5 doing the least. Answers and explanations will be on the back of the ballot (so it functions like a factsheet). Then, contestants will be asked to volunteer and take some kind of political action.

Wind Energy is Real

Last summer, students in Texas learned that 482 windmills could generate 20% of Texas’ energy – both completely doable AND the exact same percentage of renewable energy scientists say we need to be getting in the next decade in order to stave off the worst effects of global warming. So they (and hundreds of students in other states) used this powerful fact to help people understand the incredible power of wind by holding a

“Wind Energy is Real” event. The Texas students bought 482 pinwheels at their local variety store and “planted” them on the quad (in the shape of a windmill) to symbolize how amazing wind energy could be if we invested in it. They had several big signs that said “Wind Energy is Real”, and then they asked people who came by to contact their member of Congress or legislature to support setting a renewable energy standard that would increase our use of clean, renewable energy to at least 20% by 2020! They also invited the media and got tons of press attention, helping to educate thousands of community members as well.

Take a Shot at Global Warming

There are two different ways to run this event – with mini-golf or basket ball. The games show that we CAN make a clean energy future with technologies like solar and wind power and that the obstacles to making this happen are political, not technological. The goal of each game is to get a clean energy future by scoring with solar and wind power, overcoming the numerous political obstacles that the fossil fuels lobby puts in the way. Both make really fun, interactive events that get a lot of people involved and are really obvious out on a quad. Here’s how you do it:

Miniature Golf:

Create a “mini-mini-golf course”. Use cardboard, chicken wire and paint to make stations with windmills and solar panels. Obstacles in the course should be clearly marked to indicate the fossil fuels lobby. Make them BIG, so it stands out. Get some cheap AstroTurf and ask the golf team to loan some balls and clubs. Then, make a couple of HUGE signs that say “Take a Shot at Global Warming.” Any contestant who gets a hole-in-one wins a wristband (you should probably give people a couple of tries). Give all contestants a fact sheet on renewable energy technologies. Use the event to get people to come over, sign petitions, and sign up to volunteer. Invite the press and local elected officials.

Basketball:

Get a cheap nerf basketball net and 5 nerf basketballs labeled “solar” and “Wind”. Label the backboard: “Clean Energy” (feel free to dress this up more to make it clear it represents clean energy technologies). Mount posters of a coal power plant, nuclear reactor, and a fossil fuel lobbyist in front of the rim. (Although it is not essential for the “obstacles” to be literally blocking the rim, the setup needs to easily show that they are indeed to be “obstacles” to the basket). Then, make a couple of HUGE signs that say “Take a Shot at Global Warming.” A contestant must sink 5-10 balls in a row to win a wristband. Give all contestants a fact sheet on the promise of clean energy technologies, obstacles and how we will overcome them. Ask everyone to take a political action and volunteer.

Victory Anniversary Table

In lots of states and campuses, we’ve already won significant victories. If you are in state, city or campus that has passed a renewable energy standard, clean car legislation, committed to purchasing 100% of its energy from clean, renewable sources, or made any other commitment towards fighting global warming, throw a party. Pick a significant date, such as the anniversary of the Governor signing your state’s renewable energy bill. Set up a table with cake and balloons celebrating the anniversary of your state’s decision to get serious about fighting global warming. Use the event to update the campus on the concrete steps being taken to meet the goals set out by your campus or state.

Go Hollywood: Global Warming Photo shoot/Videotaping to Elected Officials

Last year, students turned their campus into Hollywood and organized huge photo shoots and videotaping events, got thousands of students to either take a picture with a written message about solving global warming or deliver a short personal appeal about why they are concerned about global warming, posted their pictures and videos on Flickr and YouTube, and then emailed their local representatives and Congressmembers the link to download the pictures and videos.



A Simple Light Bulb Switch

A lot of students wonder how they can lower their global warming impact. You will provide them with a solution.

The University of New Hampshire Sustainability Department handed out free light bulbs to any student who wanted one and they had students all over campus switching out their bulbs! The University of Southern Maine students did this last year and sales at the local hardware store increased. Here's how to do it:

- Get bulbs. Talk with your sustainability/facilities department on your campus about purchasing bulbs for students (it will save them money and work time to have all their students replace their bulbs). If that doesn't work, talk to a local hardware store about getting a bunch of free bulbs, or coupons for students (you will provide the store with a lot of business).
- Set up shop. Set up a table in a high traffic area. Students at UC – Santa Barbara had great success with the event by setting up right outside the dorms! If you want, you could even run the event as a door storm! Set up teams of volunteers to go door to door handing out the bulbs to students.
- Make it interesting. Set up the table near electrical outlets. Have a lamp with a conventional bulb sitting next to a lamp with a Compact Fluorescent bulb (take off the lampshades for dramatic effect). Have a poster and flyers that talk about how much more efficient CFL bulbs are and how much energy and money you can save over time. Make sure you emphasize that the CFL bulbs even last longer! You could even set it up as a competition. Get a great prize donated and if a student returns to the table with their old light bulb (proof that they made the switch), they'll get entered into a raffle for the prize.

Guess Which Car Is Fastest?

This game is a great way to let students know about clean car technology that works and is here now and that doesn't sacrifice performance or style. Put up four poster size pictures of the '08 Tesla Roadster, '07 Maserati Granturismo, '07 Porsche 211 Targa 4, '07 Lamborghini Gallardo Spyder. Each contestant is told what type of car is shown in each picture and asked to guess which one goes from 0-60 the fastest. You'll need to print out poster-sized pictures of each car and mount them at eye level. Have the contestant guesses and then tell them that it is the Tesla, which runs on the kinds of batteries as cell phones. Then, give the contestant a fact sheet with the answers for each car, plus information about the Tesla and clean car technology in general. Also ask the contestant to volunteer and take some kind of political action.

0-60 Answers: Tesla – 4.0 seconds; Maserati – 5.3 seconds; Porsche – 5.2 seconds; Lamborghini – 4.3 seconds (all from Performance Car News)

Dorm and Fraternity/Sorority Energy Saving Competitions

Rutgers students organized a huge dorm competition last year to see which dorm could cut its energy use the most over a three month period. Residents of the winning dorm got premium points on their meal card that allowed them to eat in the deluxe dining hall on campus. Students at Oregon State University organized a version of this called “The Greek Green Challenge” in which 19 fraternities competed to see which house could lower their energy use the most, with the winning house receiving \$1000 from the Corvallis area utility that they could donate to the charity of their choice. This is a great competition to get lots of students engaged both individual and as a group in coming up with simple, new ways to address global warming.

Million Monitor Drive

Students often leave their computers on all night. Smith College students decided to tackle this problem head on by organizing a “Million Monitor Drive.” Smith challenged neighboring colleges to collect pledges from students to put their computers to sleep after five minutes of inactivity, with the winning campus awarded 350,000 kwh of clean energy certificates from the local utility. To kick off the month long competition, the students took a bed and put it in the middle of the quad with several computers on it to symbolize putting the computers to sleep. By collecting 1852 pledges, Smith won the competition.

Targeting Elected Officials

Along with building deep support among fellow students for specific solutions, you should also be relentlessly targeting local representatives and asking them to support the three key solutions that will help us cut our global warming emission 80% by 2050.

This year elected officials will face tremendous pressure from the coal and oil lobbies as well as others not to enact real solutions. Special interests want to keep us on the same energy path we're on now. They will try to scare politicians and the public into thinking that solutions to global warming aren't feasible or must be very weak— that we can't afford to or that we don't have the technology we need to switch over to clean energy sources and cut our energy consumption. These same groups will also push for faulty solutions such as 'clean coal' that will never truly address global warming. Moreover, whoever is in office will have a number of significant issues to deal with, all of which could push off action on global warming.

So, we need to address two political problems: keeping global warming at the top of the agenda and making sure that the solutions being considered will truly help us combat global warming. We will do this by letting our elected officials know that their constituents take global warming seriously and have specific solutions in mind and supporting those officials who are taking the lead on fighting for global warming solutions. We'll provide elected officials the support they need to stand up to special interests and push those who already support our position to become champions on the issue.

Choosing a Target

We recommend that you focus first on your schools' own member of Congress. This may or may not take up your whole semester, depending on how quickly you feel satisfied with their level of commitment to the issue. For some of our Congressmembers, it may take just a few weeks of work to get to where we want to be. For others, it may be an entire semester project.

In getting started with your Congressman, we recommend first simply starting a conversation with him or her about the urgency of the issue itself and the general policy directions we ought to go in, as outlined above, rather than talking about specific legislation.

There are two parts to the strategy of targeting an elected official – getting a meeting with the official and coming up with the right message or ask for your conversation.

Establishing a Meeting

Find out Where Your Member of Congress Is and Go to Them

Often, when Members of Congress are in their district, particularly around election seasons, they will appear at different events with the purpose of engaging with their constituents. Sometimes these events are set up just to be a 'grip and grin' event while others are designed to allow constituents to ask their Representatives questions on a variety of issues. These events can be a great way to make contact with your Member of Congress. For instance, INPIRG students used a campaign stop by Rep. Baron Hill (D-IN) at a local organic grocery store as an opportunity to question the Representative's position on cap and trade policy. In order to take advantage of these opportunities, you need to pay attention to local news and know when campaign stops are occurring, who is speaking at a town hall meeting, etc. The key to keep in mind when using this tactic is to respect the elected official regardless of their position on the issues. These should be conversations, not confrontations.

Bring Your Member of Congress to a Campus Event

Another great way to meet with your member of Congress is to bring them to a campus event. Campuses are full of voters and events offer Congressmembers a way to see what students in their district are doing and what they care about. You want to make sure that the campus event will be impressive to the Congressman – well planned and well attended. Make sure to schedule the event during a time when the Congressman is back in their district (generally Oct 26 until the Christmas).

One example of a great campus event that can be used to engage your Congressman is a screening of *An Inconvenient Truth*. During the 2007 February and April Congressional recesses students invited their members of Congress to attend a screening of the film along with students. Students on campuses around the country packed rooms to both watch the movie and press attending politicians to outline their policy plans. Coming out of those events, we convinced several important Congressmembers to support strong federal action on global warming. Organizing this event is super easy:

- Reserve a classroom or auditorium, equipped with screen, DVD player and projector, and microphone.
- Invite your elected official. See how to do this well in the Appendix.
- Rent the DVD
- Advertise for the event. Poster and flyer the campus, set up a Facebook group, email your lists, ask professors to announce the event and give extra credit for students who attend.
- At the event, be sure to have an action table to sign in attendees to volunteer.
- See Appendix for a suggested agenda for the event.

Organize a District or Town Hall Meeting

District and town hall meetings are a great way to show the level of support that exists for solving global warming. While district meetings are relatively small (usually just the member, you, and a few other people from the district) and town hall meetings can be fairly large, both provide an opportunity to present your perspective on the issue and ask the Congressman questions about their position.

Students in Massachusetts organized a town hall meeting as part of their effort to pass state legislation combating global warming. The bill, which would commit Massachusetts to cutting the state's carbon footprint up to 25% by 2020 and 80% by 2050, needed one more vote to get out of committee. The students organized a hearing on the legislation in their Representative's district. They recruited students, faculty, and local

residents to come speak out in support of Massachusetts' taking strong steps to combat global warming. Shortly after the hearing, the Representative contacted the sponsor of the legislation to say he was on board and would vote the bill out of committee. This is a great example of organizing to pressure elected officials to make the right decision.

The member will likely be in the district between October 26 and Christmas, so that's the best time to try and schedule something. Check the appendix for a step by step guide to organizing a district meeting.

Appendix I – Sample Event Plans

“Pimp My Clean Ride Car Show”

Goals

On March 4, from 11am to 3pm, we will showcase five of the cleanest, most technologically advanced cars out there on the campus Quad. We will include a hybrid car currently on the market, examples of cars that will hit the market in 2-3 years, and at least one car that features technologies that can hit the market in 5-7 years. To make the event educational and fun, we will have experts available to show students the ins and outs of the car and sign students up for test drives, the campus radio station broadcasting live from the event, we will have a calendar photo shoot featuring different students from the modeling club, and people from the dance club doing their moves. We will also be asking students take endorse the campus climate challenge and take the pledge to incorporate global warming solutions into their everyday lives. Our specific goals are:

- Education: 5,000 students hear about the event, 1,000 come through the event
- Action: 500 take the Challenge pledge
- Visibility: Story in campus and off campus paper, 1 TV spot, 1000 posters, 1000 flyers

Event Setup

- Get 5 Cars
 - Make a list of dealers, manufacturers, professors, facilities manager, area research labs that might be able to ID top clean cars
 - Send them an email and follow up RIGHT AWAY with a phone call.
 - Keep digging until you’ve located the proper number of cars
- Set up car display
 - Make big, mounted signs next to each car with information about fuel efficiency and technical details
 - Line up experts available to answer questions
 - Get car “bling” donated to trick out the cars
- Set Date and Time of event
- Reserve location
- Check with student activities director on all needed permits
- Food donations
- Site plan (how are the cars laid out, where is the DJ placed, who will trick out the cars, etc)

Visibility/Media

- Pre-event
 - Design and post 500 posters to advertise event
 - Send press advisory to campus and area media outlets and follow up with phone call (see PIRG Activist Toolkit for more tips on getting media)
 - Chalk all the blackboards
 - Flyer the parking lots
 - Get the word out any way you can!
- For the event

- For each “entrance” to the event, make a 5’x5’ sign that says “NAME OF EVENT ENTRANCE HERE”
- Do another round of calls to make sure the press attend and have a press release ready to hand out.
- Do another round of 500 posters in the AM
- Have people stationed at high traffic areas handing out flyers about the event (make 1000 flyers)

Coalition: See PIRG Activist Toolkit for more specific tips

- Music: Campus radio station: ask them to broadcast from the event (alternatively, ask the DJ club to do this)
- Swimsuit models: Modeling club: ask them to participate in a photo shoot or just “look good” at the event (alternatively, you could Challenge student government, or a fraternity/sorority to do a clean car fashion show at the event)
- Turnout and visibility: Get 5-10 faculty or organizations to announce the event in their class/meeting and/or post to their listserv.
- Reach out to: Faculty, Student government/student activities, Car enthusiasts club, Engineering club, any other large student group on campus.

Volunteers/Action

- Schedule 24 volunteers for the event in order to collect 500 pledges, or 6 volunteers each hour (500 pledges at 20 pledges/hour = 25 hours. Each volunteer helps for 2 hours, so 12 volunteers needed to show up, so schedule 24)
- Recruit 4 hourly coordinators and train them to coordinate. Each hourly coordinator will need to call for 3 hours (6 volunteers show = 12 “yeses” = 24 “contacts” @ 8 contacts/hr = 3 hours of calling)
- Prepare materials: Pledges on clipboards, CCC brochure, Pens

Dorm and Fraternity/Sorority Energy Saving Competitions

Goals

- Get at least 5 dorms involved in the competition (500 students per dorm = 2500 students educated)
- Media: Get 2 campus paper articles, 1 city paper article, and 2 TV stories.
- Residence Hall Association wants to do it bigger next year.

Logistics

Meet with the person who manages energy use for the dorms. Usually calling campus facilities will direct you to the correct person. You'll want to introduce them to the event idea and find out the following things:

- Can they help us track and publicize dorm energy use on a monthly basis and compare it with the same month last year?
- Can they do this by floor as well as by dorm? (This is ideal because you'll have the flexibility to organize the event in the event that the Residence Hall Association makes the event optional for individual RAs to opt into)
- If the dorm leadership is interested in doing this event, will they give us this information?
- Do they have other ideas for us?
- Can they supply us (or help us get from the utility) with CFL light bulbs to distribute to all dorm residents for free (if this isn't already in place)?
- Do they have a sense of the things that students can do that would make the biggest difference in dorm energy use? Based on this, what would be the most helpful things to base the competition on? Just electricity? Or heating/cooling as well?

Prize

You don't necessarily need to have the prize lined up before you approach the dorms, but you do need to have a good idea for what it is and make sure it's attractive. Here are some ideas for prizes:

- Free pizza party for the dorm/floor that wins, paid for by the amount of money saved by the entire competition
- Dinner at nice restaurant in town
- Day cruise/Harbor Boat Trip/Whale Watch
- Theme Park Trip
- Ski Trip/Bike Trip
- Whitewater Rafting Trip
- Any other prize you can think of! Maybe use some of the money that the university saves on energy to buy it.

Residence Hall Association Organizing

- Getting the RAs on board. After you've nailed down the technical details, you'll need to get the Residence Hall leadership bought into organizing the event. Ideally, the entire Residence Hall Association will agree to run the event in all the dorms. However, it's possible that they will make it optional for dorms or individual floors to do as well, which is fine, so long as facilities people can give you monthly energy use by floor or by dorm. There is more than one way to do this:
 - If you happen to know someone who is an RA, it might be better to pitch him or her to first

- agree to do it, and then have them contact the RHA president and then contact all the other RAs and Challenge them to the contest.
 - If you don't know anyone who is already an RA or who is dialed into that community, then we suggest that you just directly contact the Residence Hall Association president and pitch the idea to her.
 - From there, you'll probably need to submit a short write-up about the event, how it would work, and make a presentation at their meeting. From there, either the RHA will collectively decide that all the dorms will participate, or make it optional for dorms to opt in. If it is the latter, then you'll need to decide if it's possible to measure energy use by floor or by dorm
- Competition Rollout. Once you've gotten a critical mass of dorms/floors committed to organizing the event, it's time to rollout the event. Here are some key things to think about:
 - *The RAs will need to rollout the event at each floor.* This will involve an announcement at the next floor meeting, an email to all dorm residents, a flyer under each door, and a big poster on the bulletin boards. You'll probably need to do a training/briefing for the RAs to distribute materials, answer questions.
 - *Giant Energy Meters.* Each participating Dorm should have Giant Energy Meter of how the competition is going prominently located in a common area that everyone passes through. This could be a 5' x 5' mock "energy meter" for each of the participating dorms that are adjusted every month so everyone can see how each dorm is doing, who's winning, etc.
 - *Press Conference.* You should announce the competition to the press, ideally at a press conference in front of the one of the dorms with RAs, Facilities manager speaking and a giant mock energy meter in the background. See PIRG Activist Toolkit for more on getting media.
- Monthly Energy Use Announcement: There should be a pre-agreed upon day at the end of each month where each dorm's energy use (and reduction) is announced. It is important to get from the Facilities people each Dorm or Floor's energy use that month compared to the same time last year. Then you should publicize it. Here are some key ways to do that:
 - *Through the RAs.* Make an announcement at the weekly Residence Hall Association Meeting and send an email to all the RAs with the monthly results, including an email and a flyer to distribute to their floors. It's probably a good idea to follow up individually with RAs by phone.
 - *Update the Giant Energy Meter in each of the dorms.*
 - *Media.* Send a Press Release to the campus newspaper.
- Announcing the Winner. We suggest making this a big deal, just like in the TV show "The Biggest Loser." Organize a press conference to announce the winner of the competition and make it look as much as possible as the final weigh-in for the TV show. Try to get as many of the RAs as possible to attend, along with Facilities and other members of the campus administration. Also be sure to distribute the announcement to the RAs in the same way as listed above to make sure everyone hears about the announcement. Also be sure to announce the date that the actual prize will be distributed.
- After the Event. You should do a debrief with the RAs to see how they thought the event went and what could make it go better, and then immediately schedule the next time the event will happen, and choose someone who will run it the next time.
- Also consider making the next one bigger, incorporating other groups, like the Greek houses and departments.

Guest Speaker/Faculty Roundtable Event Sample Plan

Goals

2 academic departments co-sponsor, 500 people hear about the event, 150 people attend the event, 75 take the pledge, story in campus and off campus newspaper, 500 posters, 500 fliers.

Speakers

- Lining up speakers
 - Make a list of targets. If they are outside speakers aim high and try to get the biggest name you can that will be able to come and speak on the topic you have chosen. If you are targeting faculty, try to get the most popular and well-known 'celebrity' professors on campus. You might also consider asking the facilities manager or the chair of the sustainability committee, if one exists.
 - Send them an email and follow up RIGHT AWAY with a phone call.
 - Keep calling and emailing until you have found a good speaker or the target number of professors for a roundtable (shoot for at least 3).
- Prepping for and moderating the event
 - Prepare an introduction for the speaker or for each of the professors and a short speech to introduce the event and the issue being discussed. Be sure to acknowledge any co-sponsors of the event.
 - Make sure speakers know and adhere to a time limit
 - Allow time at the end for a Q&A session.

Co-Sponsors

- Sign on at least two departments to co-sponsor your event and work with them to publicize it.
 - Make a list of departments that would likely say yes
 - Send an email to department head
 - Follow up with a phone call or face to face meeting to pitch idea
- You should ask co-sponsors to:
 - to help pay speaker fees
 - to send emails out on their listserv for publicity.
 - Professors in the department should announce event in classes and offer extra credit for attending.
- Other Coalition Partners: This should be done only after the academic department co-sponsorships have been taken care of fully and should be seen as a bonus on top of the above.
 - Reach out to other major student groups that might be working on the issue and see if they want to participate in event planning in any way.
 - Ask coalition student groups to publicize your event for you through announcements at meetings and via email.
 - Publicize event to all student groups. Put up posters in student activities office.

Logistics

- Reserve a location. The room you reserve should be purposely just a little bit too small for the number of people you expect to show up, this way when everyone does show it seems like a packed house, which generates a bigger buzz.
- Some refreshments after the event for the speakers, event organizers, and some stand out students would be good. Get these donated.

- Make sure room is set up well in advance and that signs are posted showing people to the room.
- Make sure there are enough people to greet and sign in attendees, show people where the food is, make sure every attendee is asked to sign a Campus Climate Challenge pledge.

Media

- One Week Before Event:
 - Write and send press advisory to campus and area media outlets (see PIRG activist toolkit for more tips on getting media.)
 - Follow up immediately with a round of calls to the press you are targeting.
 - Make another round of calls to the press the day of the event to make sure they will show up
 - Call the press again the day of the event.
 - Prepare a press release to distribute to the press at the event as part of a press packet that could also include fact sheets, etc.

Visibility

- Design and post 500 posters to advertise the event in multiple waves to account for some being taken down.
- Chalk all blackboards and on sidewalks (if permitted to do so)
- Use other visibility outlets such as facebook, myspace, and any other ways that students get news and information about campus events that are specific to your campus. Send messages to all your facebook friends asking them to attend the event, take advantage of the free of charge space on facebook for campus announcements, or create a global warming or renewable energy facebook group
- Hand out fliers during the day of the event letting everyone know it's happening.

Teach-In Sample Plan

Goals

At least one professor from each major department participating in all of their classes for a week, 3 stories in campus and off-campus newspapers

Faculty Outreach

- Outreach Strategy: You should plan on reaching out to every academic department and department head on campus and, via email, every professor. There are multiple ways to do this; here are two ideas:
 - Get one or two particular department chairs to email and call the rest of the department chairs to get departments to sign on/co-sponsor the teach-in, which would mean that they like the idea and will encourage professors in their department to participate.
 - Identify a professor within each department who likes the idea and is willing to try to get the rest of the department to commit and co-sponsor at department meetings and through emails and phone calls.
- Initial Outreach
 - Compile a list of all department heads, or of sympathetic professors that would be good representatives to their respective departments.
 - Email them.
 - Follow up later by phone or in person. It would be helpful too to have for them a sample email for them to send to their colleagues.
- Critical Mass. Once you have a large group of professors solidly committed to doing this it would be good to make a round of emails and calls highlighting who is participating and to build up excitement and momentum.
 - Send email to all of the professors who are participating, thank them, and share information on who else is participating so they can trade ideas.
 - Make a follow up phone call to them to see if they have any questions and to get them excited about doing this. Be sure to highlight to them at least these three things: The number of professors and classes participating, some of the topics to be covered, the number of students you expect to reach.
 - Optional: Email professors you originally invited but who have not yet responded to encourage them to do so based on the widespread support and participation that you already have. If they feel like they'll be part of something big they'll be more likely to sign on.
- T minus 1 Week: Do another round of emails and calls saying "Are we ready? What is your topic so we can get the word out? Do you have any questions?" to build as much momentum as possible leading up to the event.
- Post Event: After the teach-in is complete it would be great to do a wrap-up email and round of calls saying thank you and sharing stories and getting feedback.

Media

There will be three times throughout the semester when you should be trying to get media around the teach-in:

- About 1 month in advance of the event to introduce it and its purpose and who is participating (your 'critical mass').
- A week before to remind people and to introduce some of the topics that each professor will be covering and their importance to the larger issue

- Immediately after to wrap up and publicize some of the highlights and reactions. These media blitzes should mirror the rounds of calls and emails you do with professors above.
- For each one of these media benchmarks you should:
 - Write and send out a press release to campus and local community newspapers and media outlets.
 - Follow up immediately with reporters to make sure they can write a story.
 - Get lead students to write LTEs to papers where a story was published.
- You should also encourage reporters to attend classes where the teach-in is occurring.
- Consider a big kick-off press conference for the first media blitz followed up by LTEs and Op/Ed signed by the most involved professors. When organizing a press conference start with a press advisory and then issue a release at the actual conference.