

THE CENTER FOR GREEN SCHOOLS AT USGBC PRESENTS

GREEN APPLE DAY OF SERVICE

Tips for Planning and Executing a Successful Event:

As an event leader, you have an important role to play in making Green Apple Day of Service a success. Through your participation, you will have the opportunity to join volunteers from around the world and turn your skills, passions, and interests into real action in your community. With a little bit of planning and preparation, your efforts will bring us all closer to healthy, high-performing schools for everyone.

PART 1: THE SETUP:

- ❑ **Register your event** – Make your commitment to making an impact.
 - Put your event on the map for everyone to see and to help you find more volunteers! Even if you're not sure of all the details, start by signing up to host an event at greenapple.org.
- ❑ **Focus on something you are passionate about.**
 - Your best bet is to first figure out what areas of sustainability are most important to you. Are you passionate about water conservation, recycling, energy savings, gardening, better air quality, sustainability education, community organizing or something else entirely? Use your talents, resources, and enthusiasm to drive your Green Apple Day of Service commitment.
- ❑ **Find out what your school needs.**
 - Take a trip through the inside and around the outside of your school and write down what areas or spaces can be improved and how.
- ❑ **Build your team.**
 - Find others who are interested in making an impact.
 - Ask people what skills or activities they enjoy – a mix of people who are good with numbers, good communicators, artistic, and action-oriented will make a strong project team.

- ❑ **Talk with teachers, students and administrators to find out about their green goals.**

- ❑ **Define your goals, and the scope of your event.**
 - Will your Green Apple Day:
 - Make an impact on the environment?
 - Support health and wellness at school?
 - Advance environmental and sustainability literacy?
 - Start planning now for how you'll measure the impact of your project.

- ❑ **Make it known.**
 - Share the progress you have made in crafting your event and why it will matter to the school community, as well as who the project will benefit.
 - Recruit volunteers and supporters by sharing your event page from greenapple.org.

PART 2: PREPARING FOR IMPACT:

- ❑ **Make a plan to make an impact.**
 - Create a timeline that includes the activities, steps, and permissions you need leading up to your event execution date. Include plans for promoting your event and recruiting volunteers and partners.
 - Make a budget and list of ideas for securing funds to cover anticipated expenses.

- ❑ **Divide up the work:**
 - Use each team member's strengths and resources to maximize everyone's contributions. Assign roles to everyone on your team, covering communications, volunteers, partners, logistics, materials, etc.

- ❑ **Gather materials and resources**
 - Create a list of materials and resources you need to secure – what will you need to purchase and what can be borrowed?

- ❑ **Find partners**
 - Getting support throughout your school and community can help make your event larger and more effective. Are there student clubs or parent groups that might be willing to support your project because it aligns with their mission?
 - Designate one of your team members to coordinate with school leaders and partners.

- ❑ **Communicate with your team members often.**
 - Stay on track with regular meetings, calls, or emails to exchange ideas and provide updates.
 - Use each other's networks to combine resources – does anyone know people that would volunteer, donate, or help promote?

❑ Promote your event

- Everyone can help, but have at least one person who focuses on spreading the word through every possible source of media. A few ideas to get you started:
 - » Make chalk advertisements on paths outside of your school buildings.
 - » Use our “Promo Kit” for tips on writing a press release for your school or community newspaper.
 - » Use social media to engage others and inform local media of your project.

PART 3: EXECUTING THE EVENT:

❑ Show up early.

- Be there first and make sure that everything is organized and ready to go for the event before others begin arriving
- Put up signs as needed so that it is very easy for everyone to find your event location.
- Put out a sign-in sheet and keep track of the people who attend your event.

❑ Have clear instructions ready to share with your volunteers.

- Think about the minimum amount of work that should get done and have instructions ready in case you accomplish more than you anticipated.

❑ Make sure there is water available and consider offering coffee and snacks.

❑ Make sure someone takes a few pictures of you and your volunteers hard at work.

❑ Encourage everyone to use #greenappleday to share the progress of your event!

PART 4: THE WRAP-UP:

❑ Thank everyone for their time and efforts on their way out.

❑ Clean up!

- Your area should be as good as, or better than, you found it.

❑ Document your impact.

- Make a list of the ways your event improved your school or community. Use numbers and descriptions (before and after photos can help) of the impact as much as possible.

❑ Get feedback.

- Send out a survey using the emails you collected to find out what worked well and what could be better next time.

- ❑ **Send thank you notes.**
 - The people who donated money or materials or provided exceptional support deserve a special thank you – at least a hand written note.

- ❑ **Complete the Green Apple Day of Service survey that is emailed to project captains.**

WE ARE HERE FOR YOU!

For general questions about Green Apple Day of Service, registering an event, or finding an event to support in your own community, please email help@mygreenapple.org.

For media inquiries regarding the Center for Green Schools, or for help promoting your project, please contact:

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