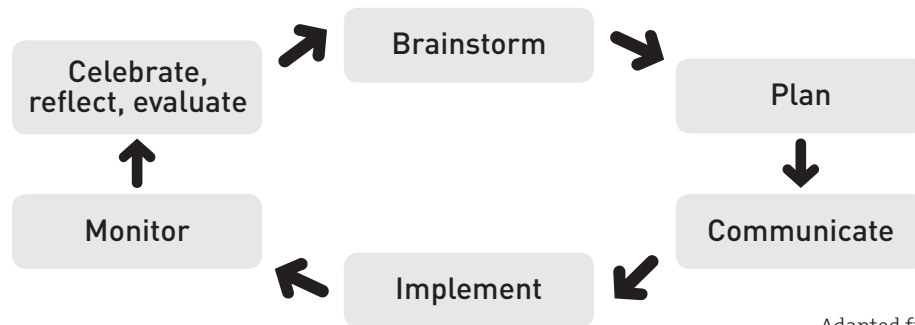


DESIGNING A CAMPAIGN:

6 Steps to an Effective School-wide Campaign

School-wide campaigns are a great opportunity for student leadership and effective ways to address important local or global environmental issues. They also actively engage the whole school community in environmental learning connected to action.



Adapted from TDSB's Certification Toolkit 2012, pg 20

1 STEP Brainstorm campaign ideas

Begin a new campaign by brainstorming with your EcoTeam. Think of an issue your team would like to address or a practice your team would like to see changed at your school. Identify the goal, purpose or big idea.

- **Let your school's daily practices inform your campaign ideas:** observe daily practices, conduct your EcoReviews, analyze the results of your waste audit to see if there are any practices your EcoTeam would like to address.
- **Think Global Act Local:** Consider ways your school can take action on important local or global environmental issues. See the Eco-Event Calendar at www.ontarioecoschools.org for international and national events (click on "forms & resources" > click on eco-event calendar)!
- **Combine environmental learning and action:** The most effective campaigns combine environmental learning about a specific environmental issue along with the opportunity to take action.
- **Go above and beyond!** For recognition in the Environmental Stewardship (ES) section of certification – select a campaign that goes clearly above and beyond other sections of the EcoSchools program (e.g., weekly waste free lunch programs are awarded points in section 3.3 – for points in ES, go above and beyond and make it a daily program).

2 STEP Plan your campaign

Identify any resources and support you'll need (people, materials, expertise); design what the campaign will entail, lay out a timeline, and delegate tasks.

- **People Power:** Consider the wealth of expertise within your school community (students, staff, parent council) and outside the walls of your school (local organizations, businesses, NGO's) – reach out to draw on the strengths of your community.
- **Pitch it:** Need to build support for your campaign? Develop, practice, and deliver a pitch to your parent council, local municipality or school administration.

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3 STEP Communicate

Develop a communication plan to get the word out and inspire participation. What type of social marketing tools will you use? How will you communicate your message?

- **Be creative!** Getting your message out is a great opportunity for creativity. Consider tapping into some of the ways your school/EcoTeam currently communicates (i.e., announcements, assemblies, newsletters, LCD screens, posters, bulletin boards etc.)

4 STEP Implement

Figure out the best time to launch the campaign and decide who will take what role.

- **Timing is everything:** Check your school's calendar to ensure that your campaign launch isn't usurped by a holiday or school event. Also, refer to the Ontario EcoSchools Eco-Event Calendar for opportunities to leverage national or international events (i.e. Bottled Water Free Day, Buy Nothing Day, Arbour Day etc.).
- **Designate roles and responsibilities:** Consider all that needs to be done, make a list, and assign names to specific tasks.

5 STEP Monitor Success

Be sure to check out how things are going and let the school know if change is taking place.

- **Track it:** If you are targeting reduction in a waste item, set up simple methods to track success or areas for improvement. If you are inviting participation at an event, report how many students attended and took action.
- **Report back:** People always like to know how they are doing. Plan to communicate results on the announcements or via centrally posted tracking charts.

6 STEP Celebrate success, reflect and evaluate

- **Hoot and Holler!** Be sure to include appreciation for volunteers, celebration for participants and even prizes for dedicated students in your campaign roll out. Celebration can be as simple as announcing if targets have been met or an outdoor excursion for winning teams.
- **Hold a campaign debrief:** Following your campaign hold a meeting to consider what worked, and what could have worked better so that your team can continue to build on success.

Campaigns and EcoSchools Certification: Be sure to review criteria on pg. 17 of the Certification Guide before submitting your environmental campaign for certification.

Would you like an example? For a list of exemplary Environmental Stewardship campaign ideas please see page 16 of the Certification Guide.