



10 Strategies for Launching an Effective Challenge Event

Coordinating or participating in events, such as Earth Day festivities, local fairs, and parades, is a great way to publicize your Community Challenge and get more people in your community involved. The following is a suggested framework for developing and launching your Challenge event.

- 1. Know your community-** Find out what is going on in your community.
 - Many communities already have events, such as parades and festivals, that serve to bring the community together. These same events are a great opportunity to publicize and take the Challenge.
 - If there is not an event nearby, why not create your own? Potential events include a speaker or movie series, a fair or festival, a potluck or dance.
- 2. Gather and strategize with volunteers** in your community to make the event a success.
 - Consider training local officials, community leaders, and students to entice the public to your event and help with taking the Challenge.
 - Who will be in charge of publicizing the event and gathering people for your talk(s)?
- 3. Create a schedule for the event.**
 - You will want to have several laptops (if possible) with a volunteer who is familiar with the New England Carbon Estimator™ tool working with each computer to assist people in taking the Challenge.
 - An additional 2 to 4 volunteers may be needed to help answer questions and engage children while adults take the Challenge.
- 4. Publicize the event through your local media sources.** See “10 Strategies for Publicizing Your Carbon Challenge” in the *“Community Implementation Guide”* available with your registration.
 - Is there a local newspaper, blog, radio or TV station, or newsletter that you can utilize? How about press releases and flyers/posters? See our sample press release in the *“Community Implementation Guide”*. Your work is important, now you need to get people invested.
 - Obtain media coverage of the event itself, too.
- 5. Be organized.** Be organized. Be organized.
 - Be sure to nail down all of the details (who, what, where, when, & how) 2 weeks before the event.
 - Do you have all of the volunteers contact info? You may want to call them the night before the event to ensure that everything is in place.
- 6. Be prepared;** have plenty of materials for community members and make sure that all the volunteers are comfortable talking about the Challenge.
 - Having information available for community members to look at and take home is useful, but make sure you don't



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overwhelm them. Keep it simple.

- Providing a sign-up sheet so that interested members can learn more about the Challenge, actions they can take, and upcoming events and trainings is a good way to stay in touch and build a volunteer base.

7. **Get to the event early** to ensure that all last minute details are taken care of.

- Is there proper signage? Is the event attractive and look well-organized?
- Did you remember a sign-in sheet? What about plenty of handouts?

8. **Have FUN!** All your hard work is almost complete.

- Enthusiasm is contagious.
- Remember that you are ultimately helping people save money while reducing their greenhouse gas emissions...what's not to like?

9. **Be solutions oriented.** The NECC is here to help you take action!

- Be engaging! Smile, make eye-contact, and invite people to your table or talk. Remind them that taking the Challenge only takes 15 – 20 minutes, but could save you \$800 in energy costs per year!
- Don't overwhelm them with Climate Change jargon and facts. Lead with energy Savings.

10. **Feedback is important and insightful.**

- Consider a survey evaluation or interviews with volunteers and participants.
- Don't forget to THANK those who helped make your event a success!



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