

FBLA Goes Green

Guide to Creating Your Very Own 'Go Green' Event

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As Future Business Leaders of America, it is our responsibility to not only set the example in becoming environmentally conscious but also to spread the word on environmentalism throughout our communities. Organizing and executing a community 'Go Green' event is an excellent way to involve the community in our initiative in reducing our carbon footprint. It is also an opportunity for chapters to combine activities in the Go Green Project Chapter Activity Checklist to ultimately create a large impact within their neighborhoods.

The following is a step-by-step guide outlining ideas to consider in creating your very own 'Go Green' event. Be sure to plan ahead of time to ensure success, especially in the promotion and execution of this process. Best of luck in this adventure!

1. Research

Objective: Educate team members about environmental awareness

- Form a team that will develop and execute this event
- Choose an environmental awareness topic to focus your event on
 - Alternative fuels
 - Composting
 - Energy efficiency
 - Global warming
 - Recycling
 - Other
- Conduct research on your topic
- Share information and ideas through peer presentations
- Attend/Organize guest speaker presentations to learn more about your topic
- Attend local 'Go Green' events to gain insight on how to organize a successful event

2. Promotion

Objective: Publicize event throughout the community

- Focus your promotion around how to target the audience you want for your event
 - Flyers/Brochures in community centers, libraries, schools, post office, etc.
 - Posters
 - Website
 - Email blasts
 - School announcements
 - FBLA meetings
 - Local/School newspapers
 - Library/Community center event calendar (if applicable)
 - Social networking

3. Execution

Objective: Organize and execute a large-scale ‘Go Green’ event

- Identify a target market for your event (teenagers, adults, parents, etc.)
- Determine an appropriate date, time, and location to acquire maximum attendees
 - Where and when can you take advantage of high foot traffic?
 - Consider key community locations such as school campuses and libraries. Early communication is key. Many libraries and schools have an activities proposal procedure that spans a long pending period.
 - Consider partnering with an already established community ‘Go Green’ event
- Publicize the event by advertising via emails, flyers, etc. (see Step 2 Promotion)

Ideas:

- Member-led environmental awareness booths
 - Give workshops on ‘going green’
 - Create a visual for each booth (Posters, PowerPoint presentations, etc.)
 - Plan interactive booth activities to engage event attendees
 - Fun fact trivia games
 - Online carbon footprint tests. See <http://www.footprintnetwork.org/> (Select *Footprint Basics* header → *Personal Footprint*)
 - Rehearse workshop presentations (Practice makes perfect!)
- Professional guest speakers
 - Contact environmental awareness professionals to present at your event
- Business presentations
 - Invite local ‘Go Green’ companies to introduce environmentally conscious products/services
- Promote locally grown products
- Event “passport”
 - Design an interactive “passport” with a designated area for each booth/workshop/activity at your event
 - Sign/Stamp the respective area of the passport after the event attendee has participated in that activity
 - After completion, the passport may be submitted for a small gift or entered in a door prize drawing
- Door prize drawing
 - Solicit door prize donations from local businesses
 - Develop a pitch asking for sponsorship
 - Prepare a cover letter explaining your event and bring your tax ID
 - Write a thank you card to all of your sponsors to show your appreciation
 - Be professional!
- Contact local newspapers and news stations for media coverage
- Explore ideas such as an alternative fuel vehicle showcase or a demonstration to increase interest and attendance to your event

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