



Sample Introduction Memo

To garner support and buy-in from teachers and administrators, let them know you want to start the Challenge at your school and that you want as much participation from them as possible. Here is some sample language you could use in a memo or e-mail, or as talking points for a presentation at a faculty meeting, etc.


Dear [Teacher, Principal, etc.]:

We are concerned about global climate change and believe that we can make a difference at our school through education and action. That's why, as a class project, we are initiating the Cool School Challenge. Through the Challenge, we aim to reduce carbon dioxide (CO₂) emissions for our entire school by encouraging every classroom to take a pledge to reduce CO₂ over a school year. Upon completing the Challenge, our school will qualify for an award through the Eco-Schools USA program. To help participating classrooms accomplish this goal, we will:

1. Conduct a quick pre-Challenge CO₂ emissions audit for each classroom;
2. Write a Climate Action Plan for each classroom;
3. Incorporate one climate change inspired lesson into your classroom curriculum;
4. At the end of the Challenge period, conduct a post-Challenge survey to measure results and project how much each classroom could reduce CO₂ if these efforts are implemented over a 180-day school year;
5. Finally, help create a mission statement for your school, highlighting its commitment to lowering its carbon footprint.

Please join us in this effort to reduce CO₂ emissions at school and to support us in finding solutions to this vital community issue. We look forward to your participation.

Sincerely,
[Teacher/Students]



- **Personalize the language to make it most compelling to your teachers/administration, etc.**
- **Have all the students in your class sign the memo/email, to demonstrate how many are behind this effort.**
- **Be sure you indicate how teachers can demonstrate their support or sign up to be part of the Cool School Challenge. Should they email you? Or sign a sheet in the faculty lounge? Give them a method for following up.**