

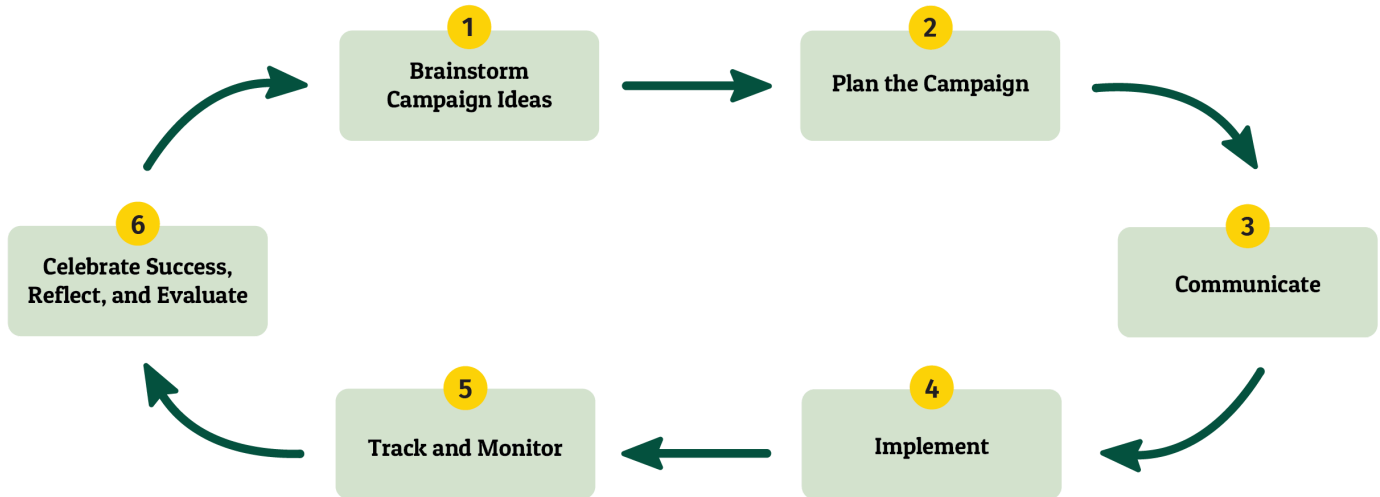


**EcoSchools U.S.**  
NATIONAL WILDLIFE FEDERATION

# Designing a Campaign

## 6 Steps to an Effective School-Wide Campaign

School-wide campaigns are great opportunities for students to lead and an effective way to address important environmental issues. They can also engage the whole-school community in environmental learning connected to action. Below are 6 steps to plan a successful campaign:



## 1. Brainstorm Campaign Ideas

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

- **Let the school's daily practices inform the campaign:** Observe daily practices to see if there are any the action team would like to address (i.e., how well are people sorting their waste or turning out lights when leaving a room).
- **Think Global, Act Local:** Consider ways the school can take action on important global environmental and justice issues locally. See the EcoSchools Eco Calendar for national and international events.
- **Combine environmental learning with action:** The most effective campaigns combine environmental learning about a specific environmental issue along with the opportunity to take action at school or in the local community.

## 2. Plan the Campaign

**People Power:** Consider the wealth of expertise within the school community (students, staff, parent council) and outside the walls of the school (elders, community leaders, local organizations, businesses, NGO's) – reach out to draw on the strengths of the community.

- **Identify any resources and support you'll need (people, materials, expertise).** Design what the campaign will entail, lay out a timeline, and delegate tasks.
- **Pitch it:** Need to build support for the campaign? Develop, practice, and deliver a pitch to the parent council, the local municipality, or school administration.

## 3. Communicate

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

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

## 4. Implement

Figure out the best time to launch the campaign and assign roles and responsibilities.

- **Timing is everything:** Check the school's calendar to ensure the campaign launch isn't overshadowed by a holiday or school event. Also, refer to the EcoSchools Eco Calendar for opportunities to leverage national or international events (i.e., MLK Day of Service, World Water Day, Climate Week, Endangered Species Day, etc.).
- **Designate roles and responsibilities:** Consider all that needs to be done, make a list, and assign names to specific tasks.

## 5. Track & Monitor

Set up simple methods to track success, count the number of people participating in the campaign, and make results visible!

- **Track the impact:** If you are targeting reduction of a particular item, set up simple methods to track success or areas for improvement. If you are inviting participants to an event, report how many staff and students attended and took action.
- **Report back:** People always like to know how they are doing. Plan to communicate the results of the action/event over announcements or by posting a tracking chart in a central location of the school.

## 6. Celebrate Success, Reflect, & Evaluate

Take the time to recognize the hard work and fantastic results of the campaign! Follow up to reflect on next steps.

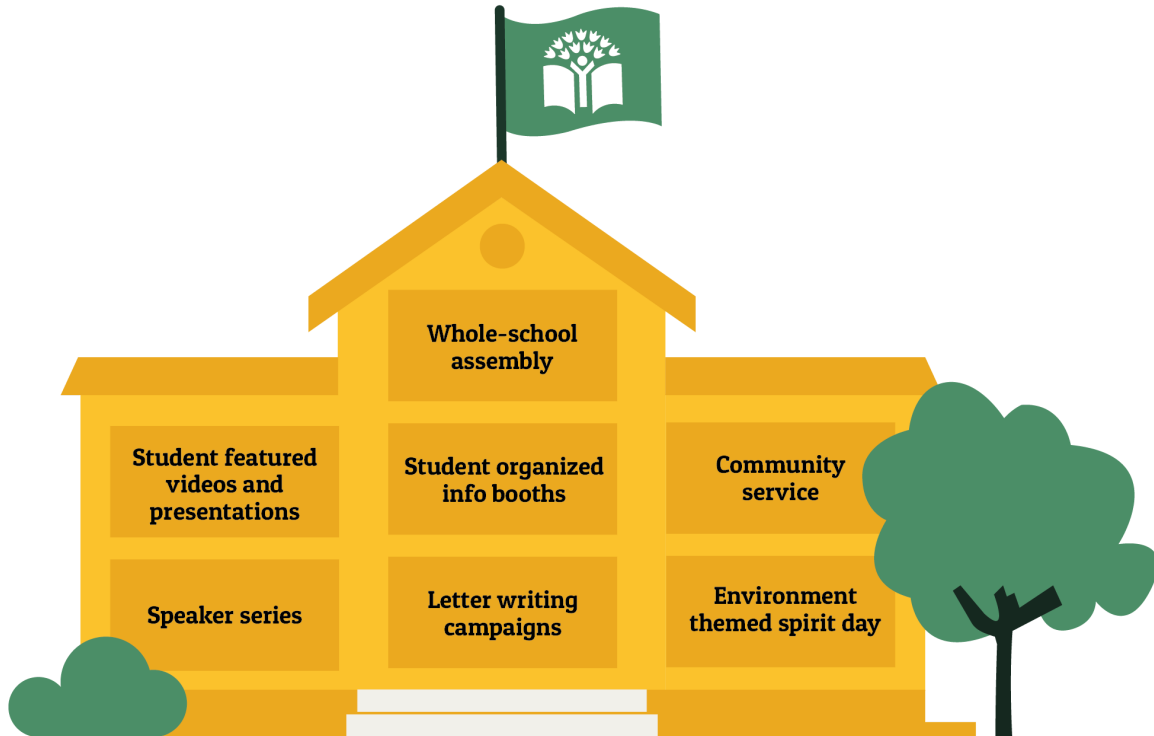
- **Hoot and Holler!** Be sure to include appreciation for volunteers, a celebration for participants, and even prizes for dedicated students or teams. A celebration can be as simple as announcing if targets have been met or an extended recess for a winning class.
- **Hold a campaign debrief:** Following the campaign, hold a meeting to consider what worked well and what you can do differently in the future so the action team can continue to build on success.

### Tips for Success!

Weave environmental learning and connections to the Sustainable Development Goals (SDGs) as an integral part of instructional time.

## Whole School Activities

There are many ways to engage the whole-school community in awareness and action related to the campaign. See below for ideas and inspiration!



### Letter Writing Campaign

Getting buy-in and support from families/guardians, local businesses, the community, or the local municipality can be an important step to any successful awareness and action campaign. Consider sending letters home or to the local council or board member to engage them in action.

### Spirit Days

Ask all students to dress in one color associated with the theme of the spirit day. For example, have students dress in blue for an ocean stewardship day. The action team can organize class challenges and deliver presentations to explain the importance of the issue.

### Personal Pledge

Personal pledges are a meaningful addition to a campaign—to engage the whole school in environmental action and deepen personal commitment to a cause. They can also provide an opportunity for learning and creativity. Have students write a personal commitment related to the theme of the campaign and then display them in a central area of the school.

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