



go **BEYOND**

CHALLENGE GUIDE

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Section 1

goBEYOND Challenge



Twenty thousand students will see goBEYOND this fall. Over seven thousand will attend our events, and at least twenty-two hundred will be engaged.

These students have taken the first step – they put their names on our lists. Our goal is to engage them and bring them into the goBEYOND climate movement with thousands of activists that will take action.

We need to mobilize and empower them to create lasting change – to do this, we have the goBEYOND Challenge.

Challenge Overview

The challenge is to goBEYOND climate-neutral, and the project's goal is to give people the tools to do so.

Step one is personal commitment, which can mean logging on to go-beyond.ca, or adding the go-beyond facebook application to get updates on the weekly highlighted challenge. If they want to take it a step further, they can map out their impacts in food, transportation, and at home to begin their journey to climate-neutrality.

Step two is to goBEYOND climate-neutral, which means doing more to solve the problem than we do to cause it. People need to be engaged in the project to create opportunities and realize solutions that are larger than themselves.

We need to ask people to spread the word – social campaigning and viral advertising is more effective than canvassing/tabling. The facebook application (when launched) needs to be promoted as it connects people, spreads our message to their networks, and allows people to invite friends with just one click. We need people to:

- 1) Invite two friends and a stranger to sign up for the challenge.
- 2) Help other people reduce their impacts through events, workshops, and other means.
- 3) Become involved with an on or off-campus environment group.
- 4) Join forces with their institutions to create campus-wide change.

The goals of the challenge are to:

- Spread the word about goBEYOND,
- Mobilize youth at every campus,
- Foster the youth climate movement in BC,
- Develop a support network to engage youth,
- Expand beyond personal commitments to goBEYOND climate neutral

Barriers to Lifestyle Change

Some barriers to social change are:

- Time
- Money
- Feeling like there is no point, or that your actions don't make a difference.

Some ways to remove barriers:

- Ask them to share commitments with peers,

- Invite their friends to take the challenge,
- Encourage them to post their green-maps somewhere public and visible,
- Custom tailor commitments to lifestyles (ask questions, and provide answers),
- Engage them in the goBEYOND to build a support network,
- Highlight incentives.

Communicating the Challenge

Today's market-landscape is much more complex than ever. The best way to get through to people is to put a face on the campaign – yours. It is critical that goBEYOND communicates through our on-the-ground personnel. A flyer, button, or banner will not resonate with the public. Your face, your voice, and your enthusiasm is what will engage the public – collateral is meant to be a reminder and a secondary resource.

Our digital collateral will keep them engaged but remember, the key to engagement is in how you present yourself and the goBEYOND project. Below is an overview of the primary tools we'll use to engage people, and quick tips.

Tabling/Canvassing

Do not sit behind a table! You're doing a presentation and putting on a show for hundreds of people, remember that. The banner is a visual aid, the one pagers are reminders, and the collateral are give-aways – not take-aways. Canvassers/tablers should be providing information in brief, data-mining, list building, and presenting. Materials provided need to be custom tailored to the consumer. The goal is to talk to at least 90% of the people that take information. Collateral should not be left on the table in mass, they should be given to people you feel you've reached. Think of collateral as a reward for listening to your shepel.

Classroom Speaking

Most professors will provide you with a few minutes at the beginning of the class to speak. This is a great opportunity to talk to engage students and inspire them to goBEYOND. Have a clipboard circulating to collect information and talk up students on their way out of class. Remember: time is money. The professor is giving you an in-kind donation by allowing you to speak, this is valuable ad-space, so make the best of it!

Online Campaigning

The internet is the most effective tool available. It reaches students when they're at-rest and most susceptible to our messaging. Sign up for a goBEYONDblog and encourage others to do so; write about your day, your green-experiences, activities, how you think canvassing went – anything. We're putting a face to the campaign, and the blogs will put a personality to it. Encourage people to join us on facebook. The internet is the pivotal communications tool we are leveraging. Our blog and facebook are the only tools that have the ability to expand exponentially and accomplish social/viral advertising principles overnight.

Campus Events

Either plan your own, or hop into those that are already planned! Check out orientation week, international student events, big concerts or any other big events your campuses hosts. Make sure to contact the event organizers to make arrangement. Remember that many events on sustainability issues lack a clear "next-step" for people – the Challenge can provide that.

Residence Outreach Program

Dorms have lots of stationary students. This is perfect for spending an afternoon door knocking to get people to take the Challenge.

Resources for the Challenge

The kinds of Changes that we are asking people to make to approach climate neutrality - http://www.campusclimatenetwork.org/wiki/Challenges_Backgrounder

Some early prototype work on the Challenge: http://uvic.commonenergy.org/wiki/The_Challenge

Tabling Cheat Sheet



This section has some sample talking points to help you prepare for talking about the Challenge. After awhile you will find a rhythm and words that work for you and your audience.

Script

The Hook

These quick blurbs are catch people's attention; modify them to match your style and campus. Remember to switch it up for different audiences.

Generic multi-purpose

“ Hey there! Can I chat tell you about a new climate change project on campus? ”

Interested bystanders

“ Hi, are you interested in doing something real about climate change? ”

Table-browsers

“ Hey, can I tell you about the goBEYOND challenge? ”

Fast walkers

“ Hey, have you heard of goBEYOND? ”

note: Make sure you use the phrasing 'taking the Challenge', (not "making a commitment," need to build up to that!)

The Intro

Give them info about who you are and who you are working with.

Example:

“ I'm (insert name) with (group name). We have joined forces with students across the province on the goBEYOND project. We are challenging students to goBEYOND climate-neutral. We want people to do more to solve the problem of climate change than we do to cause it.”

The problem

Define climate change as the 'big bad'.

Option 1:

“ Climate change is affecting our community. Look at the pine beetle epidemic and what it has done to the trees in BC. Pine Beetle is just the start of climate change but if we act now and act together we can make a difference: which is why we are signing up xx students today to take the Challenge. ”

Option 2:

“ The choices we make effect climate change. Think of the amount of greenhouse gasses that our atmosphere can safely absorb as a fixed budget that we are spending quickly. Our global society must become climate-neutral and stop spending carbon within your lifetime. All of us must choose the future that we want to create. The Challenge is designed to help imagine that future and then make it a reality together with a few simple steps. ”

Intro the Solution

Talk about how they can make a difference.

Options 1

“As individuals the choices we make do make a difference, but we know that these issues can seem overwhelming. The Challenge is designed to support you by helping design individual green plans and by connecting you to a community of thousands of people across the province who are also taking the Challenge.

Option 2:

“ We are asking people to goBEYOND climate-neutral and join with thousands of students across the province who are taking the Challenge. The first step is simple: sign up today for more info on the campaign and we will help you create a personalized green plan and to build solutions in your community. ”

Option 3

“ We are asking people to become climate-neutral and goBEYOND. We want to educate and inspire people. If they are making a difference then we want them to share ideas and inspire others and contribute to solutions that are bigger than themselves. ”

Peak their interest

Engage them in conversation and show them how easy the Challenges are.

“ The Challenge focus on three areas: home, food, and transportation. Can you think of actions you can take in your lives?”

“ Do you bus or bike to school? Great! You’ve already taken the first step.”

The Closer

Ask if they have any questions! Get their email! See if they might be interested in volunteering! Give them candy, a button, and a tri-fold!

Common Objections

There are always going to be people that do not want to take the Challenge. The key thing is to anticipate and learn from the counter-arguments. Don’t get discouraged, but also don’t exhaust yourself arguing with someone who is just not going to do it.

I am too busy right now
What difference does anything I do make?
But I hear climate change is just a hoax?
But I hate the carbon tax!

People will ignore you. Some people will walk right by you, others will smile and say ‘no thanks’, and others will just say no. This is a reality. The fact remains, if you 8 out of 10 people ignore you and you’re standing in a high-traffic area, you can potentially recruit 50 or 60 people a day, and hundreds a

week. Remember to stay upbeat, tell the truth, think quick on your feet and tell yourself you are awesome as much as possible.

Read the tips below and talk through any problems you encounter with your canvassing team. Over time you will develop effective responses to the counter-arguments.

Quick Tips

Some Tips on Tabling :

- Don't sit down. Stand beside or behind the table, but make sure you can move around to chat to everyone.
- Be friendly and smile.
- Ask everyone who walks by the table.
- Make sure to have an eye-catching table that draws people in. Think about what would attract you if you were a student walking by (bright colours, a nice banner, something interactive, friendly people).
- If possible, try to have two or three people in your team. A team of two can engage multiple people at once, and large groups. They are also less threatening if it is a male and a female. A third-person can sit at the table and "close" the deal by getting emails and giving out the goods.
- Make sure to update new volunteers about the project, issues and tabling best practices.
- Practice your approach to a safe audience: your mother, roommates, or the mirror
- Tell yourself you are awesome at least 5 times before you start tabling. Repeat as necessary.
- Remember while most people are kind and gracious, there are people that have a thousand reasons to be jerky that have nothing to do with you.

Check-List

- Bring GoBEYOND material: banner, buttons, tri-fold handouts etc.
- A sign up sheet for volunteers and participants
- Info on the Challenge
- A table
- Clipboard
- Pens
- M and ms! Or other types of candy – being able to offer candy makes people feel rewarded and is surprisingly useful for "closing" the deal

Section 3

Classroom Speaking Samples

This section deals with how to set up classroom speaks and what to say.

Setting up Classroom Speaking:

- Start with your own classes. Approach your professors at the beginning or end of class. Be sure to ask for a specific date and at least 5 minutes of time.
- Make a list of faculty to contact (use campus directory)
- Contact faculty - you can email, use the phone, or show up a couple minutes before class to ask for permission. You can also try finding out office hours and dropping in.
- If possible get a list of all classes on your campus. Try the course calendar or registrar office.
- Keep careful track of who you have contacted, the times and classes you have confirmed. Also set up a system for tracking completed speeches and how they went (positive, how many people gave us email addresses etc).
- Plug new volunteers into speaking schedule. Try to pair people who are comfortable with speaking with new volunteers. Get them to practice.
- Use language of opportunity, not language of sacrifice.
- Emphasize that people are joining a network of people across the province, and that by joining they are showing support for climate change action in your community.
- Tell people about your campus group, and why and how they can get involved. Write the name of the group and web address or email on the board.
- Prepare a sign-up list for emails that you can send around the class and come back afterwards to pick it up.

Sample Faculty Email

Dear Professor _____,

I hope you had a nice summer! I am _____, a coordinator for goBEYOND with [GROUP], the student [environmental group, social justice group, etc] on campus. I wanted to quickly fill you in on our big fall campaign and also to see if you would be willing to allow us to make a brief 5 minute presentation in your class this semester.

We are participating in the launch of goBEYOND, a province wide program of the Campus Climate Network. The goal of the project is to educate, inspire, engage and support students to take climate action on their campuses and in their communities.

There are a number of exciting initiatives that are part of the project, including a provincial teach-in on climate change, and a training program for student leaders. I want to discuss the goBEYOND Challenge with you.

The purpose of the goBEYOND Challenge is to get students to commit to goBEYOND climate-neutral: by taking responsibilities for their own impacts, and taking opportunities to create solutions that are larger than themselves. We will help students achieve these goals as part of a supportive network of their peers.

We are trying to get xx numbers (base this number off hydro deliverables) of students on campus to take the Challenge, while also trying to recruit volunteers for our student group.

We were hoping we would be able to attend your xx class to talk about the Challenge. This should take no more than 5 minutes at the beginning or end of class.

Please contact me at xyz at your earliest convenience.

Sincerely

-your name

Sample Classroom Speech

“Hi I’m (insert name) with (campus group). We are working with the Campus Climate Network to launch the goBEYOND Challenge.

The challenge is not only to stop climate change, but to goBEYOND and start solving the problem.

Climate Change is affecting our communities. In the Interior and Northern BC, pine beetle is having a devastating effect because our winters are no longer cold enough to kill off the beetle. Weather is being affected as seen by hurricanes like Katrina and Gustav, or changes in local weather patterns (talk about a change).

But we can make a difference. The choices we make effect and contribute to climate change. We all have a choice.

Think of the amount of greenhouse gasses that our atmosphere can safely absorb as a fixed budget that we are spending quickly. Within your lifetime, our global society must become climate-neutral. All of us must choose the future that we want to create. The Challenge is designed to help imagine that future and then make it a reality by working together.

What we are asking people today is to take the first step towards going beyond climate-neutral and join the thousands of students across the province who are taking the Challenge. The first step is simple: sign up today for more info on the campaign and we will help you create a personalized green plan and to build solutions in your community.

Thank you for your time today, and would encourage you to check out go-beyond.ca and sign up for more info on the sheet I am passing around. If you would like to know more about our student group, and the project we can be reached at _____email and will be tabling at (location)”

Section 4

Online Campaigning



Online tools can be a great asset in organizing and campaigning on your campus. The majority of students we are trying to connect with rely on the internet for work, entertainment, news, and school. Through our online tools and resources we can help you reach people through the internet. But first some tips!

1. Don't write or produce anything you wouldn't want to read. Think about what inspires you, what makes you laugh, what you find interesting. If what you are putting online doesn't do this, don't right it.
2. Internet organizing does not replace in person activities! Make sure you are still doing the face-to-face work of tabling and speaking to students.
3. Create a blog, and update it regularly. It's easy to do, it keeps people engaged, and shows them that you're a real person, practicing what you preach!
4. We have a facebook presence. If there's anything you don't want the public to know...don't add people you've met tabling to your friends! If you're adding goBEYOND randoms to your friends...be sure to create a 'friends list'. This will protect your privacy and the integrity of the project.
5. Be personable, not personal.
6. Create boards and stay within them.

goBEYONDblogs

One of the best ways to keep people engaged is to keep them busy. People become disengaged when they're bored of loose interest. The blogs are meant to keep them entertained, interested, and busy.

There're two key steps to this: updating **your** blog to keep everyone interested in the project, and asking them to keep their own blogs. Your blog will put a public face on project, it will keep people interested, and it will show people that you're practicing what you preach and living the change. Their blogs will give them a reason to act – if they don't, they won't have anything to write about! It'll also be a good resource. Imagine how much more interesting it would be to read about what's happening around the province through personal blogs, as opposed to text books.

Facebook

The facebook application will be one of our strongest tools to engage people. It will allow us to display their carbon footprints in a public place, provide them with updates on weekly challenges, and create a sense of peer pressure (it's displayed on their facebook profiles).

We can provide weekly reminders to people that add our application, send mass messages to the group, and market within their networks with the 'fan base'.

Remember to stay safe. If you add people taking the challenge, or randoms off the goBEYOND group...be sure to have them on a limited profile until you get to know them.

go-BEYOND.ca

go-BEYOND.ca is one of the best tools we have. The site is linked to several social networks and acts as a hub for information. go-beyond.ca automatically syndicates information to facebook, livejournal, and blogspot, and receives live feeds from youtube and flickr. The site also houses a network of blogs for people to talk about their green experiences.

Keeping them Engaged



There are two kinds of power in this world: money and people. We will never have enough money to fight the corporations that rely on climate change to run their businesses, so we need to rely on people. We need to do the best we can to connect with people, empower their communities, and facilitate their action.

Email Follow-Up

After getting email addresses follow-up with the people ASAP. Send them a personalized email welcoming them to the Challenge, and include next steps for them such as using the online calculator and participating in upcoming events.

Cultivate a List

Develop an email listserv for your people. Give them information about upcoming events and actions, as well as an on-going story about how the campaign is going and how they can get involved. In particular, the list is going to be your main way to tell people about opportunities to goBEYOND climate-neutral: all candidates debates, planning processes, etc. Remember not to spam them – it can help to only send out one email per week, and to do so on a regular day and time.

Build a Support Network

People are motivated by being part of something, and knowing that there are other folks who are counting on them and can help them. As your people are taking the Challenge they are going to be trying new things – biking, composting, etc. Help them out with workshops and other informational events where they will learn skills they need and see that they are not alone. Remember that many of the people that have taken the Challenge are already doing great things: ask your people if they would like to teach others about the things they are already really good at.

Leverage your People

Plan out events over the course of the term that will provide opportunities to education, inspire, engage, and support your network. In particular, get your network to recruit new people – from their friends through October to their family in December.

Recruiting and Retaining Volunteers



Recruitment and leadership development are central to GoBEYOND. The following section is from the Sierra Youth Coalition's Group Kit, which can be found at syc-cjs.org/sustainable

- 1) Ask people to come out for your cause, but make sure you also appeal to people's self-interest. Find out if your campaign will directly affect their lives. Will the group give people companionship? A good resume? Excitement?
- 2) Keep asking — whenever your group is in contact with people (signing petitions, listening to presentations, visiting your table) talk about the issues and also what they can do to help.
- 3) Recruit to an activity, not to a meeting. Asking people to come to meetings doesn't work nearly as well as getting people doing something right away instead of just talking.
- 4) Have simple projects ready to roll. Newcomers may feel intimidated if there are only complicated issues and activities with a high learning curve. Get them out attending your petition table or designing a poster with information you give them. Gradually teach them and get them feeling a part of the group.
- 5) Follow up with people. Get back to them when you say you will, or just before an event. They'll be impressed since so many people get lost in the shuffle. If you worked on turnout for an event, try to free yourself from logistical responsibilities on that day, so you can pay attention to the new people.
- 6) Never let a volunteer leave a meeting without something to do. Consider doing a "round" at the end of the meeting to ask what everyone is doing. If someone is not doing something, work with them to figure something out!

Volunteer Positions

GoBEYOND is a huge campaign and in order to meet our goal we will need LOTS of people, and we will need these people to have a clear job. The Challenge, and other aspects of the campaign will bring lots of interested students to your group, but you need to figure how you are going to welcome new volunteers and what tasks they can help do.

Here are a few main tasks and positions you will need to run the Challenge successfully:

- **Canvassing Team:** Face-to-face work on-the-ground to engage people with the Challenge. People should be comfortable talking, and familiar with the issues
- **Follow Up:** Someone who is responsible for adding new emails to database and emailing them a welcome to the Challenge email.
- **Communication:** Connect the Challenge with people through their choice of media. These people can do online communications, update websites, blog on their lifestyle changes, invite people via facebook.
- **Coordination:** Provide the logistics and organize the events that will make the Challenge a success. This person should be detailed orientated and good with computers
- **Research:** Research the actions that people can take and be our R&D to make the Challenge better and better.

- Relationships: Develop the partnerships to take the Challenge to scale and spread its benefits. le talking to other student and community groups to get them to promote the challenge too.

Monthly Planning



The first thing to remember when planning for the term is that the Challenge is designed to develop the capacity of your organization, and get other people organizing themselves. The second thing to remember is that school terms have a natural rhythm to them, and it pays off big time to go with the flow. This is a generalized guide to getting that flow, and getting into the rhythm of the term.

Month 1 – Growth

Get lots and lots of people to take the Challenge. Spread the word, table, canvass, classroom talk. Have events, do stunts. Make connections with other groups. Train your team, give people positions, delegate responsibilities.

Month 2 – Development

Work on engaging your people that have already taken the Challenge. Have them sign their friends up. Have them sign their housemates up. Plan events to engage them in beyond climate-neutral activities. Have workshops or lectures to help them get to climate-neutrality. Most importantly: recruit them to become part of the organization and active in developing its capacity. Train, train, train.

Month 3 – Climax, Unwind

This month is really only about two weeks long. The first half of the month is a good time to have any final events of the term – and generally is a good time to produce some kind of output. By the second half of this month people will have less and less time. There is very little point in organizing events during this period. However, this can be a good time to start the unwinding and re-organizing process for next term. Have a party. Celebrate your success. Unwinding needs to happen before re-organizing.

Month 4 – Re-Organize

The last month of the term, exam time, is not a time for events. However, if you have already unwound by celebrating then this is a good time to re-organize. Evaluate this term. Have some planning meetings. Get feedback from your organization. Get everything ready for next term.