



INTRODUCTORY GUIDE

STUDENT VOLUNTEER GROUP

Hello. Welcome to Green Impact Campaign. Let's get started.

WHAT IS GREEN IMPACT CAMPAIGN?

Green Impact Campaign (GIC) is a national movement to reduce the environmental impact of business on the planet through community awareness, outreach, and action.

We are a volunteer-powered nonprofit that is helping small businesses lower their energy costs and environmental impact. We blend sustainability with technology to educate, empower, and engage small businesses and student volunteers to help make a green impact in local communities across the country.

>> GreenImpactCampaign.org



(Check out the "Green Impact Campaign At A Glance" video by clicking the image above)

GREEN IMPACT CAMPAIGN GOALS



- > Provide **student volunteers** with opportunities to gain professional skills and experience relevant to green jobs.
- > Provide **small businesses** with customized tools and resources to implement green initiatives.
- > Provide **local communities** with greener, cleaner, healthier places to live, work, and play.

Other goodies in this Introductory Guide:

Page 5 - Campaign Planner

Page 6 - GEMS Survey Guide

WHY SHOULD YOU GET INVOLVED?

You want to *improve your community*. You want to *make an impact*. You want to *better your resume*.

Green Impact Campaign is the perfect "project-in-a-box" community outreach project for Net Impact Project for Good teams. Blending sustainability and technology, GIC provides student volunteers with hands-on training, leadership opportunities, and real-world work experience.

- > Get hands on experience in *Project Management, Marketing, Energy & Sustainability Consulting, and Communications*
- > Gain marketable job skills for your resume
- > Learn how to transform a business into a 'green business'
- > Gain recognition for your group's efforts
- > Enhance your community

RUNNING GIC IN YOUR COMMUNITY



Sign your team up at greenimpactcampaign.org/join/. Once done, your group will be added to the GIC website as a participating team and GIC staff will set up an introductory Google Hangout with you and your team to welcome you to the Campaign, share some tips, and answer any questions that you might have.



Assemble a GIC team consisting of all of the interested group members. Designate roles and responsibilities for each member. At a minimum, be sure to select one representative to lead and coordinate campaign efforts.



Identify and engage small businesses in your community to register for a free Green Impact Survey. Although there are no restrictions on the size or type of business; target local, small businesses as they tend to get the most out of GIC. See *Tips for Engaging Businesses* on the next page for marketing ideas and business examples.



Conduct Green Impact Surveys for registered businesses using GEMS (Green Energy Management System), a self-training mobile site that guides you through a business to identify green opportunities. Upon completion of the survey, GEMS automatically generates a report for the business detailing what green actions can be taken and their resulting financial and environmental impact. See the *GEMS Survey Guide* for step-by-step instructions on how to use GEMS.



Periodically follow up with each business to hear how their greening efforts are progressing. Share business success stories with GIC staff and through the GIC network via social media.

TIPS FOR ENGAGING BUSINESSES

Get out and introduce yourself.

#1 tip reported by participating GIC chapters

Simply walking into a business and introducing your team and what GIC is offering has shown to be one of the most popular and effective ways to engage businesses. Explain who you are and be sure to focus on what they can gain from participating in the Campaign (green survey, publicity, etc.).

Go with what you know.

Target local businesses familiar to students or where students have connections. This includes favorite restaurants, dentist offices that employ University students, local libraries or local charities where students volunteer. Contact them with an introduction email, phone call, or face to face.

Reach out to local alumni.

Seek out alumni that may own or work at a local business and ask them to participate in the Campaign. Check with your school's alumni center for alumni contact information.

Talk to professors.

Your professors have a lot more business connections than you might think. Tell them about the Campaign and ask them if they know of any businesses that would be a good candidate.

Establish local partnerships.

Whether it's a local business or a business network, try to find an organization that would be good to work with on this project. Organizations are always looking to get involved in community outreach projects.

Tap into local business networks.

Business networks are a great way to reach a large amount of businesses with relative ease. Such business networks as Chamber of Commerces and Small Business Development Centers are usually very receptive to spreading the word about free services that benefit their network and community.

Identify dense business clusters.

Areas such as a downtown district or professional centers are great for getting businesses involved. These areas have high concentrations of businesses in a small geographical radius. These are great areas for dropping off infographics and typically have a good word of mouth effect.

Attend local networking events.

Business networking events occur on a consistent basis. Such events could include job fairs, luncheons, or seminars. These events are a great place to get the word out there and speak face to face with business owners. See if you could give a short presentation during an event to tell business owners about the project you're doing.

Get creative.

Brainstorm some other creative ideas that would work well for your unique community of businesses. Use your resources to really get people talking.

LET'S GET SOCIAL



/GreenImpactCampaign



@GICorg

The best way to stay connected with other participating Green Impact Campaign groups and participating businesses is to connect with Green Impact Campaign via social media. Follow the Campaign on Facebook and Twitter to get the latest on:

- > Campaign impact updates
- > Member highlights
- > New groups and businesses joining
- > Green industry updates and news
- > Share your own success story
- > And more...

*Include the hashtag **#GreenImpactCampaign** in your tweets so they can get pulled in to the live feed with other participating groups and businesses.*

OTHER CAMPAIGN RESOURCES

> **GIC Campaign Planner** (page 5)

Use to set Campaign goals, estimate time commitments, and track milestones and progress.

> **GEMS Survey Guide** (page 6)

Step-by-step guide on how to conduct a Green Impact Survey using GEMS.

> **GIC Member Spotlight**

Success stories of other participating student groups including their strategy and impact.

> **GIC Website**

Find out additional Campaign information and contact information.

*Have questions or want to get more involved with Green Impact Campaign?
Email us at info@greenimpactcampaign.org to get answers and find out more.*



GreenImpactCampaign.org



CAMPAIGN PLANNER

STUDENT VOLUNTEER GROUP

Running a successful community campaign starts with good planning and organization. Use this Campaign Planner to set targets, estimate time commitments, and track your progress.

TARGETS & GOALS

Input your project duration and target number of surveys to determine the estimated number of hours to reach your target.

How many months will you run GIC?
Campaign duration (months):

How many businesses do you want to reach?
Target number of surveys:

In order to reach this target, your team should plan on conducting _____ surveys/week and it should take approximately _____ total hours to complete all of the surveys.

MILESTONES

Use the checklist below to keep track of your campaign milestones and plan for upcoming steps.

Joined Green Impact Campaign

Registered at the GIC website. Notified Net Impact. Reviewed intro toolkit. High-fived.

Assembled Campaign Team

Assigned roles and responsibilities.

Developed Engagement Strategy

Created strategy for engaging businesses. Brainstormed list of targeted businesses.

Completed First Green Impact Survey

Conducted, approved, and sent survey. Followed up with business.

Reached Target Number of Businesses

Completed surveys and follow ups for target number of businesses. More high-fiving.

Created Transition Plan

Developed a transition plan for continuing or ending participation with GIC.

Don't forget to connect with GIC on Facebook and Twitter to get updates and connect with other participating groups.



GEMS SURVEY GUIDE

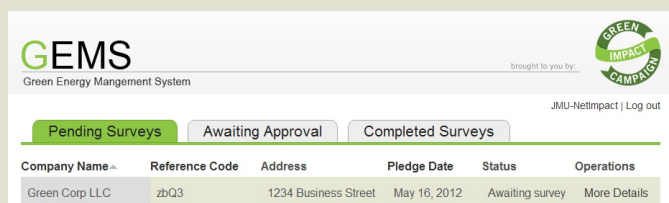
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*Completing a Green Impact Survey in 5 steps.
It's fun. We promise.*

1 Retrieve 4-digit reference code

COMPUTER: After a business registers at **GreenImpactCampaign.org**, use your **computer** to retrieve their corresponding 4-digit reference code from GEMS prior to your survey site visit.

- 1 Go to **gems.GreenImpactCampaign.org**.
- 2 **Log in** using your chapter's unique login information
- 3 Under the **Pending Surveys** tab, note the 4-digit **Reference Code** that corresponds to the survey you wish to conduct.



2 Access GEMS on mobile device

MOBILE: At the survey site, use your **mobile device** to access GEMS to conduct the survey for the selected business.

- 1 Go to **gems.GreenImpactCampaign.org** on your mobile device.
- 2 Touch the GIC logo to begin.
- 3 Enter the 4-digit **Reference Code** for the corresponding survey you are conducting. Tap **Start survey**. GEMS generates the survey questionnaire for the selected business.

3 Answer survey questions

MOBILE: The survey consists of 7 sections: General, Lighting, Plug Load, Building Envelope, HVAC, Water, and Recycling. If a team is conducting the survey, assign specific sections to individuals. Only one person can complete or edit a section at a time to avoid losing data. Be sure to enter data accurately and completely, as this affects the final report results and recommendations.

- 1 Tap the **General** tab and begin with this section.

- 2 **Navigation** - Tabs at the top of the screen indicate the 7 sections. The highlighted tab indicates the section you are currently editing. Tap another tab to view that section.
- 3 **Questions** - Answer all questions to your best knowledge. **Tap the question text to view further explanations and example images.** Use the questions to guide you through the building, observing what is being asked. For each question, select **Yes**, **No**, or **N/A** depending on your findings. When specified, enter quantities for observations.

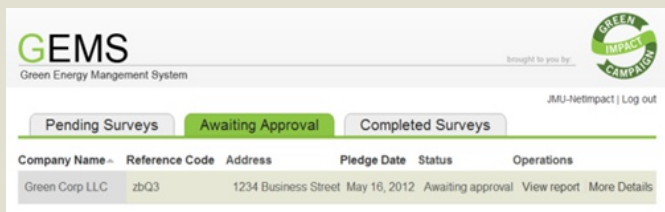
- 4 **Save** - Complete all questions and quantities in the section. Tap the **Save** button at the bottom of each section to save entered data before proceeding to the next section.

- 5 Select another tab to complete the next section. Repeat the process until all questions in all sections are completed and saved.

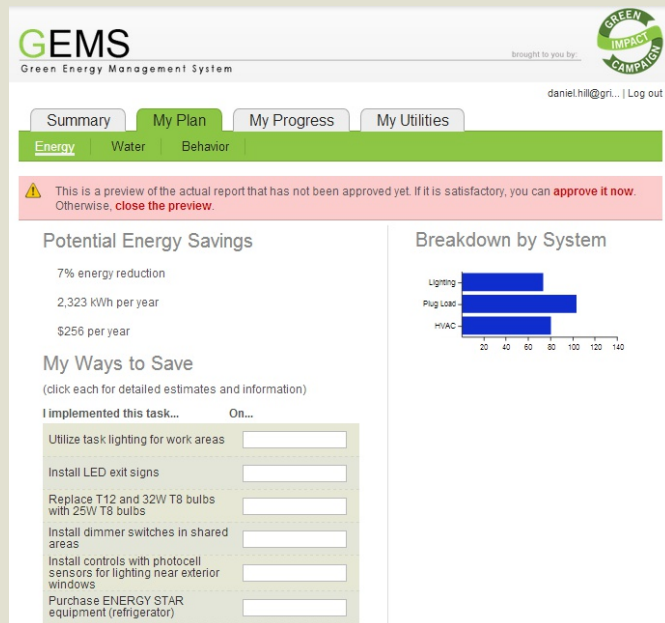
4 Review the results

COMPUTER: After a business registers at **GreenImpactCampaign.org**, use your **computer** to retrieve their corresponding 4-digit reference code from GEMS prior to your survey site visit.

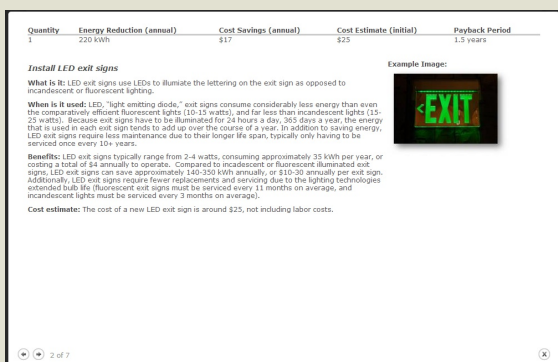
- 1 Go to **gems.GreenImpactCampaign.org**.
- 2 **Log in** using your chapter's unique login information
- 3 Under the **Awaiting Approval** tab, click **View Report** for the corresponding survey that was recently conducted.



- 4 Click the **My Plan** tab. Under the **My Ways to Save** section, review the list of recommendations for the business.



Note: Click each recommendation to view cost and saving estimates and more detailed information for what is being recommended.



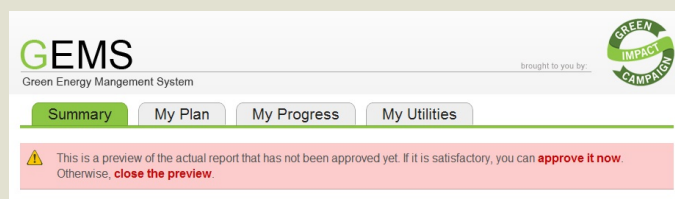
4(b) Correct any errors

MOBILE: If necessary, correct any errors, typos, and incomplete questions by using your **mobile device** or using your computer to access GEMS and edit any survey answers. Remember to select **Save** at the end of the edited section as you make changes. Also, you will have to re-answer all questions in the edited section.

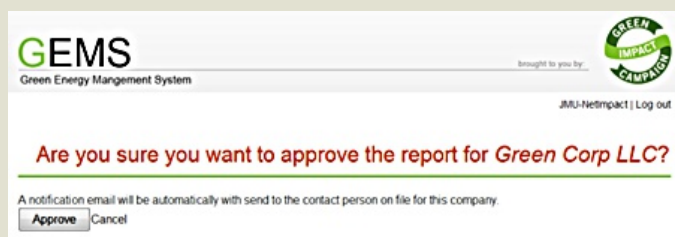
5 Approve and send results

COMPUTER: After reviewing the survey results and correcting any errors, approve the survey report. GEMS will automatically send the survey results and recommendations to the business email address provided at registration..

- 1 While in the **View Report** preview screen, click **Approve it Now** in the red box at the top of the screen.



- 2 Click **Approve** in the confirmation window.



- 3 Congratulations! You've just completed a Green Impact Survey!



GREEN

IMPACT

CAMPAIGN



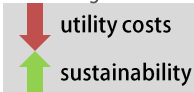
Saving energy saves money. Reducing your business's energy costs shouldn't be complicated — and it shouldn't cost a lot, right? Green Impact Campaign is a student-powered outreach program helping local small businesses lower their energy costs and environmental impact. We conduct a free green survey of your business and provide a report of low-cost recommended actions to get you started. And it's all on the house!

STUDENTS HELPING BUSINESSES

Local students and businesses come together to make a real impact.



I'm looking to:



But have limited:



We're looking to improve our:

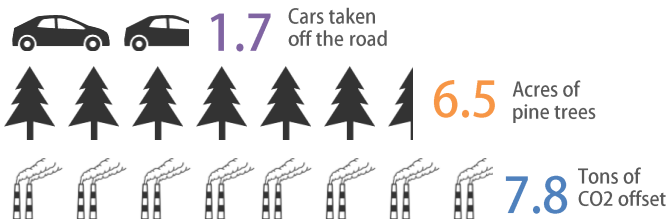


BUSINESSES GOING GREEN

Green Impact Campaign businesses discover significant savings. Past participating businesses saw average energy and water cost savings of:

\$1,635 Annual savings per business*

That equates to big annual savings for the planet too:



* Past participating businesses came in all shapes and sizes, this is an average.

HOW DOES IT WORK

Simple steps lead to actionable green recommendations and financial savings for small businesses.

1. Register your business for free in seconds at: GreenImpactCampaign.org/register
2. Trained local GIC student volunteers conduct a green survey of your business using the GEMS mobile app.
3. GEMS generates a customized report of green recommendations and compares your energy use to similar businesses.
4. Implement recommended green actions for your business and track progress in GEMS.
5. Save money on your utility bills and earn recognition in the community for your green efforts.

For more information on Green Impact Campaign, visit: GreenImpactCampaign.org or directly contact your local student volunteers.

