

UUAA Outreach & Engagement Toolkit

Welcome!

We are so glad you are looking to implement sustainable events at UUAA. Our team of Graham Scholars has prepared resources for you to use to ease your event planning and implementation process.

This event toolkit can be used as a guide including the following:

- Background information on “the basics” of sustainable outreach and engagement
 - Including: what is sustainability? Why is it important? How can we structure sustainable events from the start? What is the preliminary information we should know before implementing sustainability events and programming?
- A checklist of tips specific to UUAA for sustainable events
- Programming ideas
- Incentive ideas
- Additional recommendations
- Graham Scholars team contact information

We want sustainable events to be easy and enjoyable. You know your community better than anyone. Our hope is to provide information that makes it easier to implement sustainable events. We suggest setting aside some time to skim through the resources under “The Basics” tab at least once. Then refer to the “Program Ideas” and “Sustainable Event Checklist” whenever needed. This is a living document so feel free to make a copy of this document and add your own sources and ideas. You are welcome to share this recourse with anyone else, too. And please feel welcome to reach out for support from us anytime! Our information is listed at the end of this document.

We applaud your work and commitment to sustainability. We wish you the best of luck!

Best,
UUAA Graham Scholars Implementation Team

Resource Guide

The Basics:

Please feel free to visit the links below to view established guides that indicate valuable considerations when starting to plan sustainable outreach and engagement opportunities.

- [Sustainable Event Toolkit](#) - Tofino
 - This resource includes:
 - Tips for sustainable events

- How to use the toolkit
 - Why a sustainability toolkit?
 - Events that inspire change
 - What is a sustainable event?
 - What is Zero Waste?
 - Beware of “greenwashing”
 - Set yourself up for success
 - Values
 - Sustainability goals capacity / experience priorities
 - Sustainable event focus areas
 - Communication / signage
 - Site / venue / accommodation
 - Purchasing
 - Food / beverage
 - Compost / recycling / landfill
 - Transportation
 - You’re done. What’s next?
 - Document
 - Share
 - Say thank you
 - Acknowledgements / references used
- [Green Event Questions](#) to consider - Missouri Botanical Garden
 - Four key questions to consider when planning a green event
 - Which options make sense as a starting point toward green growth overtime?
 - Education about green ideas and practices?
 - Preventing pollution and protecting the environment?
 - Saving money?
 - What is the capacity of the coordinating group to make green work?
 - Personally passionate about protecting the environment?
 - Sustainability gains interest of new helpers?
 - What kinds of green services and goals are available in your area?
 - Do you know what green services your community has?
 - What person-to-person resources can you secure from your community?
 - What are the sustainability goals for your event?
 - What details make your event unique?
 - What event components can reoccur?
 - Are your goals realistic or stretch-goals?
 - How do you plan to achieve your goals?
 - How do you plan to measure the success of your achievements?
- Materials from University of Michigan’s Campus Race to Zero Waste Recommendations

- [Where to throw on U-M Ann Arbor's campus](#) - Review the [Know Where to Throw training](#) and search specific materials in the [Where to Throw search tool](#).
- Working or studying at home? Check out these resources:
 - How to recycle in [Ann Arbor](#)
 - How to recycle in [Washtenaw County](#)
 - When in doubt, contact your local municipality for assistance.
- [Earth911](#) - Earth911 provides a comprehensive nationwide database of recycling resources.
- After your recyclables are collected, they are sent to a Materials Recovery Facility, or MRF. Check out this [video](#) of a MRF's operations. While not specific to Michigan, the video provides a good overview of how a MRF works.
- Campus Race to Zero Waste promotional materials can be found [here](#), including [theme week graphics](#) that will be updated for each week of the competition.
- Zero Waste Event Necessities
 - Supply
 - What you are eating from?
 - Where will your event go?
 - *TIP* Think about: are your intended items purchased truly necessary for the event?
 - For instance, fun trinkets or additional items to engage participants may end up contributing to more landfill waste. Consider what the goals of the event are and ask yourself if certain items are necessary or if there are ways to be more minimalistic.
 - Disposal
 - [Composting](#)
 - If you have a compostable event, do you have a compost bin? Do you have compostable servingware?
 - *TIP* Even if you have a zero-waste event, you need to have a place where garbage can be thrown away in order to ensure non-contamination in compost bins.
 - Signage
 - Do people know where their waste goes?
 - *TIP* terminology like “**know before you throw**” can be an effective way to nudge participants to consider where their waste goes.
 - [Video on “know before you throw”](#) - University of Michigan

Sustainable Event Checklist:

Walk through the following ideas in the checklist as a guide to determine what you may still need to consider prior to your outreach or engagement efforts and use as a tool to stay on track with your goals.

- Who

- I know who is leading the event.
- I know who is participating or intending to participate.
- What
 - I understand what sustainability is well enough to explain it to colleagues and event participants.
 - I know what is occurring during the event, what my goals for the event are, and what I will do to measure the success of the event.
- Where
 - I know where this event is taking place.
 - I know whether it is happening virtually or person at UUAA.
- When
 - I have a clear event timeline.
 - I know what the goals are and how long it will take to plan a program that accomplishes the goals.
- Why
 - The intention / goals / values of this event have been set.
 - I have clear answers to the following questions
 - What is the purpose? Why are we doing this work? What do we hope to accomplish by having this event?
- How
 - I know how to execute the events.
 - I know how to communicate with all who are involved.
 - I know how to measure the success of our achievements.

Program Ideas:

The following list serves as inspiration for sustainability engagement ideas. You know your community best and what they would or would not respond well to. It would be beneficial to work with a team from UUAA to determine what programs would be most effective, try piloting those events, use them as an opportunity to learn about your goals and determine how you would like to run programs similarly or differently in the future.

Recognize there is a learning curve for both the event planner and the participants. And remember, the work you are doing is incredibly important as it is contributing to the sustainability movement (through educating and engaging your community) that will shape the world forever.

- Sustainable Education Programming for Kids
 - *TIP* it is important to engage kids in sustainability efforts from a young age. We can use age-appropriate language and ideas they will understand and frame our conversations in ways that promote inspiration and change and action rather than fear.
 - [Art projects for kids](#)
 - [Educational Material creative materials](#) - guide from Bailey Park Project
 - These materials were created for the Bailey Park Neighborhood Development Corporation in Detroit. They are used to supplement learning in sustainability oriented youth programming that is centered

around the solar panels, rain gardens, and ecosystems present in the heart of the park.

- The format of this document may translate better over email.
Please reach out if you would like a PDF version.
- [Nature scavenger hunt](#)
- [Seed starting kit](#) to grow your own garden
- Sustainable Event Education for Adults
 - Zero Waste Volunteer Opportunities
 - Organize recycling for UUAA members
 - Youth volunteers gather recycling and prepare them for hauling.
 - Prepare composting for hauling
- Social hour in the social hall could include tables with sustainability engagement opportunities.
 - Space with a compost bin and proper educational materials on “knowing where to throw” all items.
 - Activities to engage youth like art projects based on nature (garden drawing contest) or activities based around the outdoors or sustainability as a whole.
- Sustainability & Mindfulness
 - Prayer
 - Meditation
 - Discussion prompt
- Fundraising ideas / volunteer opportunities - funds could go towards sustainable prizes
 - Community garage sale
 - Pop can recycling
 - Raking leaves (to compost!)
 - Weed someone’s garden
 - Plant-based bake sale
 - Succulent sale

Incentive Ideas:

As always, these ideas can be used as a guide to inspire incentives. Lean into the knowledge you have of your community and learn about what interests and motivates them to leverage their participation.

- “Eco congregant/sustainability congregant of the week”
 - Social praise can be an effective way to increase engagement through awarding individuals for their participation.
 - This may look like a shout-out in a congregation newsletter, or a wall that can be decorated with
 - Perhaps the youth congregants can turn this wall into an art project. Or the newsletter’s sustainability feature could be an engagement opportunity for an aspiring journalist.
 - *TIP* Once sustainability becomes a theme that is integrated into the work of UUAA, engagement and outreach efforts will fall into place and

congregants will become inspired and empowered to continue to grow the efforts of sustainability practices.

- In other words, when the energy behind the movement catches on, the opportunities to engage and work with sustainability will continue to unfold naturally.
- Prizes awarded to high sustainability efforts
 - Bento boxes / reusable containers to bring to events with food
 - Reusable bags or totes
 - Fun sustainability pins
 - Reusable silverware with a congregation logo
- Point system where those who are most actively involved in sustainability efforts can turn their points into prizes such as
 - Private dining celebration for the member group / family at UUAA
 - Pizza party
 - Outdoor picnic

Additional Recommendations:

- It would be helpful to establish a document with the contact information for a representative from each member group to strengthen the “who” element of the who/what/where/when/why for clear communication and collaboration purposes.
- It would be beneficial to establish a line of communication with various sustainability organizations in your community (both locally and beyond) to establish a network of sustainability-focused partnerships.
 - With these connections, additional sustainability-driven collaboration opportunities will present themselves!

Graham Scholars Team Contact Information

Please feel free to reach out if we can support you in any way.

- **Elizabeth LaPorte** - Program Manager, Graham Scholars
 - elzblap@umich.edu
- **Zoe Bultman** - Team Lead
 - bultmanz@umich.edu
- **Elana Weberman** - Event and Engagement Expert
 - elanajan@umich.edu
- **Bridgette Pollaski** - Zero Waste Expert
 - pollaski@umich.edu
- **Morgan McBain** - Building & Energy Expert
 - mmcbain@umich.edu
- **Eloise Janssen** - Landscaping & Property Expert
 - janssene@umich.edu