

## **How-To Start A Green Team**

Thinking of starting a “Green Team” or Environmental Club at your school? Well, here’s a step-by-step guide that prepares you for a smooth road ahead for your new club. This guide includes information about how to officially start your club, streamline board procedures and meetings, event planning (they can be in-school or out-of-school depending on the immediate climate issues you are tackling at hand), and there is also a section of recommended events and examples of what many Green Teams have done in the past! We wish you luck :)

### 1. Starting Process:

Ideally, this is at the beginning of the school year to ensure enough time to officially register the club within your school and to prepare for Club Rush/Club Fair (the event where all clubs gather to promote to other students and get sign-ups). If you start your Green Team later in the year, it is still possible, but it may be considered as unofficial because of the passed deadline for club registrations. You will need to refill out this registration form every year to reconfirm your Green Team’s existence and continuation.

1. You’ll want to gather a group of friends or interested individuals to be willing to start the club with you. Depending on the requirements for the minimum number of members needed to officially start a club (around 5-6 usually), you’ll need to recruit that many people to meet that criteria before promoting.
2. Ask around for an teacher that would be willing to be your club advisor. Why? Well, the requirement for all school clubs is that there must be a school adult that is willing to offer their classroom to your club and is willing to supervise your group during meetings. Ideally, you’ll want to find a teacher that is genuinely interested in environmental action and/or climate science, but if that is not possible due to a shortage or surplus of clubs at your school, you should ask a teacher that you have built a good rapport with. This will help you out in the long run because the teachers that are interested in the topic and/or know you better will be more invested in the club and will be more willing to help you find resources, supervise payment for fundraisers, and be supportive of your club in general.
3. After this, it is the time to decide whether you want to host your meetings in-person, online, or an alternating mix. We recommend that you either host meetings in-person only or in a hybrid model because it results in the most student engagement. Make sure to decide on a repeating day of the week for your meetings as well and communicate this with your club advisor to double check if they are definitely willing to be your club advisor and if they are okay with the date and meeting duration you propose. We recommend picking a day that doesn’t conflict with extremely popular clubs so that students can also trickle in to your Green Team meetings without being swayed by FOMO at the other ones. We also recommend frequent meeting times so you adequately have time to plan, prepare, and get active in the environmental/climate justice movement! Either every week on a certain day or every other week is recommended. We have seen that any less frequent meetings result in less member-engagement and less members attending meetings. In special cases, your club advisor might not have their room available for your use or they might have offered it to

another club, don't worry! You can ask another teacher if you could use their classroom. (TIP: It's most helpful to persuade this teacher by reassuring them that the club advisor will be there for supervision and that the classroom's/teachers' items will not be disturbed).

4. Once you have recruited the minimum amount, contact your activities director/club coordinator to officially start your club. This applies if you are starting your club later in the year as well. These individuals are usually an adult at the school who manages event scheduling and/or student government as well. They keep a record of all the clubs registered each school year. They will also be a nice resource when asking for help to ask questions and plan larger-scale events during the school year.
5. Fill out the official club registration form. Be sure to indicate who the main student contact is (this could be you or another member that is helping you start the club), your club, your club advisor and their contact information, when you meet, and where.
- 6.

## 2. Board Members:

The group of friends or interested individuals that you gathered to form the club are most likely the ones that would be willing to take on leadership positions within the club. It is most common to have a 5-6 member "board". Having a board will help you with your Green Team's future endeavors by spreading out administrative work between people, allowing for streamlined communication with members, your club advisor, and other adults as necessary. A common list of board members includes the following:

- President
- Vice President (or a Co-President)
- Secretary (Manages internal communications)
- Treasurer (if needed to manage and keep track of club funds, expenditures, or received grants)
- Social Media Manager (manages an Instagram account to post regular updates and promote the Green Team)

## 3. Create a common club email address

This is for the ease of multiple board members to use one account, and your club advisor if they are deeply involved, to navigate any members' questions, concerns, and to send out email updates and reminders. This also helps prevent emails sent from school emails from bouncing due to large recipient lists. Make sure the secretary has access to manage communications in general and also other board members as needed. Take note of the password too! You'll need to pass it on to future board members once it's time for you or other board members graduate. Also here's a tip. Go into this email address's Gmail settings to create a custom signature. This will make it easier for your secretary so they don't have to retype "— High School Green Team Board" every single time. It will autofill that for you at the bottom!

## 4. Create a club Instagram account:

This will be helpful to promote your club to potential members, post announcements, and meeting reminders to members. It's important to make sure your Green Team account has a username including the club's name (green team, enviro club, etc.) and the school's name or an abbreviation of it. This will help land you in others' follow recommendations so your green team's account can get more online following. In you bio, include relevant information like the high school, the mission, etc. Make sure to utilize the "links" section so you can include your Green Team sign up form and any other relevant urls on there. Here are some additional tips for your social media manager to follow throughout the year:

- Post a new post a couple days before a meeting date (this is so that it pops on members' Instagram feeds beforehand. It's useful in case some don't check their emails.)
- Make sure to post consistently, not a bunch all at once. Post posts on Instagram to advertise and promote club events, both on and off-campus ones, to show how much of an impact your Green Team is making in your community. The more posts you have built up in your profile, the more interesting your profile will likely be for potential members because it shows the club's proactiveness and enthusiasm.
- Create a LinkTree. This is super easy. Just go to [linktree.com](https://linktree.com) and create a username that is similar to your club Instagram username (for consistency and ease of remembering). Make sure to sign up using your club email address. DO NOT use your school email address because they tend to get shut down after the owner of that account graduates. In order to maintain a long-lasting Green Team, you must use some common or personal email address so your linktree doesn't get lost.
- Post stories the night before or the morning of club meetings. Ensure that you include the meeting room and other relevant information and stickers or GIFS to keep your story eye-catching.
- Do a "hidden mention" of your board members and other proactive members' Instagram accounts as well if they'd like to repost the club Instagram's story for more promo!
- Keep it professional but fun! Don't get too caught up in making it a professional business-like Instagram account, but also make sure you are properly documenting events and meetings with pictures, etc!
- Reach out to other local Green Teams and related organizations on Instagram! This could be another nearby high school's Green Team, a related club, or a non-profit organization like Our Future
- (Feel free to connect with us as well! We would love to see your Green Team's progress. Plus, working with other schools and high school students is right up our alley and we're actively expanding our network of Green Teams and climate advocates!)
- New trends in Instagram? Feel free to occasionally participate in them with your club members and post them as reels! You should totally show off how fun your Green Team's community is!

#### 5. Club Fair Recommendations:

The process may differ from school to school. Generally, club fair occurs around a month after school has started for the new school year. To be prepared to promote your Green Team and show everyone just how awesome it is, make sure you have the following:

1. An eye-catching posterboard or display to put up during club fair, so potential members can get basic information about the club. It should include sections providing information such as:
2. Make sure to have at least 2-3 board members stand near your display so they can
3. Have some sort of fun incentive to draw potential members towards your display! Some examples of what we have seen in the past are:
4. MAKE SURE TO TAKE PHOTOS! You'll want to promote your club even after club fair too, and posting a recap of your display and some of the people who checked out your display (with their consent of course) will be nice for the first couple of posts on your club Instagram.

#### Meeting Structure

- Planning Days
- Event Days
- Up to you!

#### Reach out to your members and ask for input!

What do they want to do this year? Accomplish? Which climate change-tackling activities or events should your Green Team participate in or organize this year? Decide which issues you want to focus on specifically first, then proceed on to creating a timeline!

#### Brainstorm activity ideas for planning ideas

#### Example activity ideas for planning ideas

#### Brainstorm event ideas

#### Example event ideas

#### Create A Timeline(approx) for the year:

#### Promote, Promote, Promote!:

#### Event Ideas/Examples:

