

## Green Living Neighborhood Certification - Green Captain Outreach Guide

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The Green Living Neighborhood Certification program recognizes neighborhoods that use sustainable practices in their everyday lives. Our Green Captains are the main liaisons to the neighborhoods and critical to sharing information about the program and garnering participation. To help with the outreach efforts we have compiled a list of ideas to help you get to know your neighbors and to make the data collection you need to do a bit easier!

### **1. Present at your next Neighborhood Association Meeting.**

Neighborhood Associations provide great resources when you have a community initiative like the Green Living Neighborhood Certification Program. Presenting the information at one of these meetings gives you the opportunity to let everyone know what the program is about and also ensures that your neighborhood council is in the loop should there need to be a vote or any other approval. Additionally, your presentation is generally included in any newsletters or minutes that are given to your neighbors, spreading the word to anyone who was unable to attend the meeting.

### **2. Start a Green Living Group on Facebook or your Neighborhood Association Forum.**

Most people these days are pretty busy so meeting in person is not always possible or convenient. Social Media groups or forums allow you to give all the information you need to the group at one time while giving your neighbors the flexibility to read and respond when they are able. This also has the added benefit of being able to go back to the original message when questions arise. Additionally, as your neighborhood works towards certification this is a great way to share best practices, tips, pictures, and to keep the conversation and mission fresh in everyone's minds.

### **3. Host a block dinner or backyard party.**

Not everyone has the necessary time, energy, and pizzazz to organize a community get-together. But if you're up to the challenge, the neighborhood is your oyster. Whether you settle on a floor-exclusive gathering in your apartment, a bring-your-own-picnic night in the local park, or a full-on block party, anything that gets neighbors talking and laughing in the same place is sure to boost community spirit. It is also a fun way to get everyone you'll need to talk to in the same room, making your job as a Green Captain much easier. This will allow you to share the Green Living Neighborhood Certification program with your neighbors all together and you can even use part of this time to go through your neighborhood checklist.

### **4. Write a letter, send an email, create a flyer, or put an article in your community newsletter.**

For our Captains who prefer the written word, sending a personal email, letter, and/or flyer is also a wonderful way to engage with their neighbors. This convenient method allows everyone involved to communicate and share information about the program without adding another meeting or event to attend. This could also be a way to share the checklist with each neighbor to complete and return to the Captain at their convenience.

### **5. Go traditional with the "Cup of Sugar" method.**

The old sentiment behind borrowing a cup of sugar isn't lost on us. Next time you bake a batch of cookies, grow too many zucchinis in your garden or bring home more flowers than can fit in those window boxes, consider sharing the love by offering the excess to your neighbors. This opens the door to starting a great conversation about getting involved and can also be a way to share some of your own Green Living practices!

### Additional Ideas

- Reserve a table at your Annual Neighborhood Block Party or Church Picnic.
- Reach out through other community groups you are members of: your place of worship, gym, your business, etc.