

GO GREEN! SPRING CHALLENGE



TEAM LEADER GUIDELINES

Note: Please read the [Teacher Instructions](#) document prior to reviewing these guidelines.

These guidelines are to assist you in implementing a four-week long GO GREEN Spring Challenge at your school.

Team Leader primary responsibilities:

1. Distribution of supplies to teachers
2. Publicizing the contest
3. Posting classroom weekly totals on campus
4. Report results to Safe Routes to Schools headquarters

1. DISTRIBUTION OF TEACHER SUPPLIES

Safe Routes to Schools has provided you with the following list of supplies to give to each teacher at your school:

- a. Teacher instructions
- b. Tree poster
- c. 20 leaf stickers
- d. 4 paper acorns

The suggested way to distribute materials to teachers at your school is to ask your Principal if you can attend a teacher staff meeting in early March. You can also use the staff meeting as an opportunity to rally and engage teachers to promote the contest in their classrooms.

2. PUBLICITY

Safe Routes to Schools will forward emails to you several weeks in advance of the contest to guide you through basic publicity strategies. Here are a few strategies that we recommend:

- a. Ask your Principal to send an email to all parents announcing the goals of the GO GREEN Spring Challenge, as well as the start and end dates.
- b. Use your school's weekly newsletter or backpack mail to motivate green travel and/or provide contest updates.
- c. Send an email to all Room Parents which they can forward to parents to remind them to encourage their child to travel green as much as possibly during the challenge.

Additional publicity opportunities to pursue:

- If your school has an upcoming assembly scheduled before your contest start date, then ask if you can address the students for two minutes at the beginning (or end) of the assembly to get the school excited about the challenge.
- Engage your school's student council or green team to help promote the contest. Ask them to create posters to hang on campus, make PA announcements or talk at weekly student assemblies.

3. TRACKING WEEKLY RESULTS USING OUR SQUIRREL SPREADSHEET



Please supply your school's front office with the flat envelope supplied by Safe Routes to Schools which is titled: "Weekly Acorn Totals Place in Here." This should be done at the start of the contest. Additionally, notify the front staff person to expect teachers to forward acorns at the end of every week during the GO GREEN Spring Challenge.

Your job is to be a "squirrel" and collect a paper acorn from each classroom at the end of each week from your front desk collection folder. Teachers will forward an acorn to the office at the end of every week with a total # of green trips for their classroom recorded, for that week. If they forget, then please feel free to stop by their classroom or send them an email to nudge them along. (**Note:** If your school has a staff development day during this period, then your contest will be 19 days in length. Use the 19 day spread sheet rather than the 20 day spread sheet as the calculations are different).

Please use our *Squirrel Spreadsheet* (located on our website under SquirrelSpreadsheet.Excel2012) as a tracking tool to enter weekly totals at the end of every week, for four weeks. You will need to first enter teachers' names and their classroom sizes on the *Squirrel Spreadsheet*, before the contest starts. After you enter the weekly green trip totals for each week, an automatic formula then calculates the **percentage of green trips for each classroom**. This weekly information can be used to promote which classroom is in the lead, and keep the school updated on each classroom's standing, week by week.

Consider posting the ten top classrooms in the lead every week, and their ranking on a central bulletin board, or in your school's newsletter. Engaging your school's green team or student council to create a giant tree made out of paper is another way to post weekly progress in efforts to engage your school in the green travel challenge.

Another suggestion is to post a photograph of the Safe Routes to Schools trophy (to be awarded to the classroom with the highest participation in the Green Ways to School challenge) next to weekly progress reports with a poster which reads: **WHO IS THE WINNER OF THE GREEN WAYS TO SCHOOL AWARD TROPHY?**

4. DETERMINING THE WINNER AT YOUR SCHOOL

A classroom winner at your school is determined after all weekly totals (for all four weeks of the contest) have been recorded on the *Squirrel Spreadsheet*. This will reveal the classroom with the highest percentage of green trips, for all four weeks of the contest. At this point, please forward the *Squirrel Spreadsheet* to laura@marinbike.org for review by Safe Routes to Schools.

5. CLOSING NOTE: ORGANIZING THE CONTEST AT YOUR SCHOOL

Here are some final thoughts about organizing the contest at your school:

- **Not all schools will allow classroom competitions. Here are two alternative ways to run the contest:**
 - Host a competition between grades rather than individual classrooms. The individual trees still live in the classroom, but the totals are compiled by grade.
 - A school-wide goal can be substituted for a classroom or grade competition.
- **Award Roll Model and Green Feet certificates during the contest to students who come from a long distance or are walking/biking to school every day.**

If you have any questions regarding the contest, then please contact Laura Kelly at (415) 456-3469 ext 2# or email laura@marinbike.org. Please keep in mind that we will be sending emails to help you navigate your way in increasing the number of green trips at your school this year.

Thank you for your volunteer efforts and good luck!