

Brainstorm Event Ideas

Go Green Days promote eco-friendly forms of transportation to school in the mornings. Club students arrive before school starts to hand out incentives/raffle tickets to participating students.

1. Show students the results of the most recent transportation survey done at their school. Use this data to promote your event.
2. Brainstorm ideas on what kind of event would be popular at your school and what would promote the transportation shift you would like to see (eg. reduction of single family trips). Don't dismiss any idea as "bad" during the brainstorm; let the ideas flow.
3. When the weather is good (fall/spring) walking, biking, skateboarding, are typically promoted. In the winter months, add carpool/bussing. However, a single mode can be encouraged for a day. Here are some ideas:
 - Bike for Breakfast
 - Bus for Bagels
 - Cocoa for Carpools
 - Hot Walk-a-lot (for Hot Chocolate)
 - Raffle Prizes for local restaurants or stores.
4. Discuss feasibility, writing down some of the sub-tasks that would be necessary. The facilitator guides this discussion heavily because he or she has experience with feasibility.
5. **Pick an event idea democratically.** Usually one idea stands out.



Popular Prizes & Incentives

SMALL INDIVIDUAL INCENTIVES:

- Stickers with fun designs
- Skateboard shoelaces
- TGG Mood Color-Changing Pencils
- Temp. tattoos with logo or slogan
- Nature Valley Bars (Costco)
- Other types of food: Hot Chocolate, bagels, muffins, ice-cream; coconut water.

LARGE INDIVIDUAL Prizes (to raffle):

- Tee shirts
- Camelbak
- Water bottles
- Gift Certificates to local restaurants
- Tickets to a Sports Game or Movie Theater
- Gift cards to popular businesses in your town (ice cream, sporting good stores etc...)

GROUP PRIZES FOR TEAMS:

- GO-Pro Cameras (one each person)
- Tee Shirts
- Gift Cards

FOR STUDENT CLUB LEADERS:

- Tee shirts - Our Teens Go Green Tee Shirt is available for club students to silk screen (ask your coordinator).
- Wrap-up party (e.g. pizza or some other food)
- Letters of Recommendation or Award Certificate - great for college applications.

