

Green Ways to School



Classroom Challenge: Go for the Green!

TEAM LEADER GUIDELINES 2010

Note: Please read the Teacher Instructions document prior to reviewing these guidelines.

The following Safe Routes to Schools' Team Leader guidelines have been created to assist you in implementing and managing a four-week long **Green Ways to School** classroom contest at your school this spring.

Team Leader primary responsibilities:

1. Distribution of supplies to teachers
2. Publicizing the contest
3. Posting classroom weekly totals on campus

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) Poster of a tree
- b) 300 leaf stickers
- c) 8 paper acorns (and an acorn collection envelope to place in your main office)
- d) Instructions for teachers

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

We will supply weekly email templates to be used for promoting the contest. The following basic publicity strategies are recommended to create awareness about the contest:

- a) Ask your Principal to send an email to all parents announcing the goals of the contest and the start/end dates
- b) Use your school's weekly newsletter or backpack mail to inform parents of contest updates
- c) Send an eblast to all room parents to forward to their classrooms to further promote the contest; weekly email could include acorn totals and green trips progress

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

Each classroom will total their weekly green trips to school **every Friday**. Results will be recorded on a paper acorn. One acorn will be posted in the classroom next to the tree poster. A duplicate acorn is created to be forwarded to the main office after morning attendance on Fridays. Please supply your front office with the Acorn Collection folder for teachers to place their weekly acorns inside.

We need your help in identifying a central place at your school to display weekly acorns as a way to boost school pride. Suggestions include: gymnasiums, a central bulletin board, main administration offices, hallway collages or possibly an outdoor covered area. Please post acorns (gathered from the envelope in the main office) for your school every Friday in the

place you decide upon. Note: If you are unable to secure a central posting place for the acorns, then we suggest you inform teachers to simply post their duplicate acorns on the outside of their classrooms door.

Some ideas: Create a giant paper tree as a place to post weekly acorns. If you choose this project, then it is recommended that you recruit a parent volunteer team to assist you. Another suggestion is to possibly engage your school's art teacher in creating a giant tree, or assign the project to your school's student council or green team.

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. The cash prize would then be used for something for the entire school.
- Award Roll Model and Green Feet certificates during the contest to students who are exemplifying Green Ways to School – a student who walks or bikes every day or who comes from a long distance.
- Encourage families to sign-up online for SchoolPool as a way to find other families to carpool, walk or bike together. This will increase participation in the contest.
- Be creative and have fun!

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!

