



Name _____

Education Campaign Preparation *Do One Thing for the Environment*

1. What is most important to teach peers about climate change (Ex: learn process of climate change, Michigan's GHG emissions, etc.)?

2. What is the goal for the number of people to learn about climate change and who will agree to "Do One Thing"?

3. How will peers be educated about climate change? (Ex: Poster, fliers, etc...) How can you measure if they learn something?

4. Where and when will the Do One Thing (DOT) education campaign be conducted (Ex: before/after school or during class announcements)? Who is responsible for covering the location(s)?

5. How will the campaign be introduced to get people interested? Create a unique brief way to introduce the project in 15 seconds:

6. How will DOT commitments and peer education be tracked? (Ex: have peers fill out piece of paper to include in a display, then record in a word document.)

Be prepared for Frequently Asked Questions:

What is a DOT? A DOT means doing one thing to help the environment – and reduce your impact.

Why should I choose a DOT? What difference does it make? Now is the best time to start green habits for yourself and the environment. Plus DOTs can save you money!

One DOT is like one drop of water – taken by itself, it doesn't seem like much... but when you think that the entire ocean is made up of drops of water, then you see how individuals can make waves!

Source: The Alliance for Climate Education. Dot Campaign Project Plan. Retrieved December 11, 2011 from http://www.acespace.org/sites/all/files/DOT_Campaign_Project_Template_for_Action_Teams_Spring_2010_v2.doc