



@SJ_Program
#SustainableStateNJ

Build Your Green Team's Brand

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Joanne Mallowney, Sustainable Ewing, @EwingGreenTeam



2016 NEW JERSEY SUSTAINABILITY SUMMIT



Why Does a Brand Matter?

✓ Build an audience ...

- Promote of your efforts
- Recruit people to your team

✓ Legitimacy for your organization

- Professionalism
- Gain respect
- Become an authority



STEP 1: the Logo

Logo → visual identity, the face of your org

1. Find graphic artist

or...

2. Do-it-Yourself

- FREE: logogarden.com , logomaker.com
- \$30-40: designmantic.com, graphicsprings.com

❖ **Add to all print & digital materials**





STEP 2: the Website

1. Create your own website
 - FREE: [Wordpress.com](#), [Wix.com](#)
 - Small one-time fee for “responsive” or “mobile ready” designs (\$50ish)
2. Personalize your URL (aka “domain” name)
 - Example: [ewinggreenteam.com](#)
 - Register with hosting site - small annual fee ([Wordpress](#), [GoDaddy](#))
 - Some come with email addresses (i.e. [joe@ewinggreenteam.com](#))
3. Must Do's:
 - Keep it clean, not too wordy
 - Every page has email sign up, social media & donate buttons
 - Use photos & success stories to inspire public to volunteer & attend event
 - People love lists! (i.e. 11 Renewable Energy Facts; 6 Reasons to Recycle)



Green Team Websites

- Page on the municipal website
 - [Sustainable Verona](#)
 - [Warren Township Green Team](#)

- Independent website
 - [Sustainable Ewing](#)
 - [Gloucester Township Green Team](#)
 - [Maplewood Green](#)



STEP 3: Promotional Materials

- Promotional materials w/ your message
 - Brochures or postcards (\$150-200 for 250ct)
 - Business cards (100ct under \$14)
 - Banners (\$25-40 for 2x6, \$35-50 for 3x8)

- Online vendors
 - vistaprint.com
 - uprinting.com
 - bannersonthecheap.com





STEP 3: Promotional Materials (con't)

- Must Do's:

1. Link to all social media accounts & website
2. Use shortened links (bit.ly, ow.ly, goo.gl, tinyurl.com)

<http://www.sustainablejersey.com/actions-certification/actions/#/open/action/1>

➔ <http://bit.ly/1xmOoqN>

(sign up for free account to personalize shortened URLs)

➔ <http://bit.ly/SJactions>



Types of Communication

1. Person to person
2. Email
3. Social media



1) Person to Person

1. Examples:

- ✓ Door to door
- ✓ Phone
- ✓ Speaking engagements
- ✓ Tabling at events
- ✓ Networking

2. Pro: most impactful way to engage & promote

3. Con: takes man power & time!



2) Email

- Services
 - Free - **Mail Chimp, Gmail, Outlook**
 - Small monthly fee - **ConstantContact, Vertical Response, MailDogManager**
- Must Do's
 - ✓ Catchy subject line
 - ✓ Brief - link to content
 - ✓ Website/blog, news articles, event registration
 - ✓ Vary timing ... try it out
 - ✓ Some email services provide analytics... use them to see what subject lines & timing gets higher open rates & click throughs
- Be mindful that sometimes photos don't show up on mobile



2) Social Media

- Where should you be present?
 - ✓ Facebook vs. Twitter
 - ✓ Photo & video sites: Instagram, YouTube, Vimeo ...
- Connect all of your platforms - & to website
- Vary your content
- Most shared topics on social media = animals, health & wellness, babies. Link your content to these pics & people will share!



Social Media (con't)

Facebook

- 1-3 sentences
- Twice a day
- 7-9am & 3-4pm are best
- Content
 - Success stories
 - Calls to action
 - Updates
 - Links to related material
 - Pictures w/ stats or inspirational quotes

[Upper Township Green Team](#)

[Sustainable Verona](#)

Twitter

- 100-115 characters
- 4-6 x's a day
- Every 1-2 hours
- Content
 - Breaking news
 - Statistics
 - Links to press releases, events, blog posts

[@UT_GreenTeam](#)

[@SustainVerona](#)



Don't start it ...

until you're ready with
content!



Building A New Brand **Marketing Talking Points**

Sustainable Jersey

Upper Township

Green Team





Using Existing Resources To Build A Green Team Brand



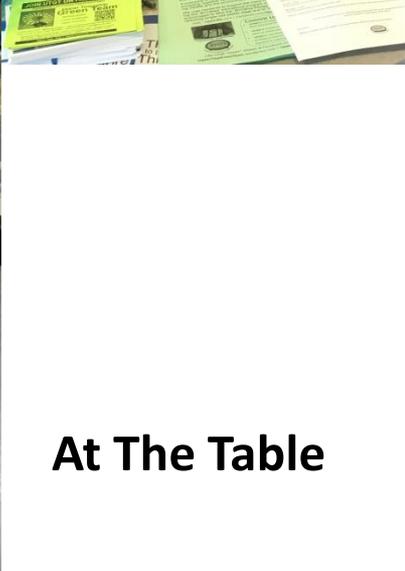
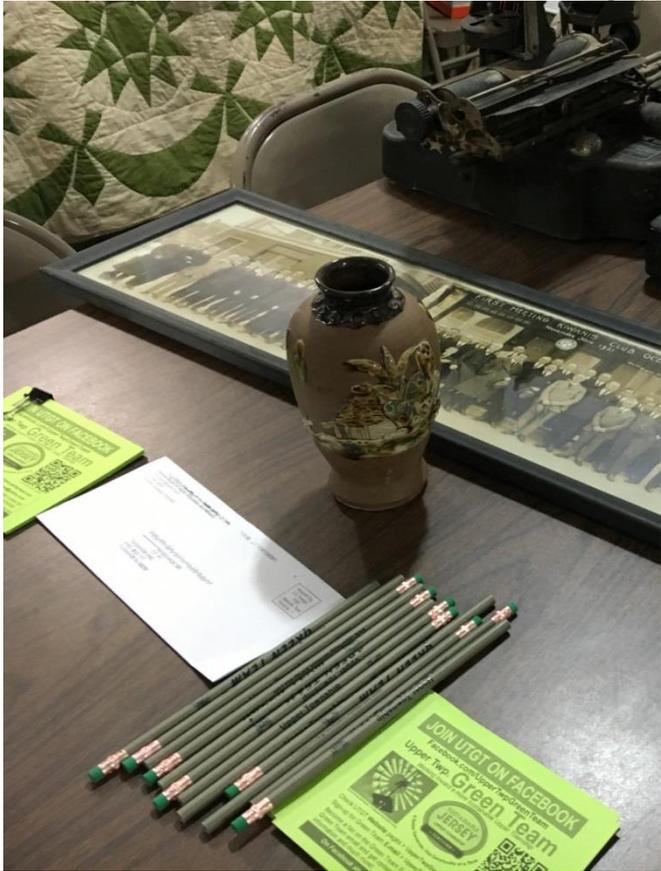
Sustainable Jersey

Upper Township Green Team



Upper Twp. Green Team – Cape May County

2016 NJ Sustainability Summit - Build Your Green Team's Brand



At The Table

Upper Twp. Green Team – Cape May County



Being Present On Walls and Bulletin Boards

Upper Twp. Green Team – Cape May County

Focus on One Message and Show It Everywhere

- ✓ Handouts
- ✓ Facebook Image
- ✓ Website
- ✓ Newsletter
- ✓ Twp. TV Channel



Upper Township
GREEN TEAM
Cape May County, NJ



Join With Your Upper Twp. Neighbors



Email / Sign Up For A Rain Barrel Workshop

Future Date(s) To Be Announced

Photos From
Upper Twp.
Green Team
Rain Barrel
Workshops
2014-2015

Email Us. Like Us On FaceBook. Get Involved.

Sign up today to receive *eNEWS* about **Green** activates in Upper Township and the South Jersey Shore region.

UpperTwpGreenTeam@yahoo.com

[Facebook.com/UpperTwpGreenTeam](https://www.facebook.com/UpperTwpGreenTeam) | UpperTwpGreenTeam.wordpress.com



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Use Photos to Show Your Green Team's Brand And Reinforce Partnerships



Upper Twp. Green Team – Cape May County

Print Double-Sided Share Costs w/ Partnerships



UPPER TOWNSHIP
Business Association
Neighbors Helping Neighbors



Sponsoring A Community Educational Partnership With The

Upper Twp. Green Team BYOBag Campaign

Take the Family "Bring Your Own Bag" Pledge
- Shop Local - With Reusable Bags -

"Change a habit and change the world". We are encouraging Upper Township residents to get into the habit of using reusable bags, rather than single-use plastic bags that so many stores give away.

If everyone in Upper Township increases their use of reusable bags for shopping, together we could save millions of bags per year from harming wildlife and the environment we all share.

We urge residents to support the many UTBA local businesses endorsing the "BYOBag" educational program in Upper Township. Families are encouraged to take the "BYOBag Pledge" and make the commitment to reducing single-use plastic bags and to "bring their own bag."

Visit - UpperBiz.com | Facebook.com/UpperBiz | UpperBiz@gmail.com



Use Reusable Shopping Bags



Commit to the BYOBag Pledge!

- I pledge to: Use reusable bags as often as possible (and to remember to bring them!) and to break the habit of single-use bags when shopping.
- I pledge to: Reduce home use of plastic and paper bags as much as possible, and to use already recycled and compostable plastic bags when possible.
- I pledge to: Help educate family, friends and neighbors about the environmental dangers of using and wasting single-use plastic and paper bags, and the importance of conserving fossil fuels and forests as much as possible.

Like Local "Green" eNews at Facebook.com/UpperTwpGreenTeam

UpperTwpGreenTeam.wordpress.com | UpperTwpGreenTeam@yahoo.com

File: BYOBag_1.0_02Apr2015



Upper Township
GREEN TEAM
Cape May County, NJ



UpperTwpGreenTeam@yahoo.com | UpperTwpGreenTeam.wordpress.com | Facebook.com/UpperTwpGreenTeam



GET READY FOR THE 2016 SUMMER SEASON !
Fridays 3:30 to 7 pm - June 17th to August 19th

Market Location: 2053 Route 9 (Mile Marker 24), Seaville

Just north of Route 50 Intersection / Acme - Cedar Square Shopping Center

Facebook.com/UpperTwpFarmersMarket | UpperTwpFarmersMarket@yahoo.com

Working Toward A More Sustainable Upper Township

**Upper Township
Green Partnerships**

If your civic, service or faith-based organization has on-going sustainable / environmental projects and would like to partner with the UT Green Team, please contact us at UpperTwpGreenTeam@yahoo.com



Gandy Farmstead Windmill - UT Historical Society



QR for -> Facebook.com/UpperTwpFarmersMarket

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Upper Twp. Green Team – Cape May County

Post Card Handouts Become Graphics for Facebook Posts Website Art and



2016
UPPER TOWNSHIP
SUMMER
FARMERS MARKET
FRIDAYS PAST TIME PLACE-ULMERS FIELD

www.facebook.com/UpperTwpFarmersMarket

SAVE The DATES - Fridays -

When:

June 17 – Aug. 19, 2016

3:30 pm – 7 pm

Where:

2053 Rt. 9, Seaville, NJ 08230

Mile Marker 24 on Route 9

Just North of Acme & McDonald's www.facebook.com/UpperTwpFarmersMarket



UpperTwpFarmersMarket@yahoo.com



Like - Follow
Us On
Facebook
& Twitter

< UTFarmersMarket >

ut-farmersmkt_STD_v1.0_10Jun2016.pptx

Small Handouts Multiply Your Coverage



Upper Twp. Green Team – Cape May County



Show Your Brand In Photos



Upper Twp. Green Team – Cape May County

Logo Opportunities



Upper Twp. Green Team – Cape May County

Partnerships Help Deliver Your Message

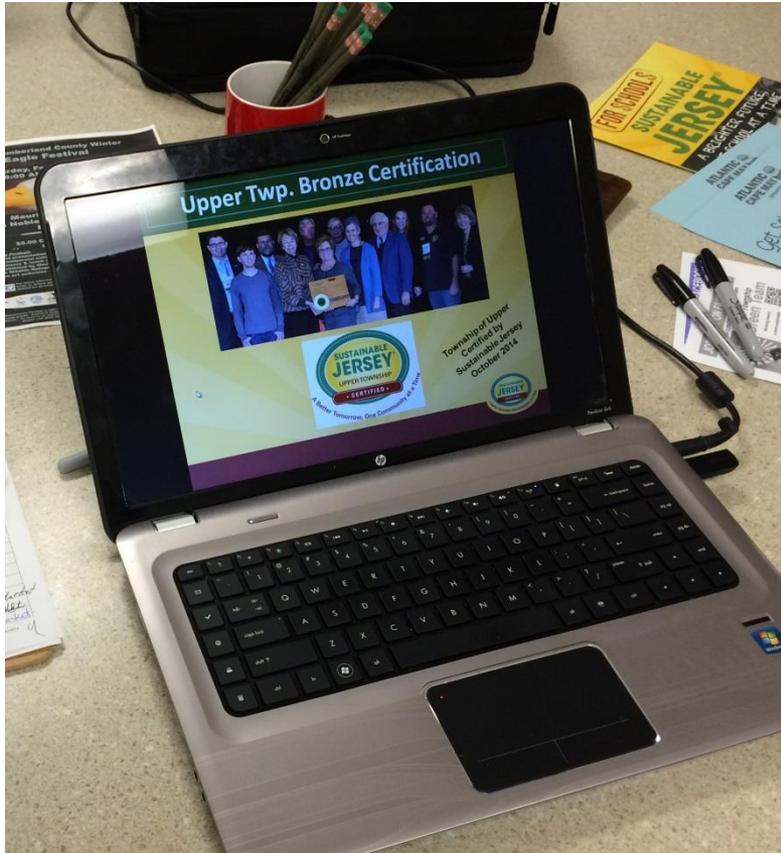


Letter Size PDFs Can Become Poster Size for Stand-Along Displays



Upper Twp. Green Team – Cape May County

On-Line or With A Single Post Card You Can Build Brand Awareness One View At A Times



Contact Information

Ralph Cooper, Upper Twp. Green Team (m) 609.464.0920
Email - UpperTwpGreenTeam@yahoo.com

Upper Twp. Green Team (*Cape May County, New Jersey*)
Facebook - www.facebook.com/UpperTwpGreenTeam
Website - <http://uppertwpgreenteam.wordpress.com>

Upper Twp. Gov. - www.uppertownship.com

Questions





Ewing Green Team

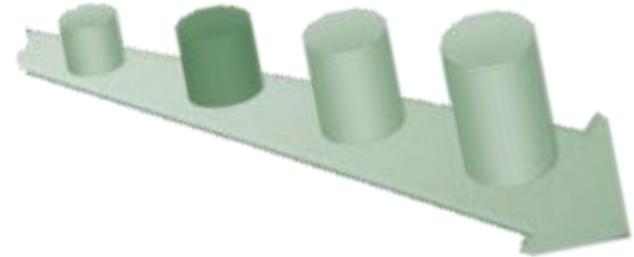
Web Tools Facilitate Green Branding

Joanne Mallowney, EGT Co-Chair
@EwingGreenTeam



EGT Timeline

- ▶ EGT created by municipal resolution in 2009.
- ▶ Created a logo
- ▶ Prior to fall of 2012 there was no electronic outreach and communication.
- ▶ All EGT business conducted by private email correspondence.
- ▶ FB presence – sparsely managed.



Baby Steps



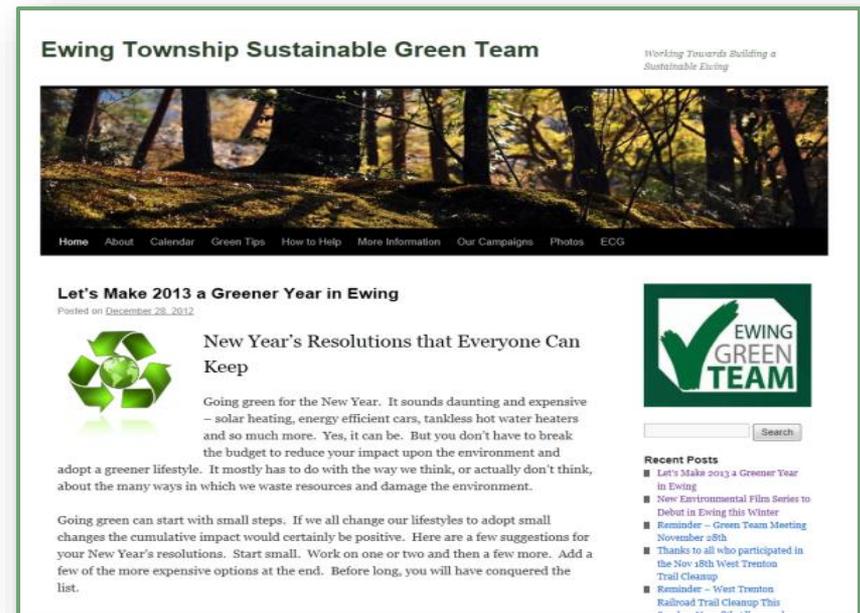
No \$\$\$ = make use of free web services

1. Summer 2012 – set Up Gmail account – ewinggreenteam@gmail.com
2. Summer 2012 – established a website for the Ewing Community Gardens – ewingcommunitygardens.wordpress.com
3. Proposed and set up EGT website in WordPress – ewinggreenteam.wordpress.com



Ewinggreenteam.wordpress.com

- ▶ Set up without a purchased domain – free site
- ▶ Very basic – few major pages
 - Home page blog
 - About
 - Contact
 - Calendar
 - Photos
 - More Information
 - web links
 - Link to Ewing Community Gardens site



Further Steps

- ▶ Revitalized FB presence
regular updates beginning in
late 2012 by a team of EGT
members
- ▶ Contacts
began building a list of contacts for
future outreach
- ▶ Electronic Newsletter
free service via MailChimp
- ▶ Twitter



Website Stats



Dashboard

At a Glance

 127 Posts

 52 Pages

 27 Comments

 8 in moderation

WordPress.com running [Twenty Fourteen](#) theme.

[Akismet](#) has protected your site from 47,985 spam comments already.

There are [11 comments](#) in your spam queue right now.

Storage Space

 13,312 MB Space Allowed

 3,024.59 MB (23%) Space Used



Annual Stats



Months and Years

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2012									52	65	103	129	349
2013	184	265	397	445	236	327	166	207	688	295	257	105	3,572
2014	118	287	591	559	812	349	370	390	664	545	395	480	5,560
2015	440	409	670	500	403	502	450	441	750	1,219	415	480	6,679
2016	326	562	936	1,064	1,115	9							4,012



Electronic Outreach Overview

Ewing Green Team Statistics					
Categories	2012	2013	2014 YTD	2015 YTD	2016 YTD
Total Facebook likes	37	70	103	111	156
Gmail Contacts	unknown	324	626	627	836
Total Website Views	349	3572	5,560	6679	4012
Website Home Page Posts	12	33	33	32	17
Newsletter Openings			1962	1089	832





EWING
GREEN
TEAM

EWING
2015 FALL SPIN

EGT Banner

EGT Business Cards

Sustainable Ewing Green Team

Promoting People, the Planet and Prosperity in Ewing

2 Jake Garzio Drive
Ewing, NJ 08628

Meetings: 4th Wednesday of each month from 6:30 - 8:30 p.m.

Ewing Senior and Community Center
999 Lower Ferry Road
Ewing, NJ 08628

ewinggreenteam@gmail.com

<http://ewinggreenteam.org>



Contact a Green Team Member

For more information about how you can get involved with the Sustainable Ewing Green Team please contact:

Name: _____

Phone Number: _____

Email Address: _____



Current EGT Home Page

Sustainable Ewing Green Team

HOME ABOUT ▾ CALENDAR GREEN TIPS ▾ HOW TO HELP MORE INFORMATION ▾ OUR CAMPAIGNS ▾ PHOTOS EWING EC ECG RECYCLING INFO

Promoting People, the Planet,
and Prosperity in Ewing

ARTS AND CULTURE ▶

EWING TOWNSHIP GREEN
BUSINESS RECOGNITION
PROGRAM

GARDEN TOUR OF EWING

31 & MAIN FARMERS MARKET, FARMER'S MARKET, FOOD

31 & MAIN FARMERS MARKET COMING TO EWING

IMAGE MAY 31, 2016 LEAVE A COMMENT EDIT



UPCOMING EVENTS

MCIA Hazardous Waste & Electronic Recycling
Event

June 11, 2016 at 8:00 am – 2:00 pm
John T. Dempster Fire School, Bakers Basin, Law-
rence Station Rd. Lawrence Twp.
Mercer County Residential Waste Only/ Proof of
Residency required.

SJ Recertification
Deadline
June 5th, 2016

4

days to go.

RECENT POSTS

Facebook Page



**Sustainable Ewing
Township Green Team**
Community

Add a Button

Liked

Message

Timeline

About

Photos

Events

More

Community

Search for posts on this Page

Promoting People, the Planet and Prosperity in

Status Photo / Video Offer, Event +



Sustainable Ewing Township Green Team

Published by Joanne Mallowney [?] · Yesterday at 12:00pm ·



MailChimp E-Newsletter



Save the Dates

New Environmental Insights Series Offering

What It Means to Be An Environmentalist (Or, Everything You Wanted To Know About Sustainability But Were Afraid to Ask)

Wed, Feb 26 | 6:30 pm | ESCC | Free and Open to the Public



Upcoming Events



TWEETS 97 FOLLOWING 82 FOLLOWERS 69 LIKES 5

<http://twitter.com/EwingGreenTeam>

Ewing Green Team @EwingGreenTeam



Ewing Green Team @EwingGreenTeam · May 31
31 & Main Famer's Market Coming to Ewing
ewinggreenteam.org/2016/05/31/31-...



Road to Repair @roadtorepa
Followed by New Jersey Mag...

Follow



John Boehner @Speake

Follow



RiderU School of Ed @Rid...

Follow

Conclusion

“Anyone seeking information about advancing sustainable behaviors and initiatives today expects to be able to find the up-to-date information they need on the Web. While readily available for the larger environmental organizations, it is less so on the local level. It is imperative that Green Teams use web-based tools to facilitate discovery of our messages and encourage participation. Green Teams, which embrace a learning culture of adapting to change and learning new things, need to be sure to include technology in that mix.”



Contact Information

Joanne Mallowney
2015 and 2016 Co Chair
IT Officer

Ewing Green Team

jwmallowney@gmail.com or
ewinggreenteam@gmail.com

Check us out at:

Ewinggreenteam.org

