



Green Team 2.0: Building Your Capacity & Promoting Your Team

March 6, 2019

Presented by Samantha McGraw

Presenter



Samantha McGraw
Program Manager

Agenda

- Green Team 101
- Recruiting, Training & Retaining Volunteers
- Promoting the Work of Your Team
- Staying Active During Transitions
- Pros and Cons of Starting a 501©3 Non-Profit



Evesham Township

Much of the discussion is based off the results of a survey completed by 46 certified New Jersey municipalities



Green Team 101

Can your green team be an existing body within the municipality?

YES!!!

Utilize your Environmental Commission
or other related committee



Municipal Green Team Candidates

Agriculture & Open Space	•Food, Natural Resources
Arts & Recreation	•Arts & Creative Culture, Community Education & Outreach, Health & Wellness (earn up to 25 points for Building Healthier Communities)
Department of Public Works	•Waste Management (earn up to 60 points for recycling non-mandated materials, Clean Communities Funding, NJDEP Recycling Tonnage Grant Funds)
Economic Development	•Local Economies
Environmental Commission	•Community Education & Outreach, Natural Resources (contact ANJEC for resources to support Environmental Commissions)
Health & Welfare Boards	•Health & Wellness
Historic Preservation	•Land Use & Transportation
Planning & Zoning	•Brownfields, Energy, Green Design, Land Use & Transportation, Natural Resources, Sustainability & Climate Planning
Shade Tree Commission	•Natural Resources

Helpful Hint

Match action categories with departments and roles in your municipality

Other Green Team Candidates

- Academic Institutions
- Civic Organizations
- Faith-Based Groups
- Volunteers/Interested Citizens
- Local High School Alumni home for the summer or other school students
- Neighboring municipalities



Working with Your School Green Team



- Community Education & Outreach
- Civic & Stewardship Activities
- Green Fair
- Green Your Green Fair
- Green Challenges
- Anti-Idling Programs
- Community Asset Mapping
- Safe Routes to School
- Waste Audit

**WE ARE
BETTER
TOGETHER**

[FIND SCHOOL CONTACT](#)

Tag Team Action Partners

- [Rutgers Master Gardeners](#)
- [Transportation Management Associations](#) →
- [Municipal & County Recycling Coordinator](#)
- [Association of New Jersey Environmental Commissions](#)
- Regional Health Partners
- Eagle Scouts from Local Troops looking for projects
- [TCNJ Center for Community Engaged Learning](#) → Volunteer opportunity opens May 2019 for fall projects

 Cross County Connection TMA	 Greater Mercer TMA	 Hudson TMA	 HART TMA
 Keep Middlesex Moving TMA	 Meadowlink TMA	 Ridewise TMA	 TransOptions TMA

Helpful Hint

Look at the “Who Should Lead and Be Involved,” “Project Costs and Resource Needs,” and, “Resources” sections of the action you are completing



*Hightstown Borough
Bonner Volunteer Stream Clean Up*



Green Team Questionnaire Responses

Insight from 46 certified towns

What do Green Teams Look Like?

- Different for each town
- Most had at least one municipal rep and one volunteer on the team
- Consider having “green team friends”



Asbury Park City

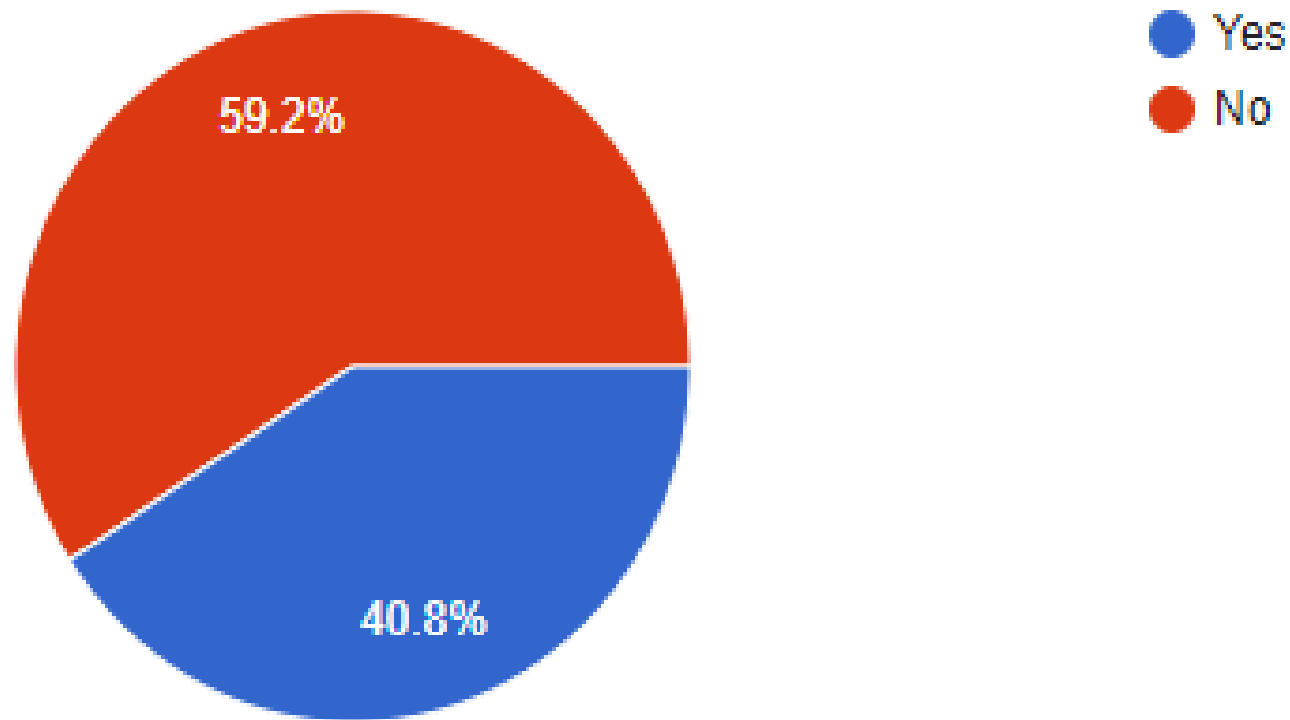


Bloomfield Township



Delran Township

Has your municipal green team undergone leadership change?




Navigating Green Team Leadership Change

- Establish co-chairs
- Develop a plan
- Partnerships with other municipal/community groups
- Stay active by
 - Remembering the cause/mission
 - Having an energizing vision
 - Building a winning team spirit – [sample ice breakers](#)



Strategies to Recruit, Train & Retain Volunteers

- Recruit
 - Word of mouth
 - Events, farmers markets
 - Bring a friend
 - Online platforms (ex. [Ewing Twp Volunteer Application](#))
 - Community groups
 - Department announcements/recommendations

 **Ewing**

Township of Ewing Volunteer Application
2 Jake Garzio Drive, 2nd Floor, Ewing, NJ 08628
(609) 538-7609

If you are interested in volunteering your time to serve your community, please complete the form below and send it to the Township Administration office, via email at or by mail to the above address. Please enclose your resume or any additional information that you think might be helpful to the Mayor in making his appointments.

Name: _____
Address: _____
Town: _____ Zip: _____
Home Phone: _____ Office: _____
Cell Phone: _____ E-mail: _____
Occupation: _____ (If retired, indicate former occupation)

Areas of interest for service (Please rank in order of interest):

<input type="checkbox"/> Arts Commission	<input type="checkbox"/> Sustainable Ewing Green Team
<input type="checkbox"/> Board of Condemnation	<input type="checkbox"/> Municipal Alliance Committee on Alcoholism and Drug Abuse
<input type="checkbox"/> Board of Recreation	<input type="checkbox"/> Patriotic Committee
<input type="checkbox"/> Ewing-Lawrence Sewerage Authority	<input type="checkbox"/> Planning Board
<input type="checkbox"/> Ewing Township Redevelopment Agency	<input type="checkbox"/> Rent Control Board
<input type="checkbox"/> Ewing Environmental Commission	<input type="checkbox"/> Senior Citizens Advisory Committee
<input type="checkbox"/> Historic Preservation Commission	<input type="checkbox"/> Zoning Board
<input type="checkbox"/> Site Review Board	

Background Information
Description of why you are seeking this appointment

Education Background

Strategies to Recruit, Train & Retain Volunteers

- Train
 - Develop a “welcome packet”
- Retain
 - THANK YOUR VOLUNTEERS & share credit for accomplishments
 - Encourage members to find their passion
 - Provide regular program content training – [Sustainable Jersey Regional Hubs](#)
 - Make meetings accessible

[Princeton Community Works Conference](#)

Annual educational conference in January for nonprofit boards, staff and volunteers



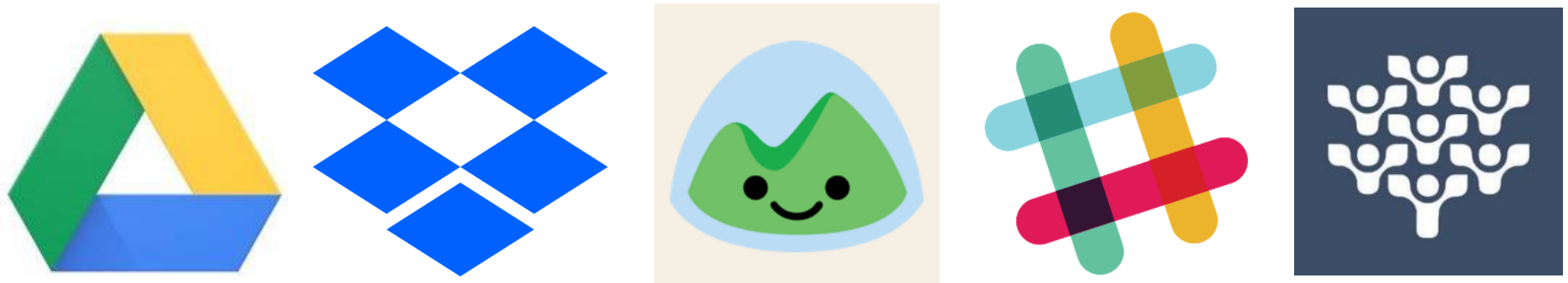
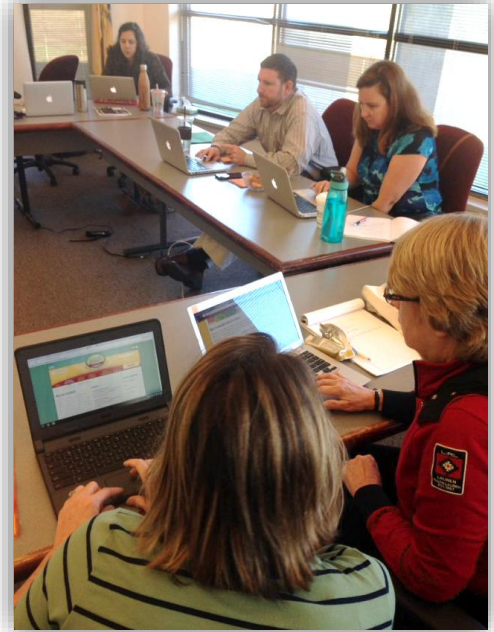
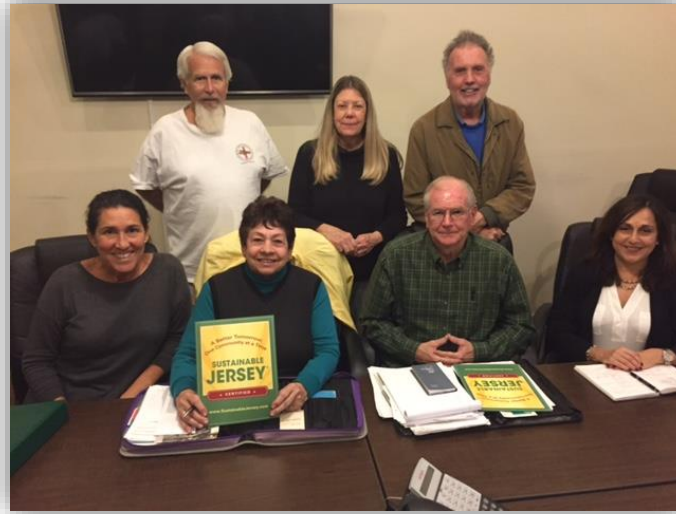
Bridgewater Township



Brigantine City

Sharing Information While Working on Certification

- [Google Drive](#)
- [Dropbox](#)
- [Basecamp](#)
- [Slack](#)
- [Freedcamp](#)
- Monthly meetings/calls



Is the work of the green team promoted in town & how?

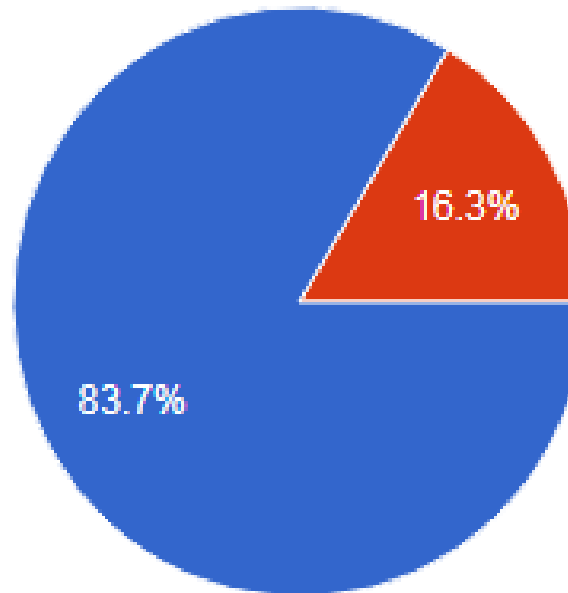
- Green team needs to be its strongest advocate
- Develop communications plan template
- Speak regularly at council/staff meetings
- Banners hung in City Hall
- Certification plaque displayed in town hall
- Postcards mailed to residents



*Gloucester Township
Bike Press Conference*



*Caldwell Borough Bag It Display at
Council Meeting*



What are the benefits?

- Town pride
- Save Money/Reduce Energy Consumption
- Increased attendance at green fairs, interest in green team work
- Better working relationship with town and schools
- Proposals receive more weight with municipal officials (credibility)
- **Access to grants**
- Contributing to the overall carbon footprint reduction goals for the state of New Jersey
- Action documentation is useful for other honors, certifications, and grant applications.



*Bloomfield Township receives
2018 PSEG \$10,000 grant*



*Glen Rock Borough receives
2018 PSEG \$2,000 grant*

Spotlight: Washington Township (Gloucester)

\$2,000 Sustainable Jersey Grant

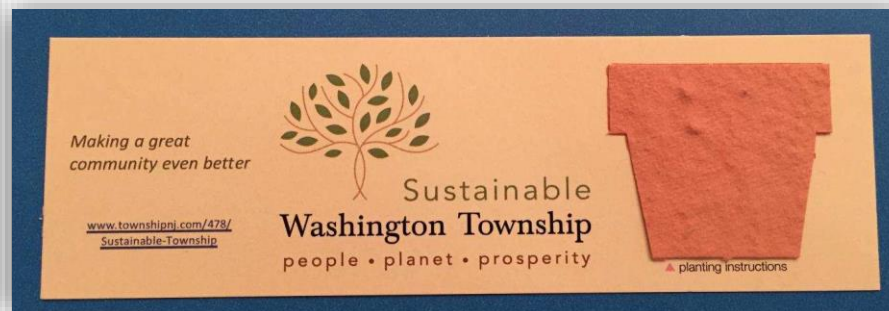
- 2017 grant for green team capacity building and water conservation education
- Promotional items purchased/created: display board, table cover, banners, reusable totes, seed-card bookmarks with their logo.
- 40 people signed up to learn more



Display in Municipal Building Lobby



Super Saturday Event



Seed-Card Bookmark

Spotlight: Washington Township (Gloucester)

\$2,000 Sustainable Jersey Grant

- Updated Water Conservation Guide
- Sustainable Washington Township Brochure



Washington Township achieves bronze recertification

Council Vice President Sean Longfellow announcing new Water Conservation Education Guide during televised council meeting



Includes representatives of

- Planning Board
- Board of Education
- Municipal Utilities Authority
- Chamber of Commerce
- Public

www.twp.Washington.nj.us/478/sustainable-township

We have achieved certification from the Sustainable Jersey Program at the Bronze Level, and will continue to work toward building a better future through collaboration, creativity and community

A Better Tomorrow, One Community at a Time

Sustainable Washington Township
people • planet • prosperity

Making a great community even better

In October 2017, Washington Township was certified as a Sustainable Community—one of only 200 in the State. Certified towns are an outstanding group of municipalities that are making important contributions toward the long-term goal of a sustainable New Jersey and world. The certification recognizes Washington Township as a municipality that seeks to:

- Go green by conserving energy, reducing waste and saving money
- Continuously improve the quality of life in our community
- Improve and maintain a vital local economy
- Engage the public in meaningful participation in government

What makes Washington Township a Sustainable Community?

Going green—reducing waste, conserving energy

Single stream recycling of paper, cardboard bottles, cans, plastics (1-7)

Residents can bring

Improved energy management in public buildings

Being responsible stewards of our natural resources

Washington Lake Park

Glenloch Lake

Protecting our drinking water supply

Sustainable Washington Township Brochure

Green Team “Swag”

- Business cards
- Cinch sacks/reusable bags/earth-friendly jute tote with town logo
- Coloring books about recycling
- Hats
- Poster displays
- Recycled pens w/logo
- Recycled rubber jar grippers
- Table skirt w/logo
- Window cling



Establishing Your Green Team as a 501©(3) Nonprofit

- Things to consider
 - How will this benefit your cause?
 - How will you raise your money?
 - Will it be a membership or non-membership organization?
 - Who will be on your Board of Directors/Trustees?
 - Who will run the non-profit – volunteers or staff?
 - Restrictions on lobbying activities
 - Barred from political campaign activities
- Visit The [Center for Nonprofits](#) for more information

New Jersey Non-Profits

Go Green Galloway (GGG)

- Formed 2008 after Galloway signed Mayors Climate Protection Agreement, non-profit formed 2012
- GGG has
- GGG and town work on certification
- GGG members do not upload to certification application
- GGG fundraises for its own events, applies for SJ grants
- Better control over how funds used
- Businesses more readily step up to sponsor GGG efforts

Sustainable Cherry Hill (SCH)

- Formed in 2008 after residents asked town to sign Mayor's Climate Protection Agreement
- Separate SCH and Green Team
- SCH holds events that earn SJ points
- SCH members do not upload to certification application
- SCH receives no financial support from town, does it's own fundraising
- Able to work w/town on festivals
- Challenges w/diverging agendas/priorities
- Potentially unstable environment vs. continuous Township leadership

Sustainable Lawrence (SL)

- Formed 2006 from community sustainability conversations
- Separate SL and green team
- SL has received some reimbursements from the town
- Able to work w/town on events and overall collaboration

Sustainable Princeton (SP)

- Formed 2009 when Princeton Twp. And borough provided funding for part-time Sustainability Coordinator – officially launched 2012
- SP serves as town's green team
- SP has staffed positions and they upload to the certification application
- Receives \$30,000 annually from town to perform statement of work that includes sustainability initiatives of municipality
- Have office in municipal building
- Ability to help town apply and receive SJ grants and seek additional funding
- Limits degree sustainability can be embedded into work culture of town

Questions?

Non-Profit Questions

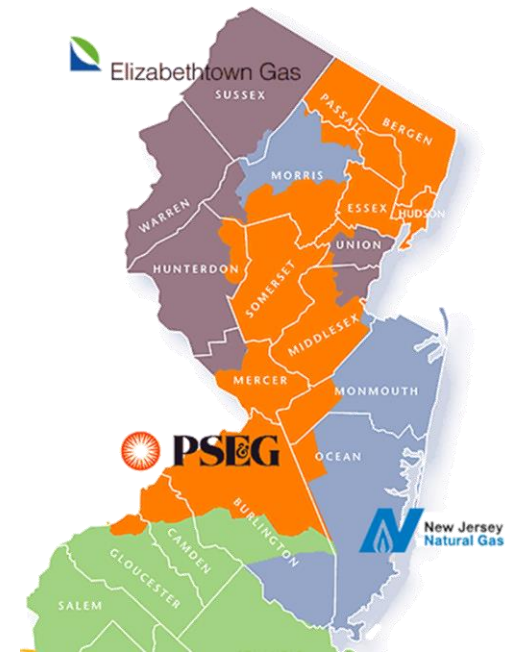
- Sustainable Cherry Hill
 - Edward Cohen, ecohen@vision-edge.com, 609-217-1412
- Sustainable Princeton
 - Christine Symington, Christine@sustainableprinceton.org, 609-454-4757

General Program Questions

- Sustainable Jersey
 - Maureen Jones, info@sustainablejersey.com, 609-771-2938

FREE Technical Assistance for Energy Initiatives

Sustainable Jersey is partnering with the Environmental Defense Fund (EDF) and New Jersey Natural Gas (NJNG) to provide a program to assist municipalities and school districts in completing Sustainable Jersey energy actions. A highly qualified and trained EDF Fellow will work onsite for 9 to 10 weeks in the summer of 2019. Applicants must be in the NJNG service area.



[Application Deadline](#): Monday, April 8 at 11:59pm

Sponsored by



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2019 New Jersey Sustainability Summit

Sustainable Jersey is celebrating its 10th anniversary this year. This Summit will feature 12 breakout sessions, networking, NEW sustainability exhibit, NEW EV ride and drive, and a NEW location – Bell Works. [Register today!](#)



10th Anniversary Sponsors



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