



SUSTAINABILITY SUMMIT 1



AMPLIFYING YOUR IMPACT: MARKETING STRATEGIES FOR GREEN TEAMS

May 9, 2025



Agenda

1. Welcome
2. Use of Data To Share Your Story
3. Marketing Strategies
4. Social Media Videos
5. Q&A





Panel Speakers



Deb Hammond
Chair, Delran Green
Team



Elana Berk
Communications &
Outreach Manager,
Sustainable Princeton



Lisa Nicolaison
Project Manager,
Sustainable Princeton



Sabrina Arauz
Sustainable Jersey



Kristy Ranieri
Sustainable Jersey



Why Good Communications Matter

Especially in Sustainability Work



- **Builds Awareness**
- **Cuts Through the Noise**
- **Makes Complex Issues Understandable**
- **Inspires Action**
- **Boosts Participation**
- **Creates Emotional Connection**
- **Empowers Others**





SUSTAINABILITY SUMMIT

10



Use Data to Share Your Story



Deb Hammond
Delran Green Team

How Do I Use Data?



- What is it?
- How can we do it?
- What should we count?
- What tools can we use?

This is the Reaction We Want



**WOW!
Great Job!
Thank you
Green Team!
Impressive!**

Volunteer Hours 2024

delran.green@gmail.com [Switch account](#)

Not shared

* Indicates required question

Name *

Deb

Other participants

Your answer

Date MMDD *

0

Hours *

Your answer

Project *

Choose

Forestry only

Choose

More Details

Your answer

Submit

Clear form

Google Form for Volunteer Hours

Timestamp	Name	Date	Time	Project	Additional description	Other participants
1/3/2025 18:05:10	Deb	1/1	3.5	Lake Lonnie	Geocache and First Day Hike	Al, Alex, Amy, Candy, Karen, Lynn, Paul, Tom
1/30/2025 14:33:00	Al	1/1	5.5	Lake Lonnie	Loaded tools for 1st Day Hike prep. Glued and screwed sign on wall of shed, Moved brush and did small cleanup. Hiked, reloaded tools, locked gate,	
1/30/2025 14:35:00	Al	1/2	0.25	Lake Lonnie	Unloaded all tools needed at lake.	

- Identify your projects
- Use filters

- ☰
- Home
- Projects
- Templates
- Brand
- Apps
- Dream Lab

Search your content and Canva's

Personal debra_hammond



- Facebook Post...
- Flyer (Portrait)
- Doc
- Whiteboard
- Presentation
- Social media
- Video
- Print

- Make me an image
- Write my first draft
- Resize any design

Recent designs

Your paragraph text
Facebook Post • Edited 8 months ago

By the Numbers
Social Media • Edited a few minutes ago

Kindergarten grove ba...
Medium Banner (US) (Landscape) • Edited 3 months ago

Celebrate Arbor Day
Facebook Post • Edited 13 days ago

Add a heading
Real Estate Flyer • Edited 15 days ago

Opportunities to Volunteer
Real Estate Flyer • Edited 3 months ago

Canva



<https://www.canva.com/#> =

Create Infographic



- Use an application like Canva to create
- Plan ahead to collect the right data
- Post on social media, bulletin boards, display board

Tornado Impact



April 1, 2023- A tornado formed and touched down in a neighboring town before hitting Delran. Conrow Park is a big green space for our town and the tornado damaged 34 trees as it passed through.

With the damage done to the Conrow park trees this year:

- **1.6 tons** of carbon will **not** be taken out of the atmosphere
- **89,215 gallons** of storm water runoff will **not** be intercepted

in addition to the loss of erosion control and shade these beautiful, large trees provided.



The Delran Green Team is encouraging residents to plant trees to make up for this huge loss to Conrow Park. We know that there is the potential for increased flooding in the area so we are doing our part now to reduce the risk in the future!



- We didn't plan ahead
- Used our tree inventory
- Used iTree to calculate the loss of ecological service

Know Your Audience

TREX Challenge Status

We need to collect 500 pounds by December 31 to earn a TREX bench for Delran. We've collected over 100 pounds or 20% of our goal.



Drop off clean soft plastic to the TREX bin located at the Delran Municipal Building. Acceptable plastics include Amazon bags, bubble wrap, bread bags, overwrap on paper products and bottled water.

For more info: www.sustainabledelran.org

AS OF SEPTEMBER 30

Help Us Turn Plastic into Benches



We've collected 284 pounds

0 25 50 75 100

57%

We need to collect 500 pounds by December 31 to earn a TREX bench for Delran. Drop off clean soft plastic to the TREX bin located at the Delran Municipal Building. Acceptable plastics include Amazon bags, bubble wrap, bread bags, overwrap on paper products and bottled water.

For more info: www.sustainabledelran.org

Use the data
you have

Burlington County Green Teams Waterside Clean-ups

March 22, 2025

Delaware River at Riverton and Palmyra
Lake Lonnie and Swedes Run in Delran



**Together 109 People Removed 95 Bags
of Trash From Our Streambanks**

Organized by the Green Teams in Delran, Maple
Shade, Merchantville, Palmyra and Riverton

Statistics based on Available Data



SUSTAINABLE JERSEY

COLLECTIVE IMPACT

1



91%

OF NJ POPULATION LIVES IN A REGISTERED OR CERTIFIED COMMUNITY



83%

OF MUNICIPALITIES PARTICIPATING

67%

of NJ public school districts registered with Sustainable Jersey for Schools



186

MUNICIPALITIES CERTIFIED

63 SILVER CERTIFIED

123 BRONZE CERTIFIED



374

SCHOOLS CERTIFIED

67 SILVER CERTIFIED

307 BRONZE CERTIFIED

27,967



SUSTAINABILITY ACTIONS

COMPLETED by both municipalities and schools

\$8.4 MILLION



IN GRANTS FOR MUNICIPALITIES, SCHOOLS & SCHOOL DISTRICTS

Annual impact of the Program

2024

NJ Urban & Community
Forestry by the
Numbers

March 2025



258 active community forestry management plans

167 communities accredited (and counting!)

5708 hours of continuing education courses

1161 CEU participants

124 CORE training participants



For more information about NJ Urban and
Community Forestry, please visit our website:
<https://www.nj.gov/dep/parksandforests/fore>



2 weeks until Arbor Day * 2 weeks until Arbor Day**

Find the Eye Pop!

- Saved \$1000
- Eco-services



DELRAN GREEN TEAM ADOPT A TREE IMPACT



IN 2022, THE DELRAN GREEN TEAM GAVE AWAY 19 FREE TREES. THESE MATURE SEEDLINGS WERE POTTED AND WERE ABOUT 2-3 FEET TALL.

TREES INCREASE YOUR PROPERTY VALUE!



Trees reduce flooding by soaking up and redirecting rainfall. They also filter out pollutants caused by combustible engines and industrial production. Trees provide shade and can reduce air conditioning costs in the summer.

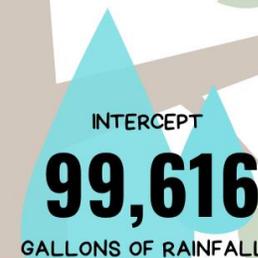
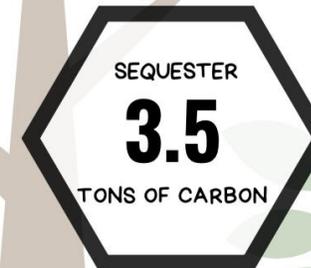
THE SPECIES OF TREES INCLUDED:

- RED MAPLE
- RED BUD
- BALD CYPRESS
- HACKBERRY
- RED CEDAR
- RED OAK
- SWAMP CHESTNUT OAK

A TREE OF AN EQUIVALENT SIZE WOULD COST AT LEAST \$50 AT A LOCAL NURSERY!

The Delran Green Team saved township homeowners a combined total of \$1,000 by giving away mature seedlings for free

ASSUMING ALL THE TREES GROW TO MATURITY, OVER THE NEXT 20 YEARS THESE TREES ARE EXPECTED TO:



Use Photos too!

Number
don't
always
show
impact



Great Way to Show Your Effort



- Great way to show your year in review
- Plan ahead to collect the right data
- Post on social media bulletin boards, display board

Take-Aways

- Canva and Google Forms are simple, free and easy to use
- Plan Ahead
- Take photos
- Create a brand



SUSTAINABILITY SUMMIT



Deb Hammond
Delran Green Team
delran.green@gmail.com

Branding

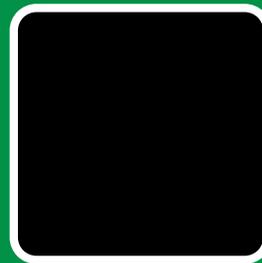
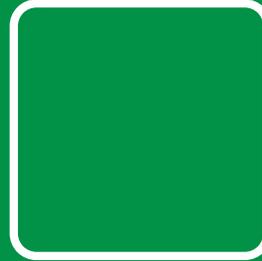


Video



Q&A

Marketing for green teams.



Presented by
Elana Berk & Lisa Nicolaison

**SUSTAINABLE
PRINCETON.**

Who is Sustainable Princeton?

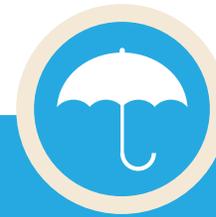
Sustainable Princeton is a non-partisan, non-profit organization in Princeton, NJ with a mission to inspire our community to develop and implement solutions that positively impact our environment. It's our vision that Princeton be a model town that examines every action through the lens of sustainability ensuring a healthy environment, a strong economy, and the wellbeing of all community members now and in the future.



REDUCE
GREENHOUSE GAS
EMISSIONS



PROTECT THE
LOCAL
ECOSYSTEM



INCREASE
COMMUNITY
RESILIENCY



MAINTAIN
STRONG
INSTITUTIONAL
PARTNERSHIPS



About Elana

Communications & Outreach Manager

- Ex-advertising agency copywriter
- Queen of the “zhuzh”
- Office extrovert
- Eternal optimist

Why branding matters for green teams

Guidance

Helps give a unified voice even when multiple people create content

Consistency

Gives your programs and events consistency and continuity

Professionalism

You may not have a graphic designer on staff but following brand standards will make everyone think you do

Shared identity

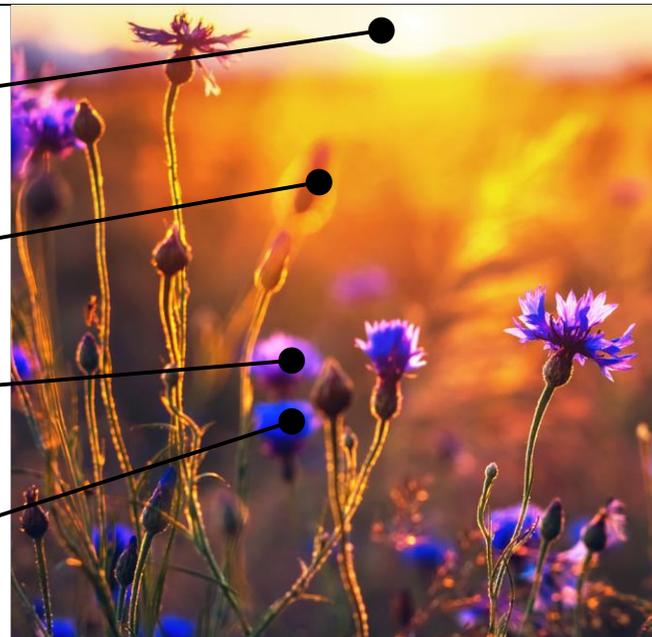
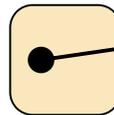
- Reflects shared goals
- Fosters familiarity even when personnel changes
- Tells your audience who you are and attracts like-minded people



Touch-points

Look & feel

- colors
- typography
- logos
- iconography



Community climate action.

Community climate action.

Community climate action.

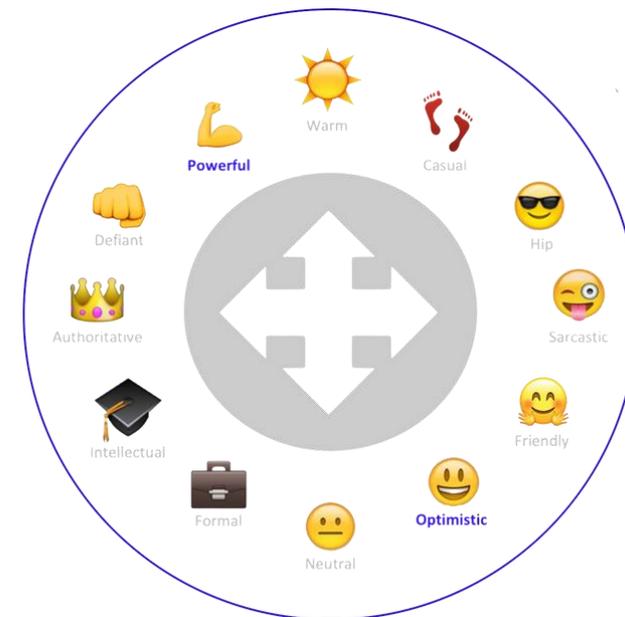
COMMUNITY CLIMATE ACTION.

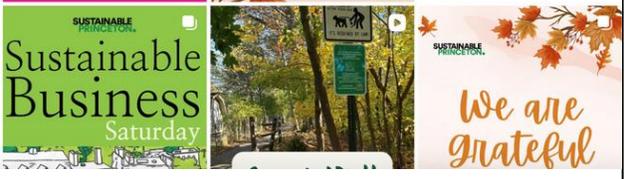
Community climate action.

COMMUNITY CLIMATE ACTION.

Voice

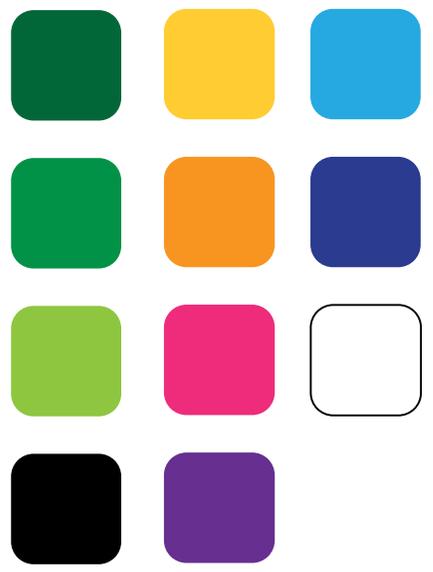
- tonality
- style
- key messages





How it all comes together at SP

Online or in-print—you know if it came from SP



Optimistic - Trustworthy - Knowledgeable - Personable

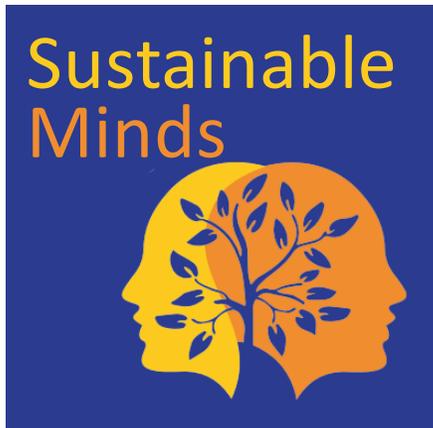
- Templates
- Icons
- Printed pieces
- Flyers
- Branded programs & events



Branded events & programs

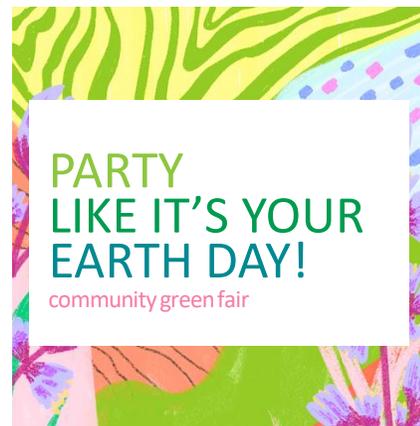
Sustainable Minds Speaker Series

- Academic
- Educational
- Important



Party Like It's Your Earth Day

- Family-focused
- SUPER fun
- Relaxed, joyful atmosphere



S.T.A.R. Neighborhoods

- Inclusive
- Diverse
- Unifying



eCommuter Fest

- Exciting
- Movement
- Fun



BRANDING CHEAT CODES

3 things you can do right now

1. CHOOSE AN ARCHTYPE

- Bold hero?
- Neighborhood bestie?
- Science-lovin' nerd?
- Crunchy granola earth-people?

....*what's your vibe?*



2. PICK 3 COLORS THAT ARE "YOU"

One main color



2 accents



Tip: find color inspiration in a meaningful or symbolic photo

3. ASK YOURSELF, "DOES THIS _____ REFLECT OUR PERSONALITY?"

- Does the font look "smart"?
- Does the flyer sound like a "bold hero" calling you to action?
- Do the graphics feel organic and "crunchy" or sleek and corporate?

REBRANDS HAPPEN.

Bringing it all to life



Making content people want to watch

VIDEO

Your reels

STEP UP PRINCETON!

AUGUST 1-31

sustainableprinceton and fleetfeetprinceton
Megan Hamilton · Playing With Fire

Join the Step Up Challenge!

1.3K · View insights

Boost reel

SUSTAINABLE PRINCETON

Your reels



sustainableprinceton
Julio Cercato · Be Creative

Show us your Trashion!

5 responses · Vote

1.2K · View insights

Boost reel

Your reels

PARTY LIKE IT'S YOUR EARTH DAY!

community green fair

Sunday, April 27 (11 am - 3 pm)
Morven Museum & Garden
55 Stockton Street

sustainableprinceton
Julio Cercato · Speed Of L

Get ready to party!

1.3K · View insights

Boost reel

Your reels

TRASHION SHOW



sustainableprinceton and morvenmuseum

Show us your Trashion and WIN amazing ...

1.5K · View insights

Boost reel



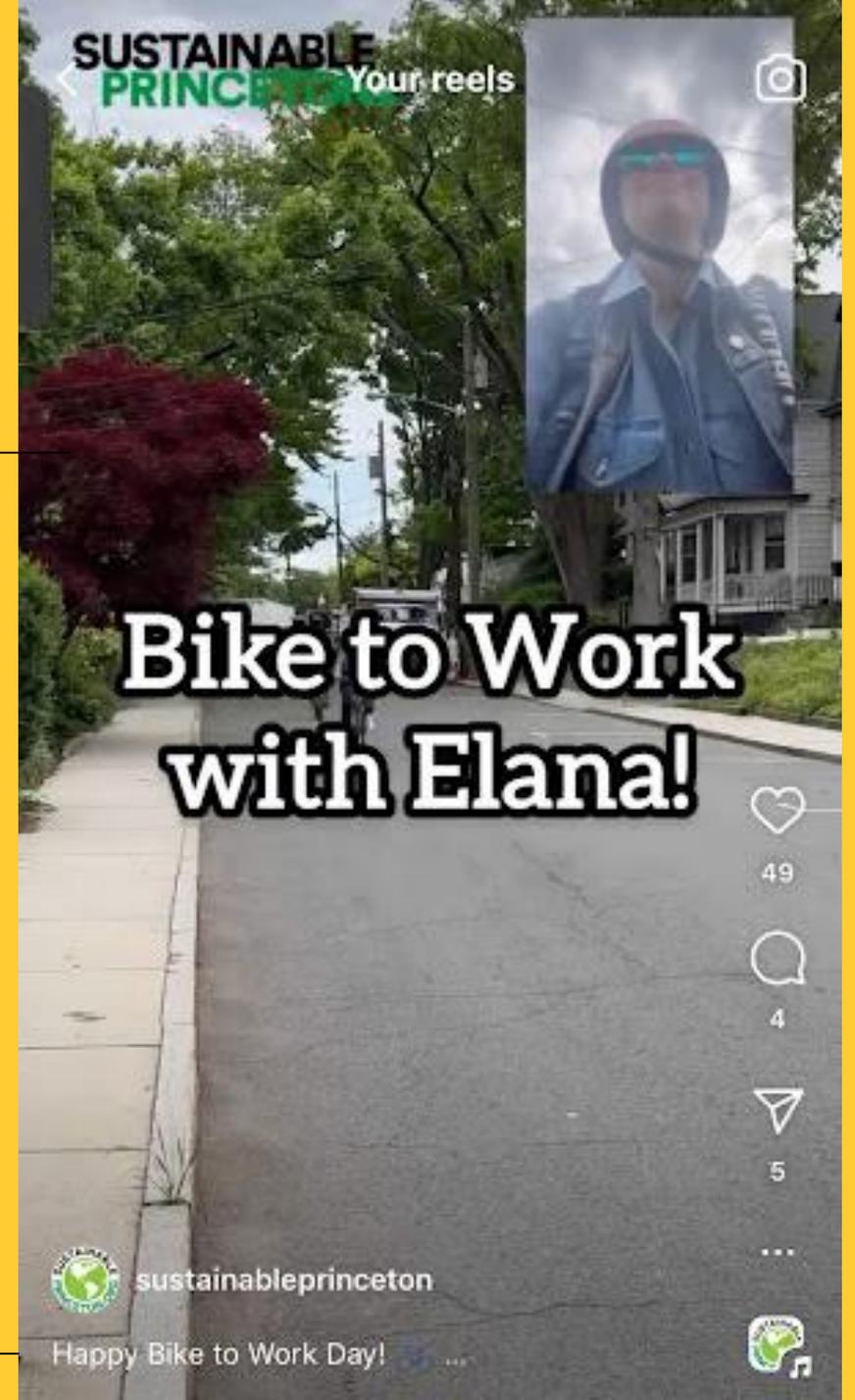
About Lisa

Project Manager

- Self-taught content creator
- Decade of higher education sustainability experience
- Consultant for non-profit, higher ed, businesses , etc.

Why Video?

- Visual nature of social media
- Algorithm and analytics
- Use across multiple platforms
- Fun!



Best Practices

Visual

Avoid low-resolution or blurry images and videos

Audio

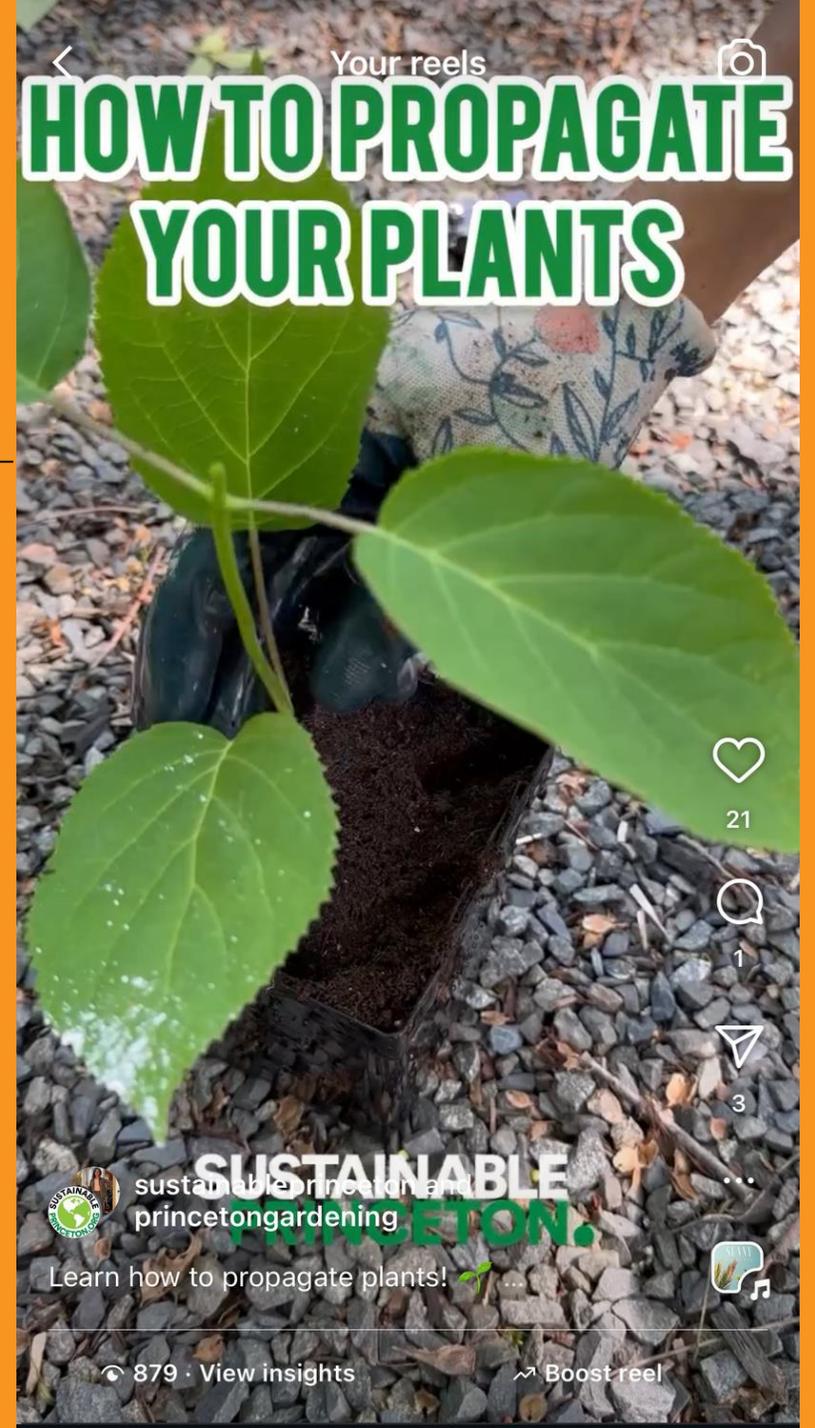
Always include music and CC

Length

<30 seconds, unless instructional

Information

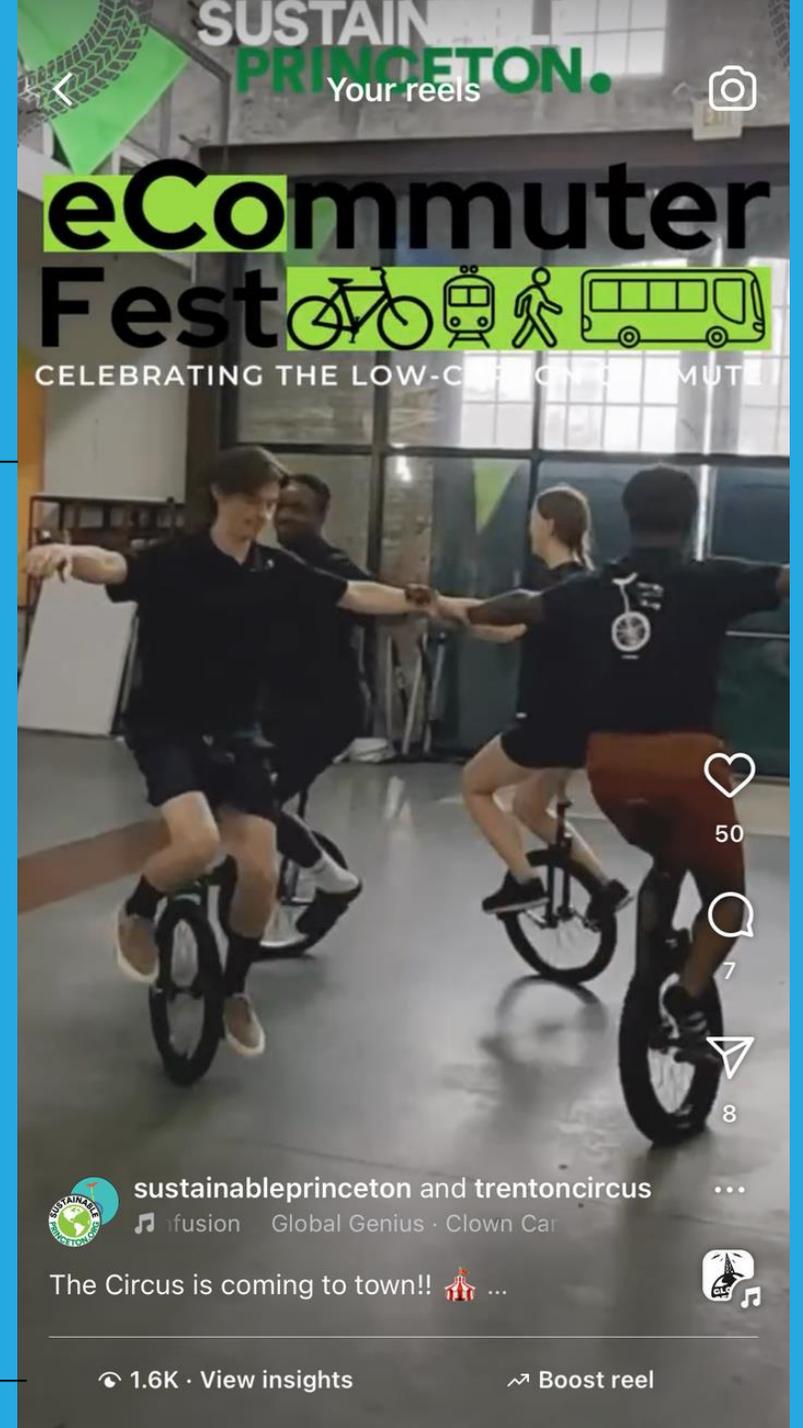
Limit text, include context in caption and CTA



Video Types

- Educational
- How to / DIY videos
- Storytelling
- Interviewing experts
- Tours
- Event/Campaign recap
- FAQ
- Trends

<https://www.instagram.com/reel/C->



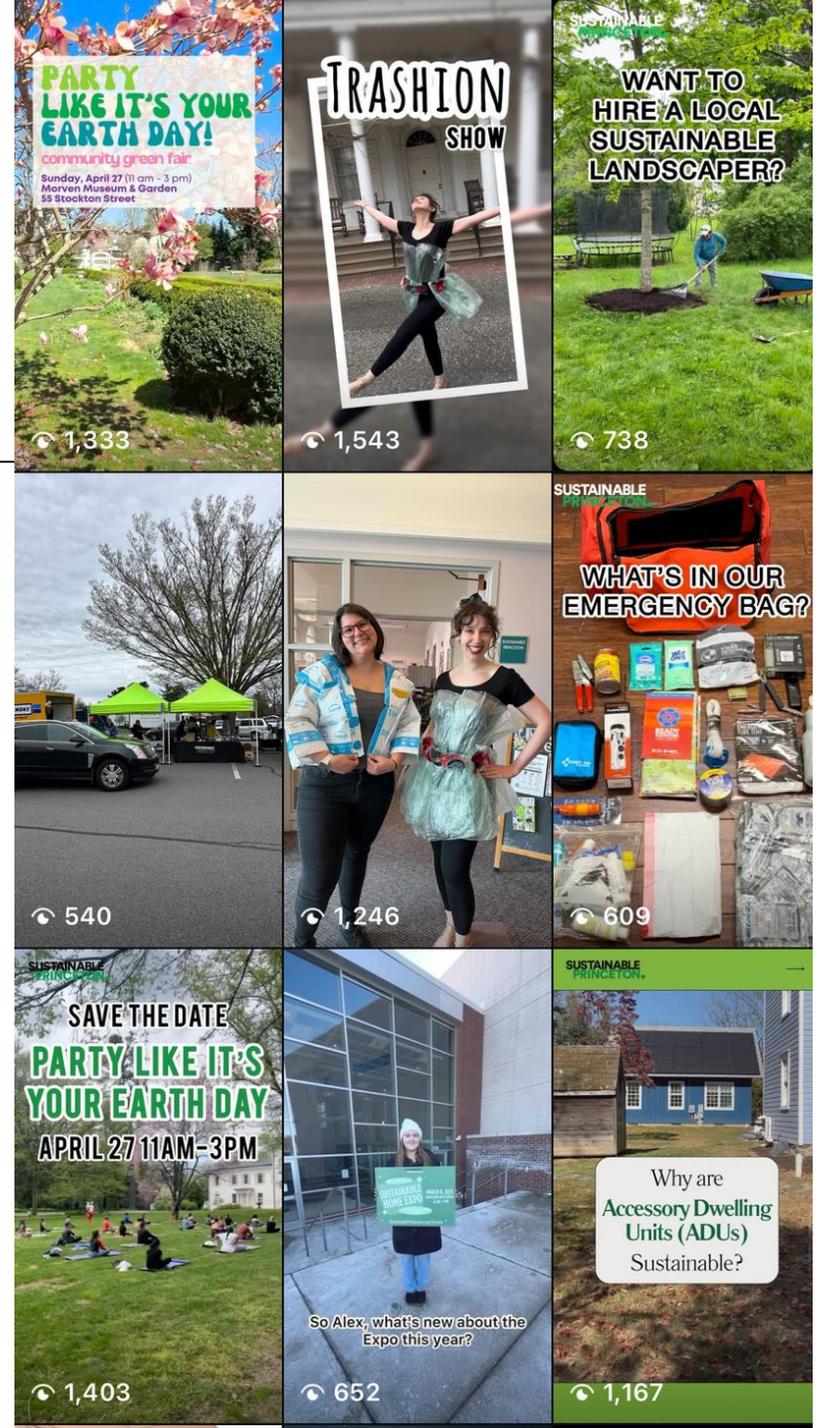
Tutorial

Instagram Reels

To watch the tutorial videos click [here](#)

- Meta (FB and IG)
- Free to use
- Exports without music

Other apps: Inshot, Canva, Edits



Tutorial

Step One: Adding videos and photos

Tips:

- Hearting videos or creating an album can help speed up the process
- Live photos can be used as short video clips
- Add all the videos and photos you think you want to use and you can always remove them later

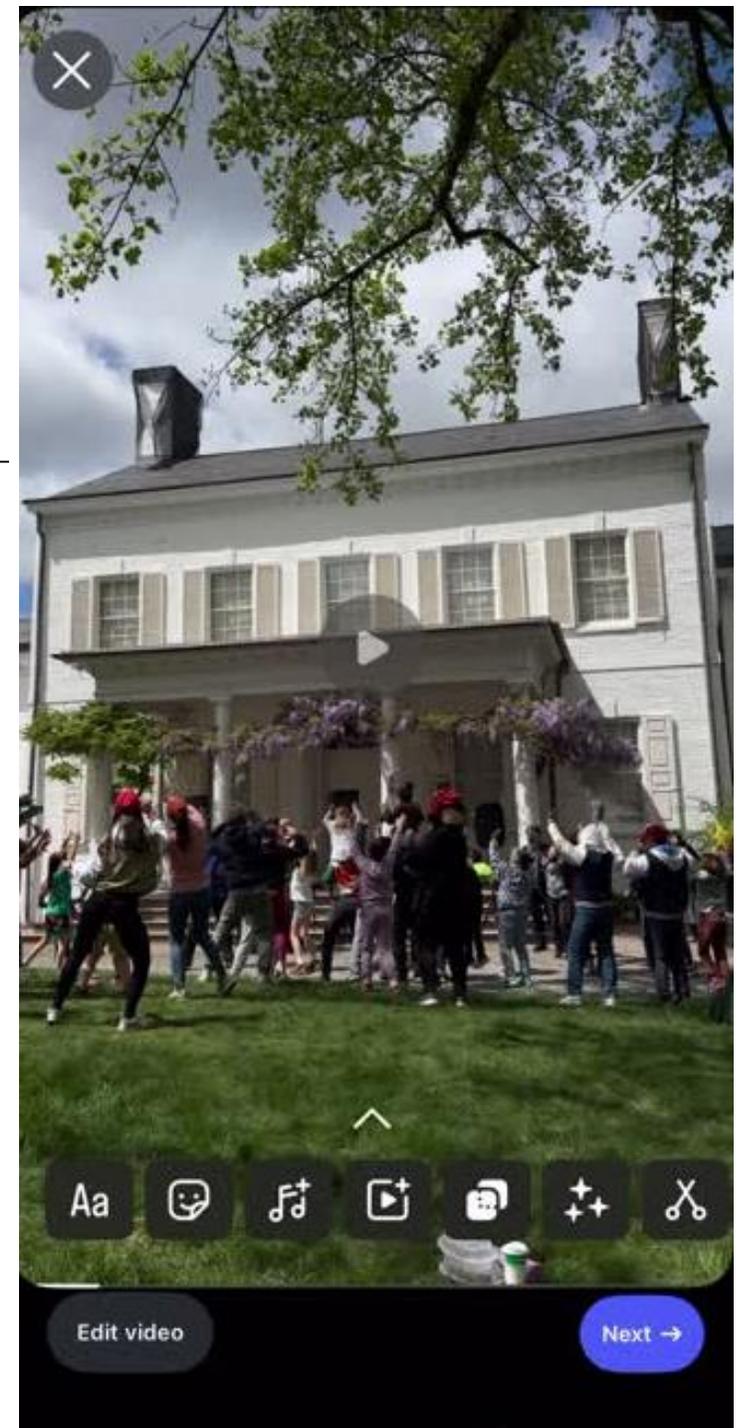


Tutorial

Step Two: Organizing clips

Tips:

- Move clips around into a logical order
- Remove any clips that don't make sense
- Shorten video clips
- Crop out shaky movements



Tutorial

Step Three: In-app Features

Features include:

- Text
- Stickers
- Music
- Picture in picture
- Effects
- Editing clips
- Audio
- Adding photo
- Captions
- Voiceover
- Filters
- Download

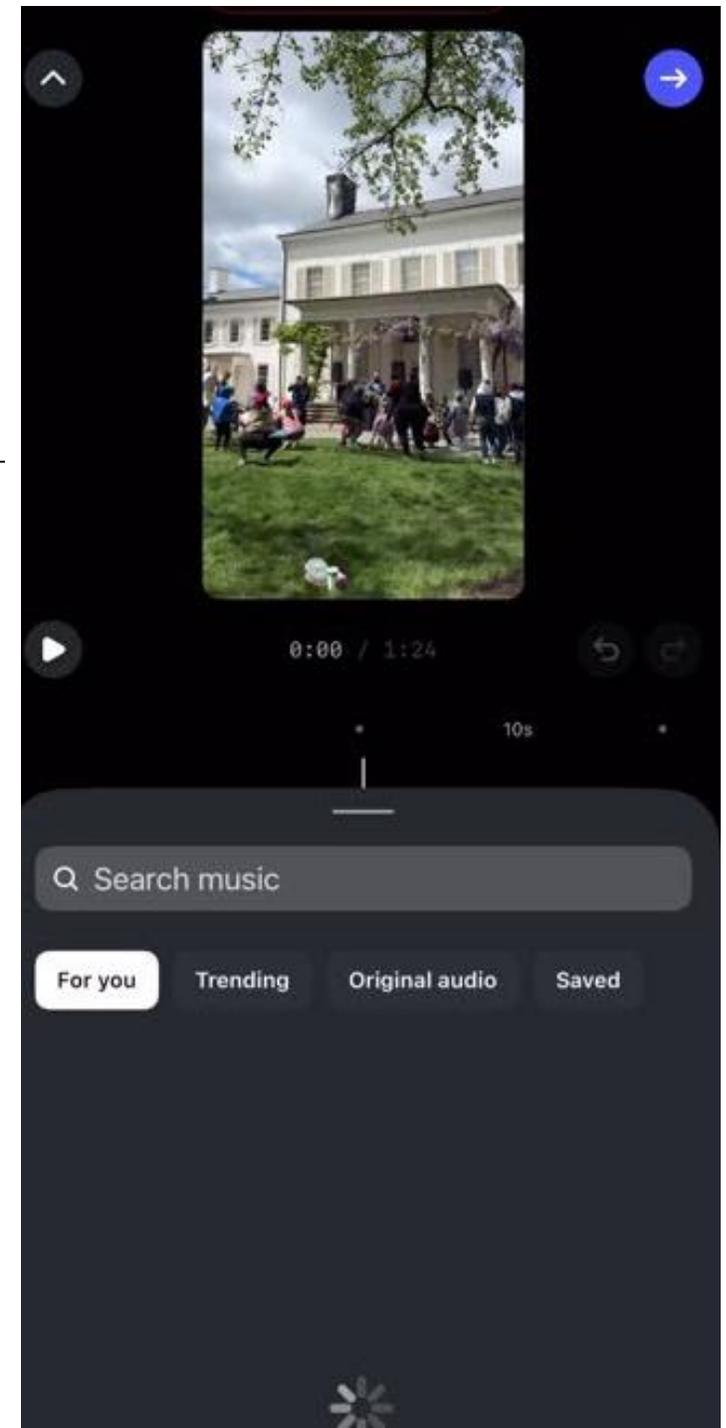


Tutorial

Step Four: Music

Tips:

- Use trending music if you can
- Search for music types
- Save songs you like
- Remove audio from clip if you do not need it

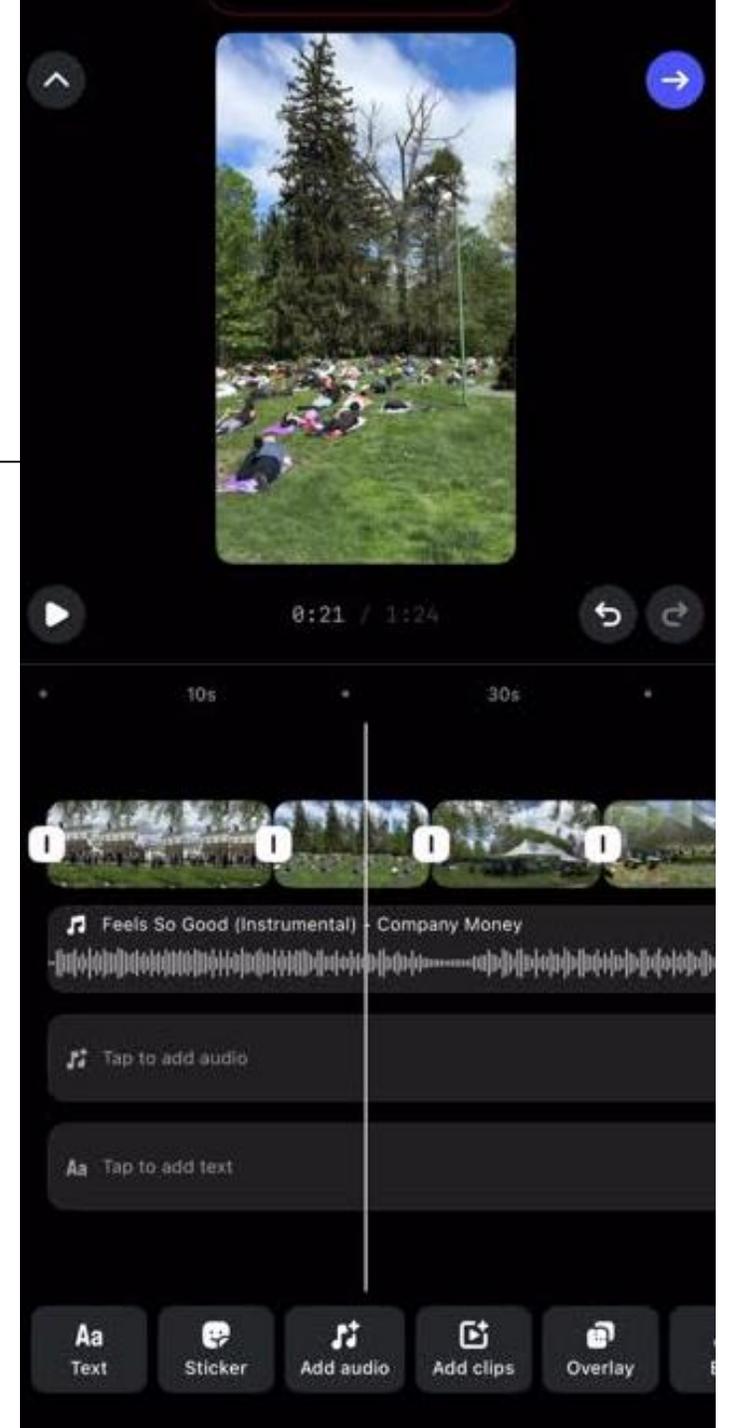


Tutorial

Step Five: Speed

Tips:

- Speeding up videos can help shorten the video
- Speed consistency
- Slowing down clips make great backgrounds

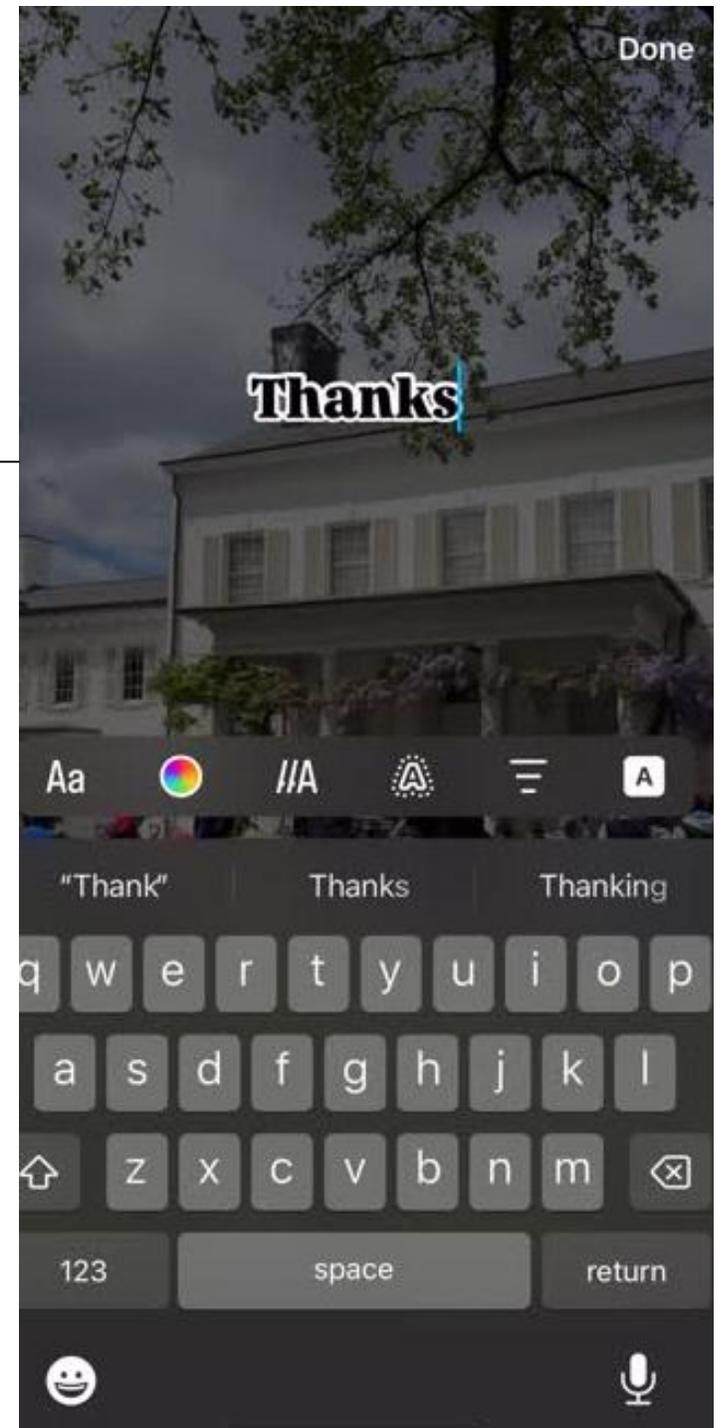


Tutorial

Step Six: Text

Tips:

- Limit amount of text, simplify wording
- Use margins to help align within the app
- Don't let text cover caption below!

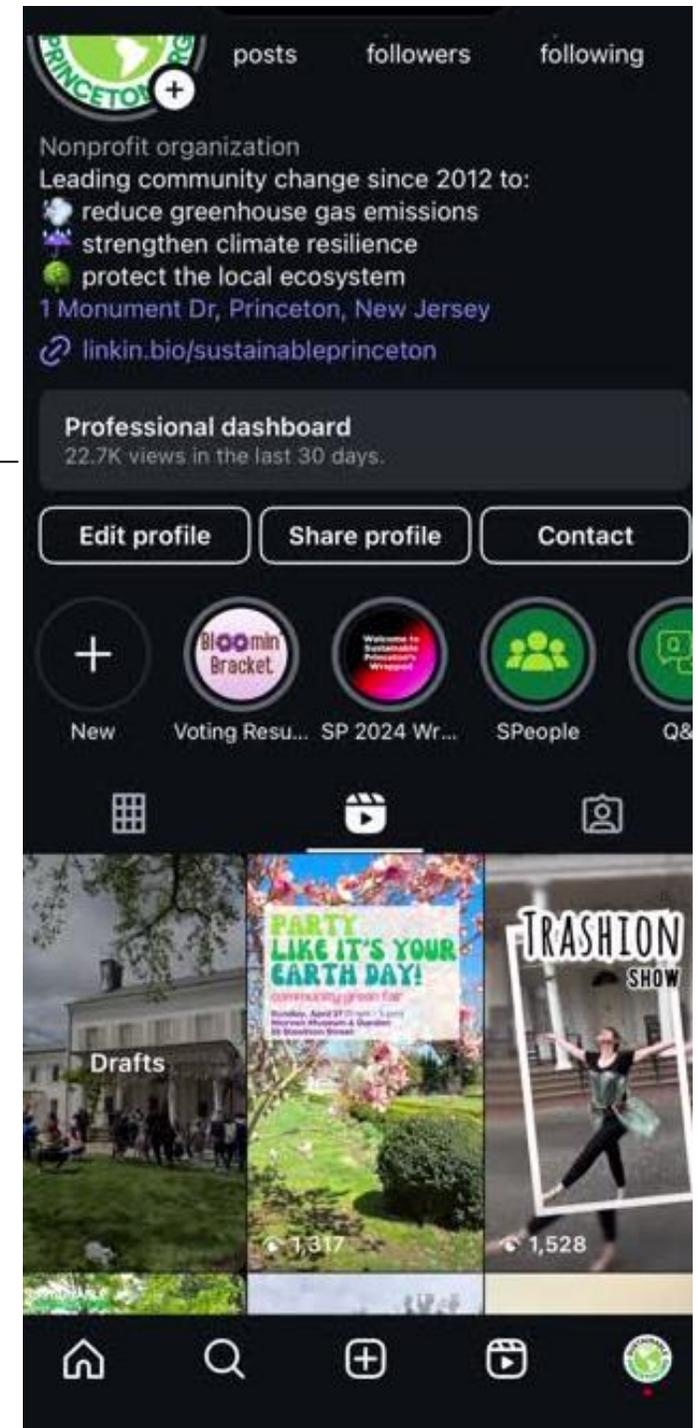


Tutorial

Step Seven: Transitions

Tips:

- Helps with the video flow
- Can add to the style of the video
- Once added, review video and edit clips as needed (transitions can cut off clips)
- Don't over use!



Tutorial

Step Eight: Cover image

Tips:

- Use a clip from the video or create a cover in Canva
- You can add text to a clip in IG
- Resize the cover image to fit in your grid

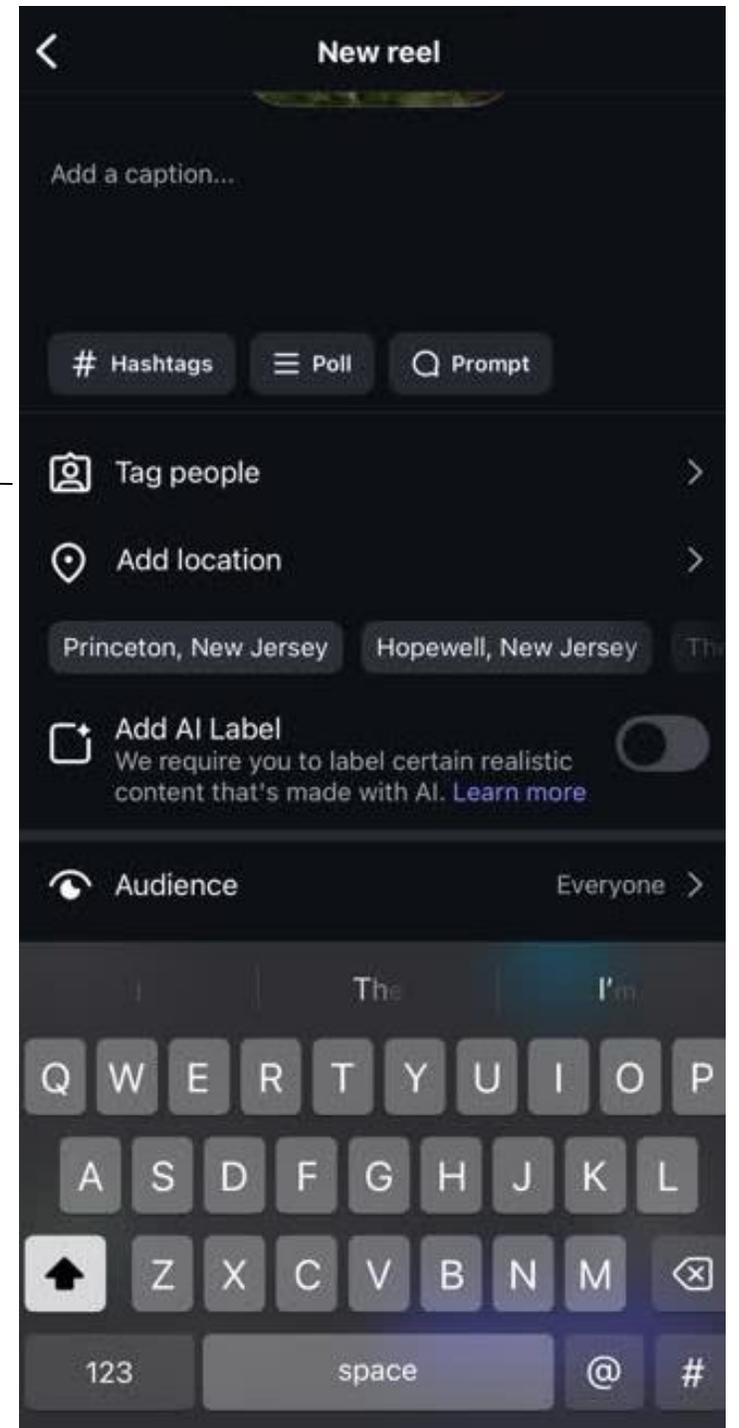


Tutorial

Step Nine: Publishing

Tips:

- Copy and paste your caption
- Add tags and collaborators
- Add location
- Share to Facebook
- Add prompts for engagement - polls
- Share to story!



Final Tips

Collaborate

Work with partners and use “collaborate” to share videos to reach more audiences

Tagging

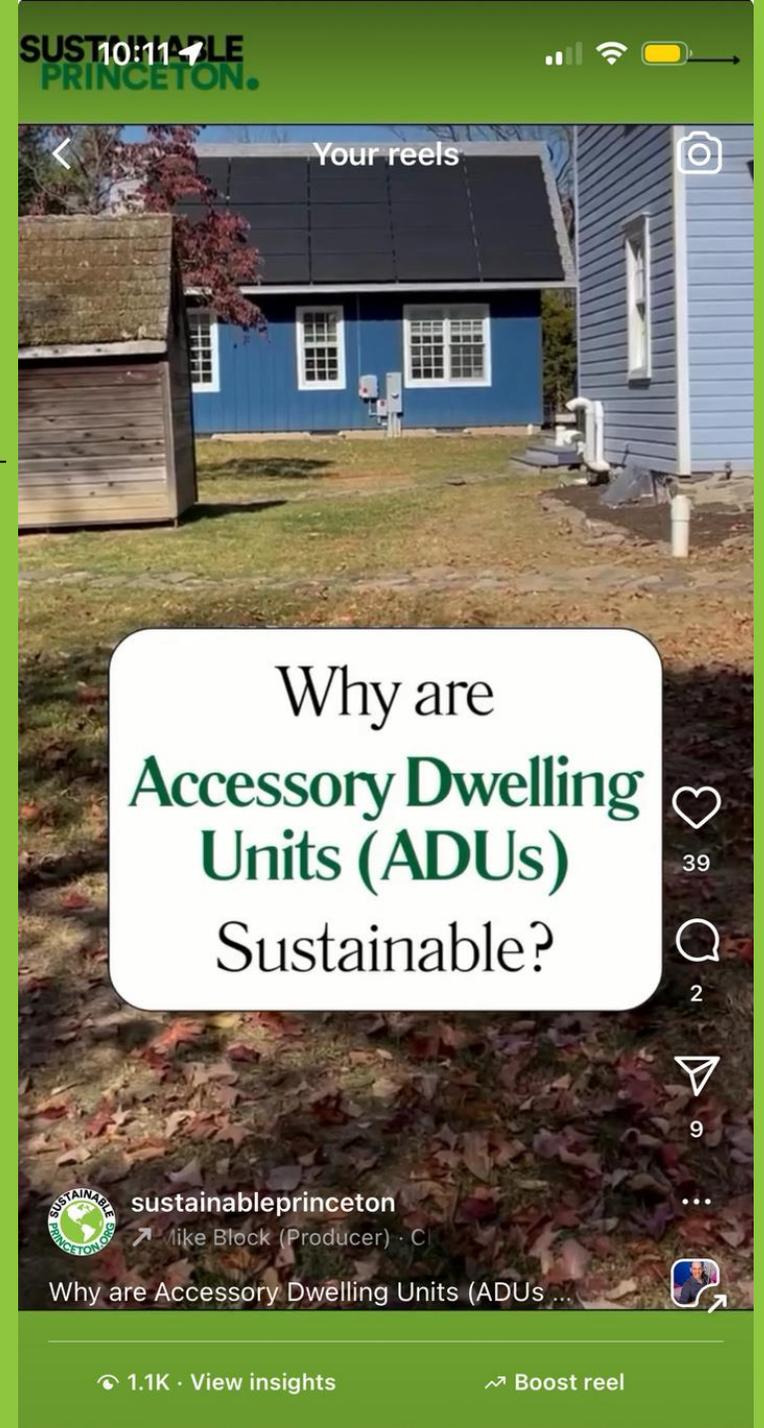
Tag related accounts, use hashtags and location tags

Call to Action (CTA)

Include a CTA: visit website, subscribe to newsletter, sign-up for event, etc.

Have fun!

If you’re having fun, the audience will too!



Get in touch with us

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**2025 NEW JERSEY
SUSTAINABILITY
SUMMIT**