



# 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 particants

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

A	B	C	D	E	F	G	H	
Form_Responses1								
Timestamp	Nam	Date	Tin	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

1

D

Personal  
debra\_hammond

Canva Create

Uncharted

See what's coming

Facebook  
Post...

Flyer  
(Portrait)

Doc

Whiteboard

Presentation

Social media

Video

Print

Make me an image

Write my first draft

Resize any design

Recent designs

Lake Linn  
The Green Team  
make Lake Linn  
great for hiking, biking  
and kayaking. DFD helped clear trails,  
VFW Post 3020 has been helping to  
create a picnic area and open access to  
the lake. Delran High School installed  
bird and bat houses. The Delran Green  
Team will be installing Geocaches so  
watch our Facebook page.

NEW  
GEOCACHING

Your paragraph text

Facebook Post • Edited 8 months ago

DELTRAN  
GREEN TEAM  
BY THE  
NUMBERS  
2024

By the Numbers

Social Media • Edited a few minutes ago

KINDERGARTEN  
GROVE

Kindergarten grove ba...

Medium Banner (US) (Landscape) • Edited 3 months ago

Celebrate Arbor Day  
April 26 @ 10am  
Conrow Park, Delran

Celebrate Arbor Day

Facebook Post • Edited 13 days ago

Burlington County  
Teams Waterside Clean-up  
March 22, 2025

Add a heading

Real Estate Flyer • Edited 15 days ago

Delran Green  
Opportunities to Volunteer

Opportunities to Volunteer

Real Estate Flyer • Edited 3 months ago

Canva

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!



<https://mytree.itreetools.org/#/benefits/total>

- 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](http://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](http://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.

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

SEQUESTER

**3.5**

TONS OF CARBON

INTERCEPT

**99,616**

GALLONS OF RAINFALL

### 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



# 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 10

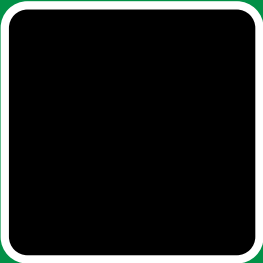


**Deb Hammond**  
**Delran Green Team**  
**[delran.green@gmail.com](mailto:delran.green@gmail.com)**

# 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

# Branding



giving your organization a personality of its very own.



# 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

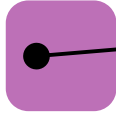
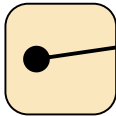
- Reflects shared goals
- Fosters familiarity even when personnel changes
- Tells your audience who you are and attracts like-minded people



# Touch- points

## Look & feel

- colors
- typography
- logos
- iconography



Community climate action.

Community climate action.

Community climate action.

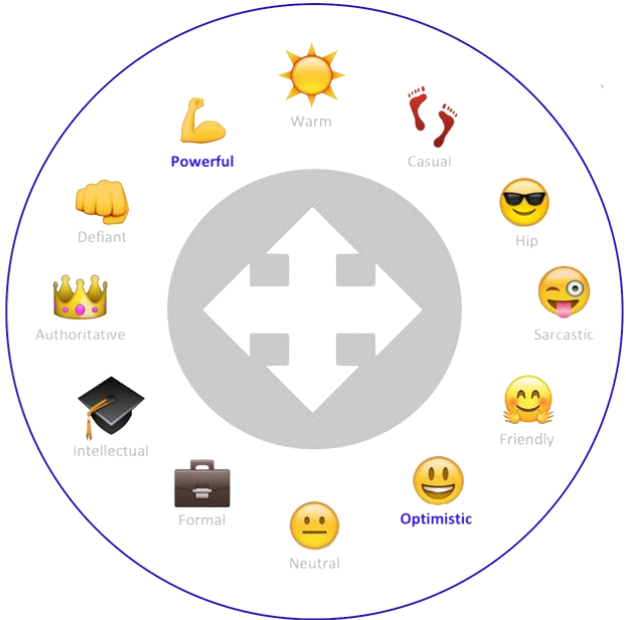
COMMUNITY CLIMATE ACTION.

Community climate action.

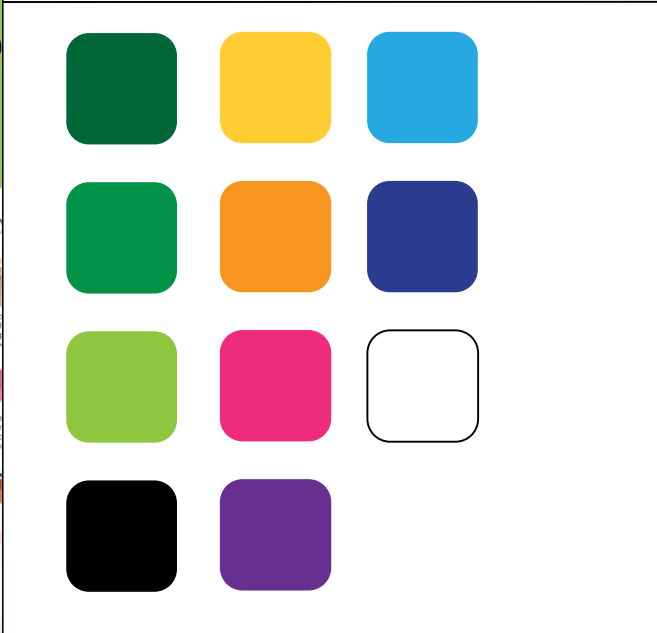
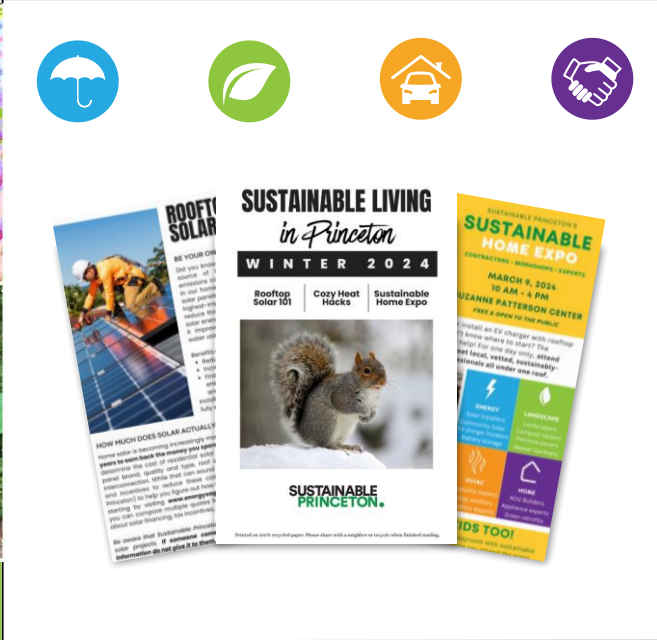
COMMUNITY CLIMATE ACTION.

## 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 - Knowledgable - Personable

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





# Branded events & programs

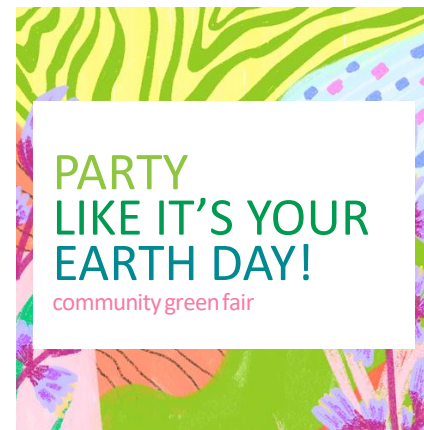
## Sustainable Minds Speaker Series

- Academic
- Educational
- Important



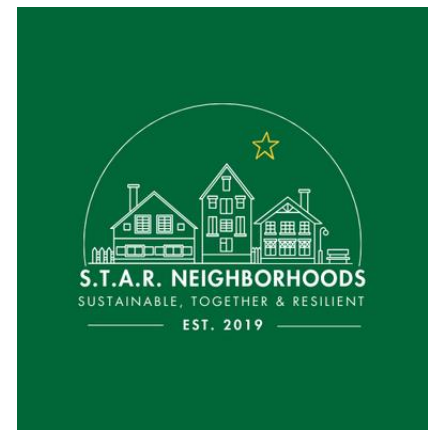
## Party Like It's Your Earth Day

- 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"

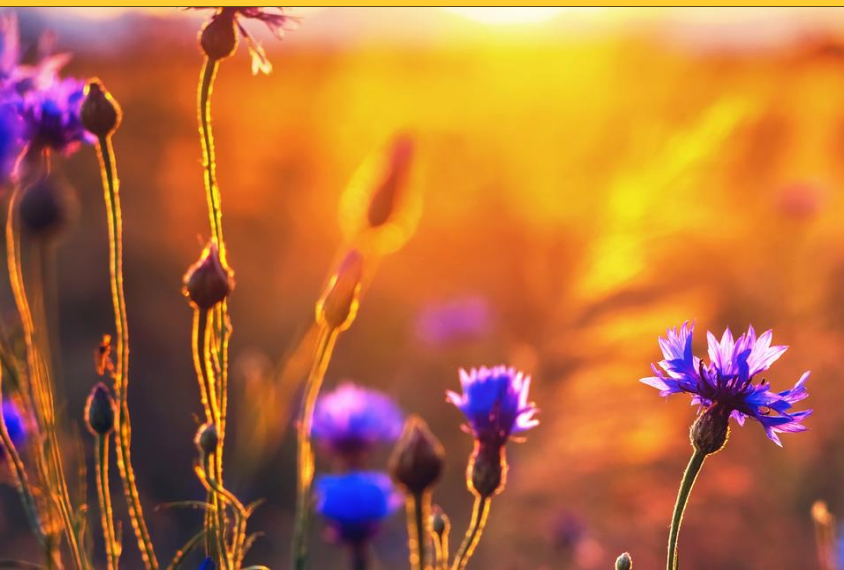
One main color



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







# About Lisa

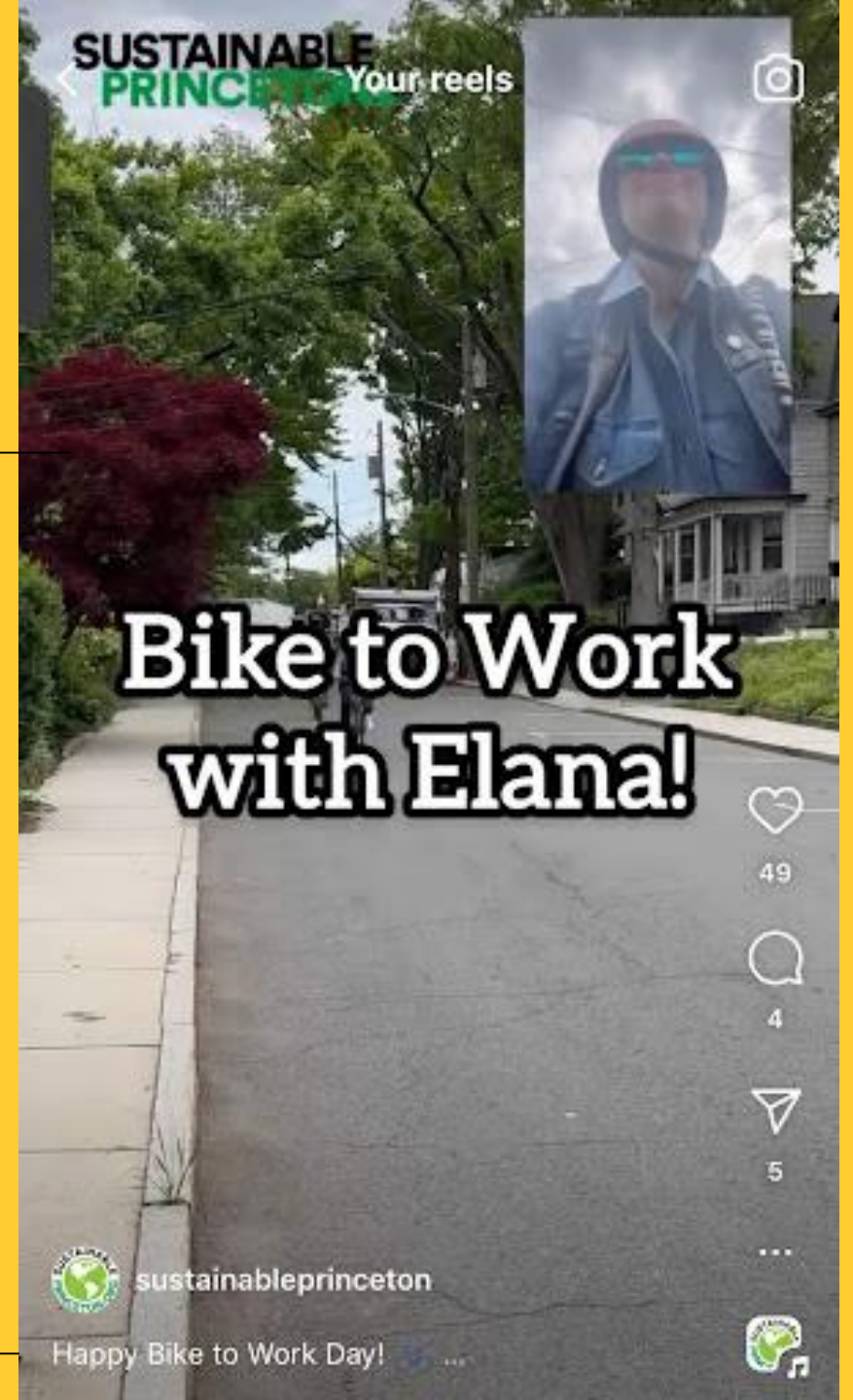
## Project Manager

- 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

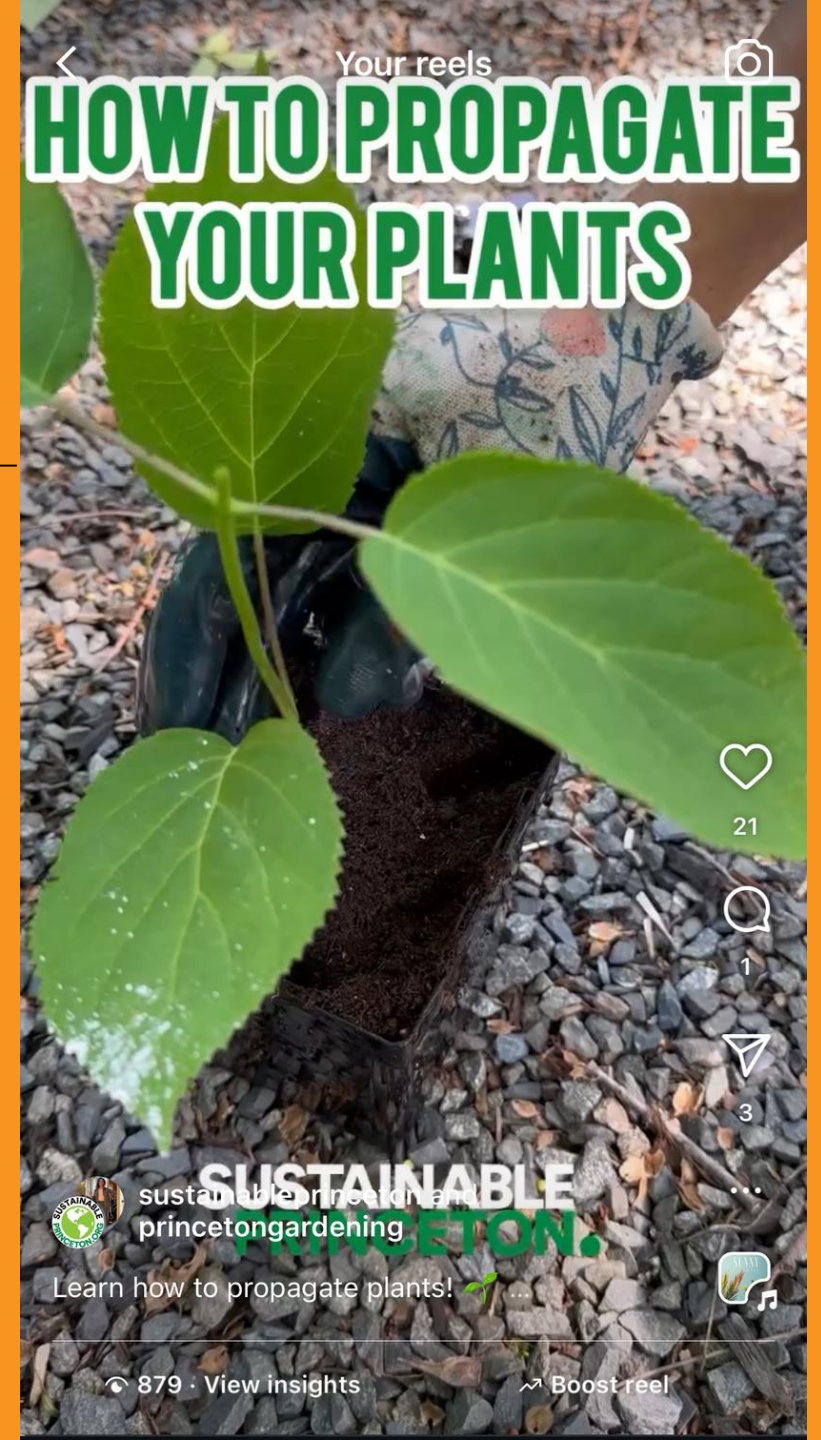
Always include music and CC

## Length

<30 seconds, unless instructional

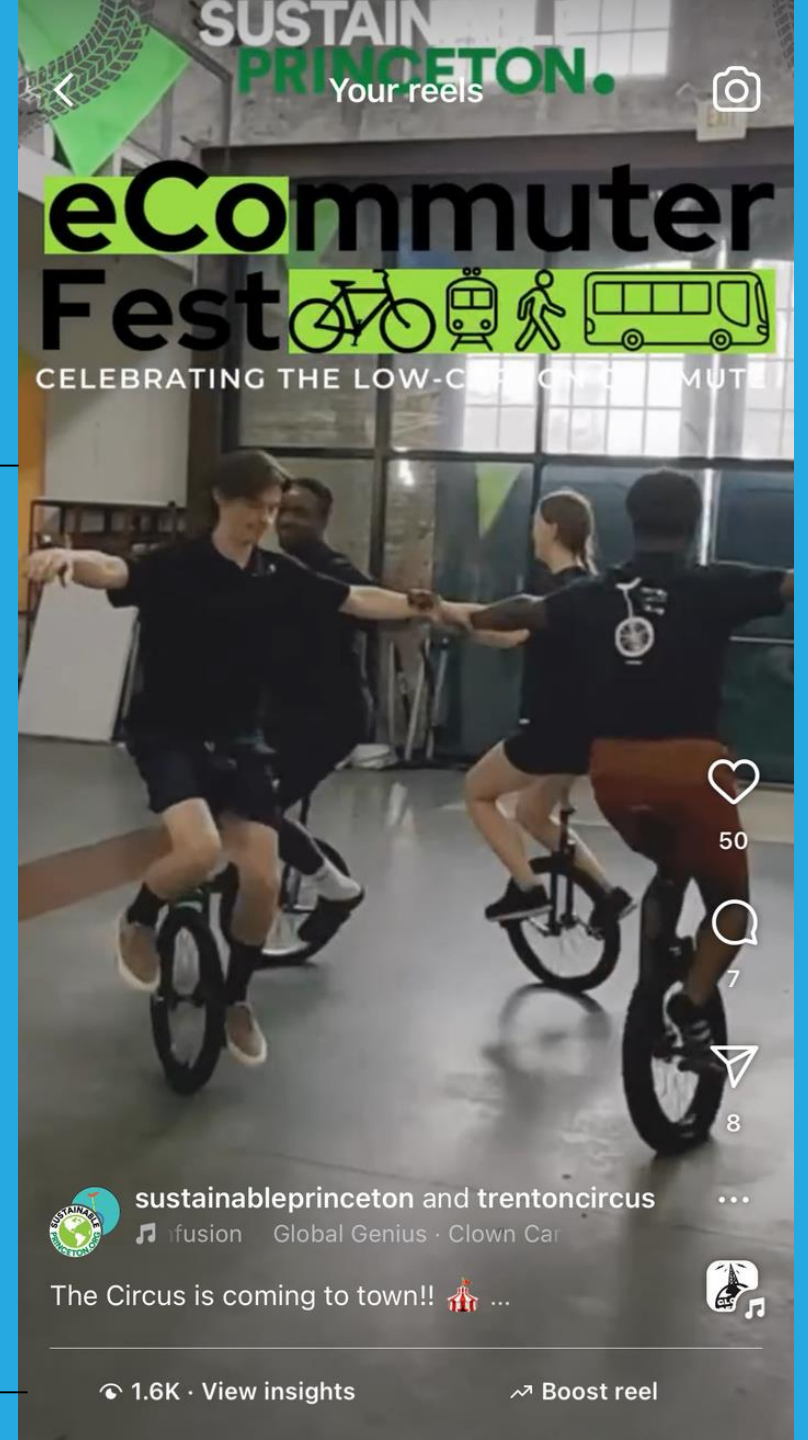
## Information

Limit text, include context in caption and CTA



# Video Types

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





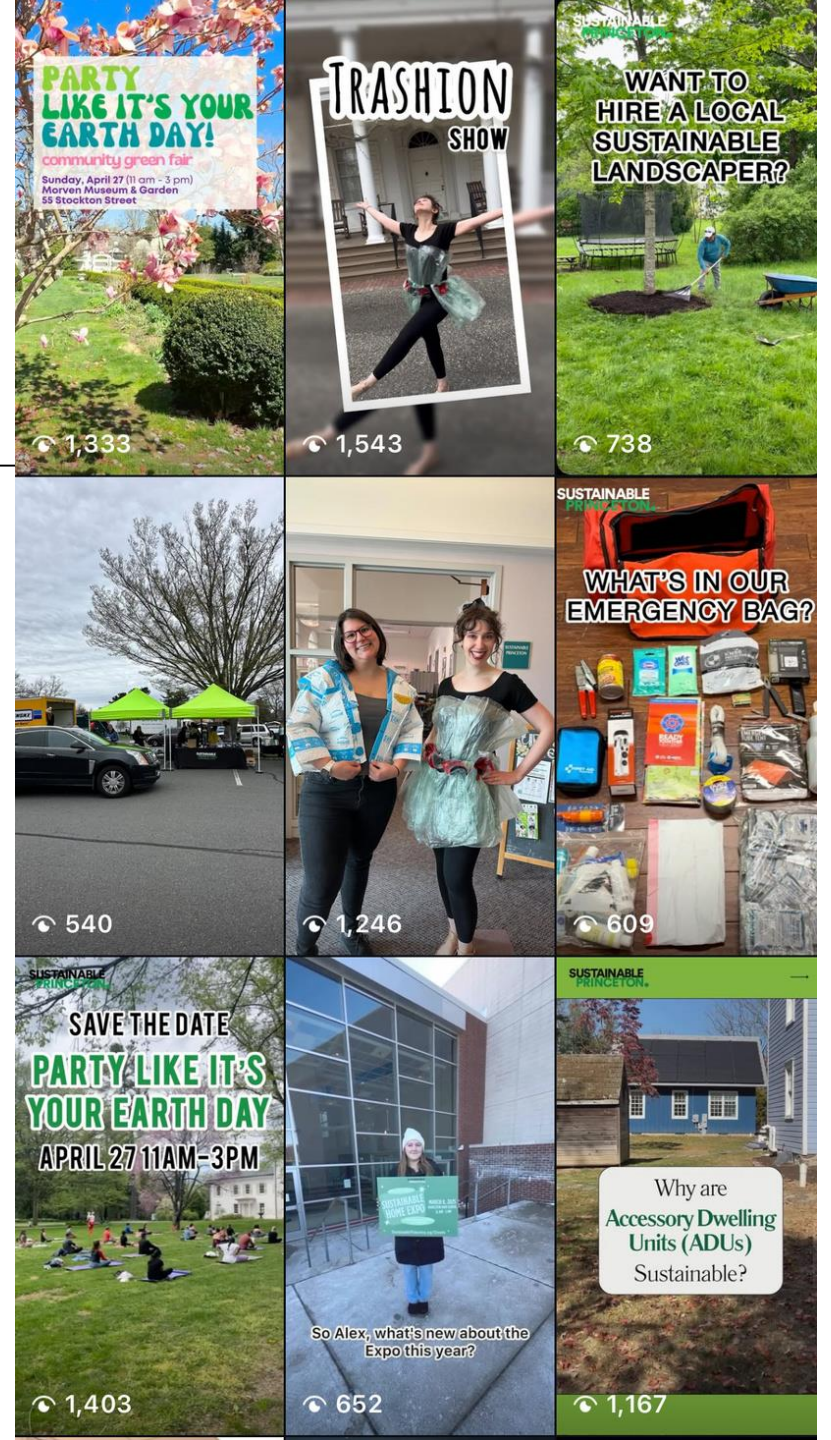
# Tutorial

## 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



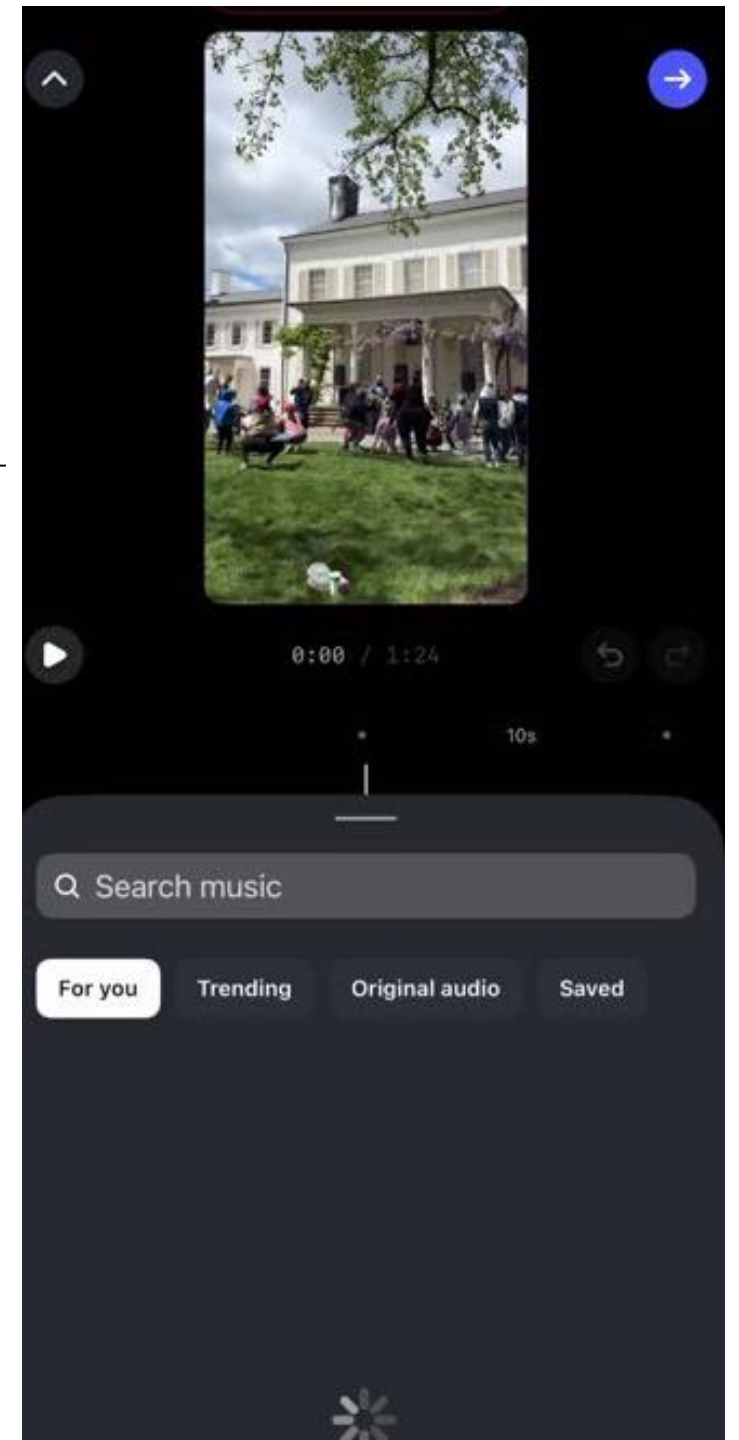


# Tutorial

## 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

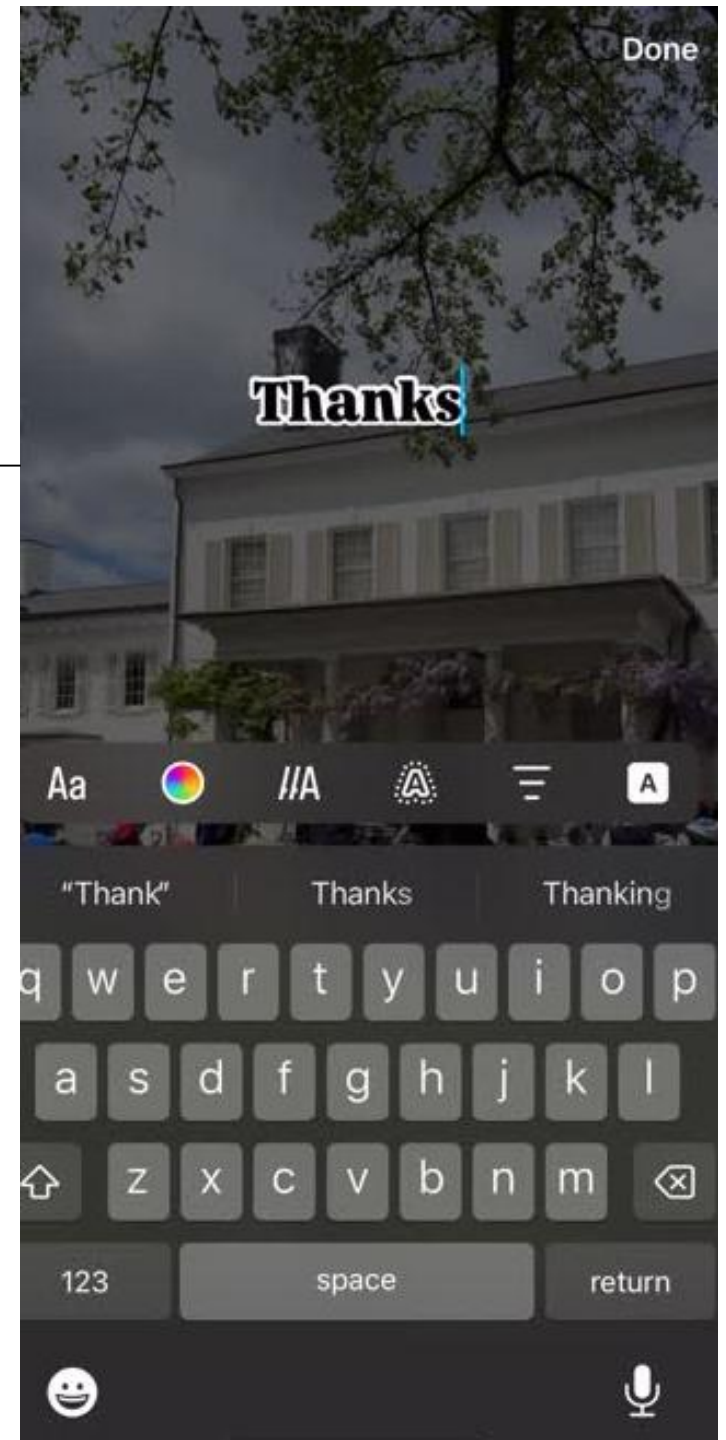


# Tutorial

## 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!



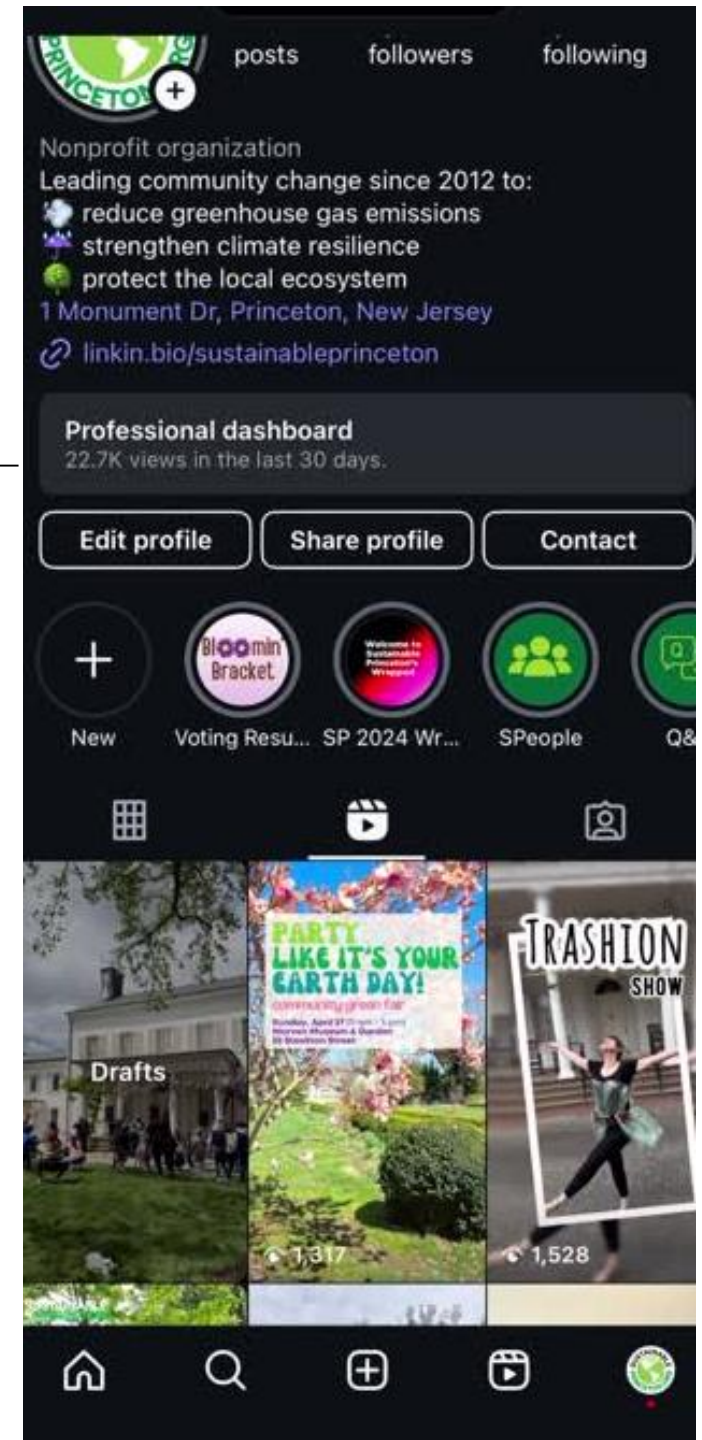


# Tutorial

## 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



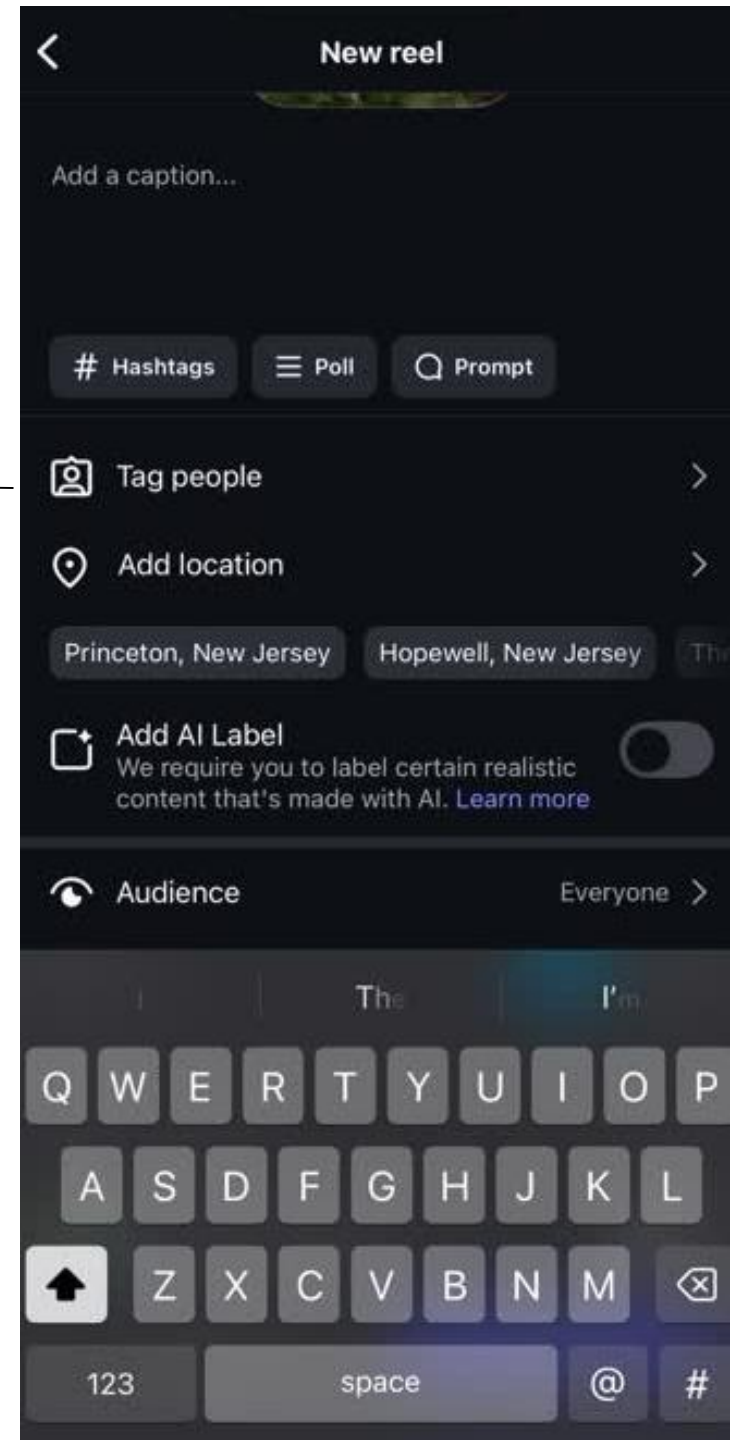


# Tutorial

## 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