How To Start A Green Fund On Your Campus

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What is a Campus Green Fund?

- A campus **green fund** is money available to members of the campus community for sustainability projects.

- The money for the fund comes from campus **green fees**.

- The money is awarded to recipients through **grants**.
What is a Campus Green Fee?

- A small amount ($5-10) from student fees allocated for sustainability projects
  - TGIF at UC Berkeley receives $5.50/student/semester from student fees, ~$280,000 per year

- Additional tuition costs for sustainability projects
Planning a Green Fund Campaign

- Build campus **partners**
- Choose your **audience**
- Make sure the price is right for your campus
- Tie the campaign to **key issues**
- Create $elling-point$
- Evaluate possible **CHALLENGES**
- Define method for evaluating success

Case Study: CSULA
Build Campus Partners

• Co-sponsors and Allies
  – Find campus groups, departments, faculty and staff, and officials who will publicly support the referendum

• Grant project approval
  – Certain campus departments will eventually have to approve grant projects (Physical Plant, Office of Sustainability, Capital Projects)

Case Study: CSULA

Will they be on board if this passes?
(They may have to supervise projects)
## Campaign Audience

<table>
<thead>
<tr>
<th></th>
<th>Undergraduate Students</th>
<th>Graduate Students</th>
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<tbody>
<tr>
<td><strong>TYPE OF CAMPAIGN</strong></td>
<td>Fun, something students can take an active role in</td>
<td>Logistical reasoning that directly affects their needs</td>
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<tr>
<td><strong>CAMPAIGN PITCH</strong></td>
<td>30 s - 1 min</td>
<td>2-5 min</td>
</tr>
<tr>
<td><strong>TACTICS</strong></td>
<td>Tabling, Class visits, Flyers, Publicity Events, Res Hall Blitzes, a Brand</td>
<td>Class Visits, Door-to-door in Graduate Housing, Departmental meetings and social gatherings</td>
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Is It? Fit Your Campus

• Research your university’s current financial state
  – Are you a public university and your budget tied to the state budget?
  – Are you private and tied to endowment?

• Research students’ current financial situations and willingness to pay for new services
  – If passed, the green fund should not be a “FINANCIAL HARDSHIP” for the students

Case Study: CSULA

Not all campuses will have the same green fee price
Key Issues

- To what issues do students give their support?
  - Are those issues going to be eligible for grants through this fund?
- If YES then make sure these are the issues being publicized with this referendum
Selling Points (SCPB)

- **Saves**
  - valuable natural resources
  - $$$ on campus utility and purchasing bills

- **Creates**
  - student jobs
  - valuable leadership experience for students

- **Promotes**
  - collaboration and communication amongst students, faculty, and staff
  - sustainable behavior

- **Benefits**
  - campus groups, local businesses, and neighborhoods involved in implementation
Challenges

• Be prepared to have answers for FAQs
  – Why should the students pay for this?
  – If this makes so much sense, why isn’t the university already doing this?
  – Who/what will be awarded grants?
  – How will the fund be managed?

• Can this go all the way?
  – If the students vote **YES** will university officials approve?
Student-Driven Campaign

- Write a referendum
- Get the referendum on the elections ballot
- Publicize the voting dates and educate the campus about the referendum
- Student body votes **YES** or **TGIF**
  - Referendum needs majority vote
- Referendum must also receive institutional approval to be officially implemented
Getting a Referendum on the Ballot

- Connect with the campus elections office and the student government
  - Find out when annual elections occur
  - How can you get a referendum on a ballot? Do you need signatures?

🌟 Many universities only allow campaigning during certain weeks

- Learn the rule book and get creative
Publicize the Brand

• Choose a catchy title and tagline
• Invest in a logo
  – Use colors that "stand-out"
• Publicize the brand at large events
• Put the logo on stickers, decals, posters, banners
Results

• Referendum does NOT pass
  – Evaluate results
    • How close was the vote?
    • Can you determine how your different audiences voted?
    • Was there enough publicity and education? Are people not ready?

• Referendum DOES pass
  – Next steps

TGIF Passes! Thank You!
69% of votes in favor
Green Fund Infrastructure

• What do you need for a successful green fund?
  – A decision-making body
  – A paid staff member/coordinator
  – Publicity and community outreach
  – Website and marketing tools
  – Grant applications
  – Archives
Grant Coordinator

- Acts as the face of the committee
  - Coordinates speaking at meetings and community outreach
  - Meets with project applicants and grantees
  - Runs trainings for committee members and new grantees

- Project Management
  - Tracks the progress of grantees
  - Manages the books and other administrative tasks
  - Formulates and executes strategic initiatives for publicity

- Provides Institutional Memory

You can have the Coordinator be full time with the fund or split with another department.
Grant Applications

ANNUAL GRANT CYCLE

- Abstract Submissions
  - This allows a committee to screen projects and ask the applicants questions or to make changes before the final apps are due

- Project Approvals
  - Projects need approvals from various campus entities

- Metric System
  - Must be able to measure costs and benefits of a project

Campus Example: UCB
Archives

- **Preserve** institutional knowledge and fund activity
- **Archive** all applications, both awarded and non-selected
- **Archive** all budget activity
- **Archive** all decisions made by grant-making committee, especially amendments to the bylaws
  - Once a decision has been made, the coordinator can reference the archives, rather than keep asking the committee

Archives allow for the transparency of a fund and assist with the publication of the annual reports.
Thank You!

• http://asuc.berkeley.edu/tgif

• http://www.sustainabilitycoalition.org/

• http://sustainability.ucsc.edu/