

TGIF

How to Bring a Green Fee to Your Campus (For Only \$74.68)

2009 UC/CSU/CCC



Sustainability Conference

Max Broad
Green Campus Intern
UC Irvine
mbroad@uci.edu



ALLIANCE TO
SAVE ENERGY

Creating an Energy-Efficient World





History

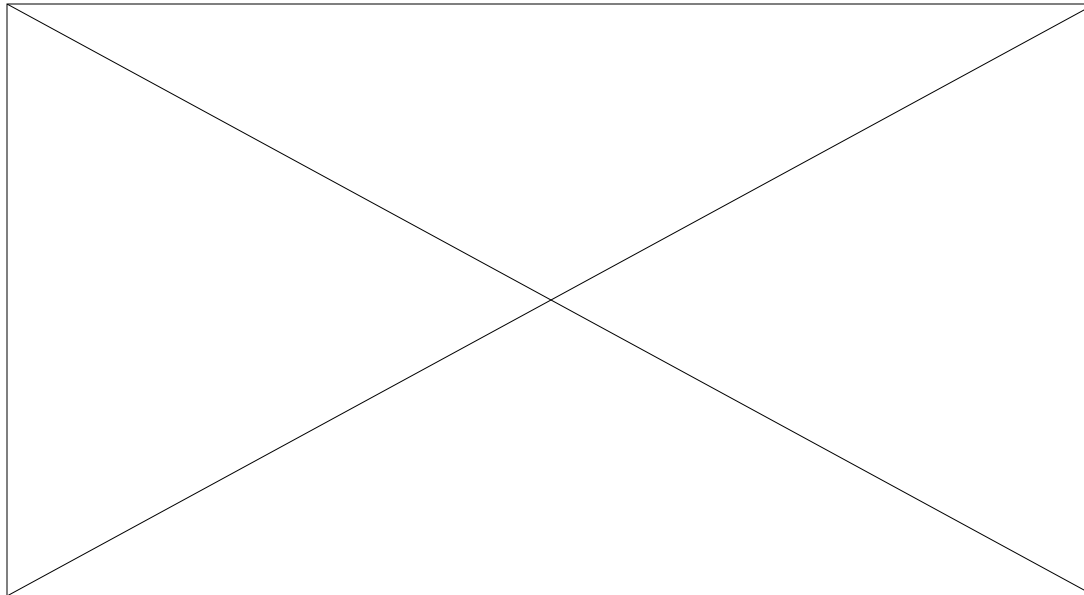
The Green Initiative Fund (TGIF) raises money for student led sustainability projects.

- UC Santa Barbara (2006) - \$2.60/Quarter
- UC Berkeley (2007) - \$5/Semester
- UC Los Angeles (2008) - \$4/Quarter



UC Irvine (2009)

- \$3.50/Quarter ~ \$130,000/year
- Begins Winter 2010





Step 1: Lay the Foundation

- Start EARLY
- Gather a core TGIF team
- Establish a means of communication
- Recruit!





Step 2: Identify Goals and Key Steps

- How do you get a referendum on the elections ballot?
- When are the student elections?
- Who will be needed to make this happen?
- Recruit!



Step 3: Write the bylaws

- Pull from established TGIF bylaw language.
- Cater to your campus.
- Main features:
 - Create a Grant Committee (voting and Ex-Oficio members).
 - Do you want a FTE Grant Manager?
 - How much should the fee be?
- Our experience at UCI (and why to start early).



Step 4: THE CAMPAIGN

- Support, endurance, perseverance...
- Start EARLY.
 - Name campaign...
- Be creative, but don't ignore mainstream advertising techniques.
- Recruit!



Campaign Feature #1

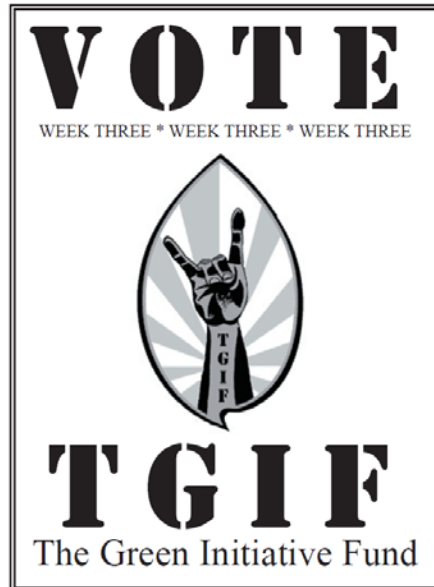
facebook

- Create a group (duh!)
 - Utilize other candidates for publicity
 - Use your messages wisely
- Plan elections week strategy
- Buy an add?



Campaign Feature #2 Fliers

- Utilize your resources
 - Printing
 - Recycling



TGIF Funded Projects in 2007-08: (not a complete list)

UC SANTA BARBARA:

- > **Waterless Urinals** (\$20,120.00)
- > **Solar Power Panels** (\$55,960.00)
- > **Documentary** of UCSB's first large scale (133 kWh) photovoltaic installation. (\$2,588.00)
- > **Student Ecological Coalition** (\$2,856.60)
- > **Sustainable media team** to promote awareness of campus sustainable programs, events, people and projects. (\$6,346.00)

UC BERKELEY:

- > **Service learning classes and internships** that train students to reduce environmental footprint of nine buildings on campus. (\$25,000)
- > **Earthweek** (\$10,000)
- > **Native Plant Nursery and Garden** (\$12,865)

THE POSSIBILITIES ARE ENDLESS



Campaign Feature #3

Clubs and Classes

- Start with clubs super early.
- Hit up those Greeks!
- For classes, you should email:
 - Professors that you know or have had.
 - Under the guise of an organization.
- Keep it **SHORT** and **SWEET**
- Get a verbal commitment
- Recruit!

Campaign Feature #4

Tabling

- Get a banner...
- Demonstration
 - Start from >30 feet away
 - Stick your hand in the air
 - Opposite sex?
 - Explain the advantage to them- how spending money can save money
 - Ask for verbal or written commitment
- Utilize your resources
 - Clubs (Greeks and service organizations)
 - Call people to confirm



Lessons Learned

- Every new member has something to offer.
 - Get people to consider themselves part of the team.
 - You cannot do this without the aid of student government.
- Start earlier.

Your Biggest Resource



510-343-4593

mbroad@uci.edu