



2009 EcoChallenge Participant Packet



October 1-15, 2009

**Thank You for Taking on the
EcoChallenge!**

www.nwei.dojiggy.com

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Register to be an EcoChallenger

Step 1: Access the EcoChallenge homepage at www.nwei.dojiggy.com and click on the Register button in the menu at the top (under the NWEI logo)

Step 2: The Register button takes you to EcoChallenge Participant Registration where you will fill in your personal information, choose your user name and password.

(Note: your user name must be all lowercase letters- you will receive an error message otherwise.)

Once you have completed the online registration process you'll receive a confirmation email, and you'll officially be an NWEI EcoChallenger!

The logo for the NWEI EcoChallenge is centered on the page. It features the text "NWEI" in a large, blue, serif font at the top, "ECO" in a larger, blue, serif font in the middle, and "CHALLENGE" in a smaller, blue, serif font at the bottom. The text is enclosed within a decorative blue bracket that curves upwards at the top and downwards at the bottom.

NWEI
ECO
CHALLENGE

My EcoChallenge is: Water Conservation

Reducing your individual or household water use can help save the planet—and save you money.

Use this list of suggestions to choose the ways that you want to conserve water-- don't forget to update your profile on the EcoChallenge website to tell your friends and family about the ways you are achieving your EcoChallenge!

I Will:

- save 20 gallons of water per day by limiting my shower time to 5 minutes.
- save approximately 12 gallons of water by following the slogan 'If its yellow let it mellow ,if its brown flush it down,' at least three times a day.
- not buy bottled water and will rely on water filters and tap water (keep a container of cold water in the fridge to avoid running water unnecessarily while waiting for it to cool)
- collect rain water in rain cisterns and use this water for outdoor water needs
- start a compost pile and refrain from using the sink disposal
- do my dishes by hand in a sink basin instead of the dishwasher (refrain from rinsing dishes before putting them in the dishwasher because 5 minutes of rinsing uses up to 25 gallons of water)
- limit the number of dish and clothes washing loads by only running the machines when they are full
- harvest my household gray water for appropriate water needs (re-using just 5 gallons of water a day will save 75 gallons of water during the EcoChallenge)

Additional Water Saving Tips (feel free to do these during the EcoChallenge too!):

Seriously consider investing and researching water saving appliances (shower heads, faucets, toilets, dish and clothes washers) Front load clothes washers save up to 7,000 gallons of water annually (and over \$100 a year in energy costs!).

Rinse vegetables in a pan filled with water rather than rinsing them under the sink

Thoroughly water your lawn once a week rather than light sprinkling more often

Sweep your driveway, sidewalk, and gutters instead of using a hose

Wash your car at the car wash- it's more efficient than doing it at home
Look into using a tank bank or float booster in your toilet to reduce water flushed
Put mulch around the base of your trees to prevent water runoff and increase absorbency
Plant drought resistant plants, shrubs, and trees
Insulate your water pipes to avoid wasting water while waiting for the water to heat up
Add organic matter to your soil to increase soil absorbency
Check out dual flush toilets or dual flush converters
(turn your current toilet into a dual flush)

Resources:

[The Alliance for Water Efficiency](http://www.allianceforwaterefficiency.org)

(www.allianceforwaterefficiency.org)

[Water Conservation](http://www.nal.usda.gov/wqic/cons.shtml) (<http://www.nal.usda.gov/wqic/cons.shtml>)

[Simple Ways to Conserve Water At Home](http://eartheasy.com/live_water_saving.htm)
(http://eartheasy.com/live_water_saving.htm)

[Water Usage Facts and Conservation Tips](http://www.co.kane.il.us/kcstorm/waterfacts.htm) (<http://www.co.kane.il.us/kcstorm/waterfacts.htm>)

[Water Efficiency Magazine](http://www.waterefficiency.net/) (<http://www.waterefficiency.net/>)

Where Water is Used in the Home	
Toilets_____	28%
Clothes Washing_____	22%
Showers_____	21%
Faucets_____	12%
Baths_____	9%

Looking for more precise information on your water consumption?

If you are interested in the breakdown of your personal water use and want to thoroughly investigate your home, habits, and usage calculations please consider calculating your personal water use, and checking your house for leaks.

[Calculate your individual daily and annual water consumption](http://www.h2oconserve.org)

(<http://www.h2oconserve.org>)

Check for Leaks

Check to see if you have leaks by recording the water meter at the beginning and end of a 2 hour period when no water is being used. If the meter does not read exactly the same there is a leak.

No Drips!

Dripping faucets can waste 20 gallons of water a day. Keeping your equipment well maintained is essential and an inexpensive way to conserve water.

My EcoChallenge is: **Water Conservation**

NWEI ECO CHALLENGE

My EcoChallenge is: Reducing Electricity Use

Reducing your individual or household electricity use is a great way to save money and reduce your impact!

Use this list of ideas to put your house on an electricity diet, and achieve your EcoChallenge goal of saving electricity. Remember to update your profile on the EcoChallenge website to tell your friends and family about the ways you are achieving your EcoChallenge!

I Will:

- turn off the lights when not in use (this may seem obvious, but a lot of people leave them on after they leave a room- be aware of turning them off during the EcoChallenge)
- unplug appliances and electronics when not in use, many of them still draw electricity even when they are turned off (laptops, cell phone chargers, etc. all use power when plugged in)
- plug my appliances (computers, toaster ovens etc.) into a power strip and turn it off in between uses
- wash clothes on the cold water setting and dry them outside on the line
- unplug my television, DVD, and VCR when not in use, and will cut my television time in half
- purchase a solar charger and use it to charge my appliances such as cell phone, ipod, camera
- replace incandescent light bulbs with compact fluorescents (CFLs) or LEDs

“Phantom Power” can account for as much as 10% of a home’s annual electricity bill

Additional Electricity Saving Tips:

Find out if your utility company allows you to purchase clean energy from low-impact sources such as wind, solar, hydroelectric, and geothermal power.

Naturally heat and cool your house using ceiling or standing fans, use blinds in summer, and curtains in winter

Insulate your water heater & pipes

When replacing appliances such as refrigerators, ovens, and microwaves look for power efficient models

Replace inefficient central heating units, repair badly insulated windows, and fix your roof to retain heat in the winter


Install a home alternative energy system (e.g. photovoltaic or solar electric systems)

Building a new house? Look into building one that specifically specializes in sustainability and efficiency


'Offset' your environmental footprint with renewable energy credits (RECs)

Pedal Powered Generators allow you to make your own power individually

(http://www.treehugger.com/files/2006/03/pedal_powered_p.php)



98% of U.S.
power comes
from non-
renewable
sources



Looking for more precise information on your electricity consumption?

If you are interested in the breakdown of your electricity and want to thoroughly investigate your home, habits, and usage calculations please consider an electricity audit either with a professional or with freely available online tools.

Still want more information? Check out these resources:

If you are considering 'offsetting' your electricity use with energy credits, a recognized and respected certifier of green energy credits is [Green-e](http://www.green-e.org): <http://www.green-e.org>

When looking for new appliances check this site out: [low electricity options](http://oahu.lbl.gov/cgi-bin/search_data.pl)
http://oahu.lbl.gov/cgi-bin/search_data.pl

[Info on green lighting: http://planetgreen.discovery.com/go-green/green-lighting/index.html](http://planetgreen.discovery.com/go-green/green-lighting/index.html)

Measure your carbon footprint & find ideas for reductions: www.Climateculture.com

A Short Story of the Kilowatt-hour (kWh)

1 kWh will allow you to cook 20 microwavable dinners, listen to 15 CD's, use a small refrigerator for 24 hours, drill 250 holes

1 kWh produced with fossil fuel = 1.5 pounds of CO₂

The average American uses 600-800 kWh each month

1kWh costs 8.65 cents in Oregon costs (on average in the U.S. 1kWh=11.59 cents)

My EcoChallenge is: Reducing Electricity Use

NWEI
ECO
CHALLENGE

My EcoChallenge is:
to increase my **Alternative Transportation** use:

Many of us rely on our vehicle to get us from point A to point B, and it's a habit that is hard to break. Do your body and the environment a favor by using alternative transportation!

Use this list of suggestions to choose ways to accomplish your challenge, and don't forget to update your profile on the EcoChallenge website to tell your friends and family about the ways you are achieving your EcoChallenge!

I Will:

- bike or walk to run errands within 1 mile of my house or work
- use alternative transportation methods to get to work
- cut my average weekly mileage by 25%
- take the 2 mile challenge: I'll bike or walk whenever I am going to be within a 2 mile radius
- take the train or streetcar 3 times a week on a trip where I would normally take my car
- carpool to work/school/party etc.
- minimize my car trips by "chaining" together errands or by running errands on my way to/from work, instead of making a separate trip
- use human powered transportation for the entire 15 days of the EcoChallenge

I Will "hoof it for my health and the planet's health!" by:

- take my gym routine outside and walk/run/bike outside during the EcoChallenge
- walk to a park twice a week during the EcoChallenge
- take my dog to the park instead of letting it out in the backyard
- go on a hike or a camping trip during the EcoChallenge
- take a bike ride for pleasure once a week during the EcoChallenge
- have a picnic and walking or biking to my destination

For more info, check out:

Trip Planner and Organizer includes information on distance, expenses, route and traffic
www.driveless.savemore.com

Car Sharing provides flexible wheels for an urban lifestyle. It's instant-access to a network of cars throughout the city, 24 hours-a-day, paying-per-trip, without commitment or inconvenience:
<http://www.carsharing.net/>

The latest resource on biking in the US including new legislation for reimbursement for employees that bike to work:
<http://www.bikeleague.org/resources/commuters/>

Use Google Maps to calculate how much money you can save by taking public transit for your trips:
<http://maps.google.com/>

In the market for a new or used car? Include fuel efficiency in your research:
<http://www.fueleconomy.gov/>

Riding Public Transit can
save an individual an
average of \$8,691 a year!

Source: The American Public
Transportation Association (APTA).

My EcoChallenge is: to increase my **Alternative Transportation** use:

NWEI ECO CHALLENGE

My EcoChallenge is: Sustainable Eating

Why Choose Sustainable Eating As Your Eco Challenge:

There are many options to consider when choosing your food. Is it organic? Is it locally produced? Is it in season? Sometimes it is hard to distinguish what is a good choice for you—and the planet. As a consumer you are a powerful and influential player in our food systems. We encourage you to “vote with your dollars” when making food choices—during the EcoChallenge and in the future. (And don’t forget to bring your reusable shopping bags when you go to the store)

I Will:

- purchase 90% of my food from locally produced and/or organic sources
- purchase most of my produce & fruit from the farmer’s market
- eat only food that has been raised and cultivated within a hundred mile radius of where I live, known as [The 100 Mile Diet](http://www.takepart.com/lists/food-inc-hungry-for-change/10420) (<http://www.takepart.com/lists/food-inc-hungry-for-change/10420>). You’ll take eating locally to the next level if you try this one!
- visit a nearby farm, learn about what they produce and pick my own fruits and veggies
- plant an herb windowsill or herbs in pots (this can be done at any point during the year)
- try cooking 5 new recipes that feature locally purchased products
- choose sustainable seafood options every time I eat fish during the EcoChallenge
- consider joining a community garden
- only eat meat twice per week, (if I eat meat)
- try something I haven’t done with food before such as canning, drying, or jamming local foods or baking bread
- participate in planting and growing food. If you do not have a garden of your own, help a friend with theirs or volunteer at a community garden

Other Sustainable Eating Suggestions:

When eating out ask where the restaurant sources their ingredients and choose and encourage local and organic options. (Be a sustainable food advocate and encourage them to add local & organic options to the menu if they are lacking)

Get up to speed on food legislation and share your opinion to your representatives [Get Involved](http://www.takepart.com/lists/food-inc-hungry-for-change/10420) <http://www.takepart.com/lists/food-inc-hungry-for-change/10420>

Research and become involved in a local group/campaign such as providing sustainable food in school cafeterias

Organize an NWEI’s [Menu For The Future](http://www.nwei.org) Discussion Course-www.nwei.org

Do some reading about sustainable food (see resources for a reading list)

Watch a documentary film about food with friends, to get them involved in sustainable eating too (some suggestions include: Food Inc., The Future of Food, Supersize Me, and King Corn)

More about choosing local and organic foods:

Benefits of the Farmer's Market

- You can meet the farmers & support the local farm economy
- Know *exactly* where your food came from (and you're often able to visit the farms too)
- Save money on some products
- Artisan products are available at many markets
- In many cases, more ethical and healthy farming practices

Benefits of Purchasing Local Foods

- Supports local community
- Often supports family farms/small scale
- Better for the environment
- Eating seasonal and natural local produce

Benefits of Buying Organic:

- Better for the environment
- Free of pesticides and fertilizers—better for your health
- More likely to be raised/grown ethically
- Organic farming is less resource intensive and better for the land on which we grow food

Want to learn more? Check out these links:

www.localharvests.org: Nationwide database locating farmers markets, farms, and sustainable food near you.

www.seafoodwatch.com: Information on endangered fish and sustainable seafood

www.slowfoodusa.org: Database of foods that have become endangered because they are no longer eaten.

http://www.slowfoodusa.org/index.php/slow_food/blog_post/a_slow_food_reading_list/
Slow Food USA's recommended reading list with a range of topics and authors

www.locavores.com: A website dedicated to eating locally, seasonal cookbooks, blogs, and information

<http://www.takepart.com/lists/food-inc-hungry-for-change/10420> Get up to date with food related legislation & politics and find out how to take action

http://www.goodguide.com/issues/2009/3/13/guide_to_food_certifications: Guide to labels

www.farmersmarket.com: Farmer's Market locations, hours and information



*** ENGAGE ***
*** QUESTION ***
*** PARTICIPATE ***
**IN CHOOSING YOUR
FOOD!**

My EcoChallenge is: Sustainable Eating



My EcoChallenge is: to Reduce and Divert Trash

Living by the 3 Rs (reduce, reuse, recycle) reduces our need for new sources of plastic, paper, metals, etc. and cuts down on the amount of garbage that needs to be buried in landfills. Reducing trash output can save money (on new products and trash pickup) and ease strain on our ecosystems.

Ways to reduce your waste during the EcoChallenge, and beyond *(feel free to pick and choose from this list to create a plan that will work for you)*

I will:

- reuse 100% of non-recyclable plastics
- recycle and select products that are made from recycled material
- will bring my own reusable mug every time I buy coffee/tea on the go
- bring my own bags every time I shop during the Eco Challenge
- refrain from buying bottled water/juices/liquids and instead use a reusable mug or thermos
- clean out my home of unused appliances, items, clothes and donate them
- refrain from buying new clothes, appliances, etc. during the EcoChallenge
- start a compost to reduce the amount of trash my household produces
- use only natural or organic cleaning products and dispose appropriately (see below) of my chemical collection under the sink
- buy 90% of foods that are available in bulk from the bulk bins, in order to reduce the packaging that I buy and bring home

More ideas to incorporate into your daily habits:

Remember to bring a reusable shopping bag to the market

Buy products that are minimally packaged, or that use packaging that can be reused or recycled

Buy in bulk whenever possible- and bring your own recycled bags and containers

Buy larger packages when possible- for example, one giant bottle of detergent creates less waste than three small bottles

Buy concentrated products

Buy used whenever possible (garage sales, Craigslist, Freecycle, and secondhand stores are all great resources)

Don't buy single serving goods or foods

Reduce the number of things you bring into your house. Borrow, rent or share things you don't use often. For example, share a lawnmower or rent a carpet cleaner if you need one-- this will save money too.

Resist consumerism, weigh purchases carefully, always asking "do I need this?"

Cook at home rather than eating take out, which requires packaging that is generally thrown out.

Avoid buying foods that are package intensive, such as microwave meals, frozen dinners, and packaged prepared foods.

Buy milk in glass bottles that can be washed and reused.

Buy reusable products (cloth diapers, cloth napkins, reusable water bottles).

Buy rechargeable batteries.

Choose durability: Buy quality products. Maintain your things; take good care of your clothes and appliances. Repair items that can be repaired instead of replacing them.

Buy used electronics if possible, such as a refurbished laptop or recycled cell phone.

Reuse paper and print on both sides.

Talk to others about reducing their waste.

Take action to reduce the amount of unwanted mail you receive [Click Here](http://156.98.19.245/home/index.html) (<http://156.98.19.245/home/index.html>).

Dispose of household hazardous waste properly such as paints, cleaners, oils, pesticides and batteries [For Advice Click Here](http://www.epa.gov/waste/conserva/materials/hhw.htm#collect) (<http://www.epa.gov/waste/conserva/materials/hhw.htm#collect>).

Maintain your vehicle so that it lasts as long as possible.

Field Trip: Go To the Dump or Landfill during the EcoChallenge

It is easy to be unaware of the sheer enormity of waste we produce. We put our trash out in the morning and come afternoon it is magically gone. This system shields us from the process and visual evidence of how much trash is being sent to landfills. By going to a dump you may find inspiration to further cut down your own waste stream- or engage your friends and family in taking action to reduce their trash output.

My EcoChallenge is: to Reduce and Divert Trash

For More Information, Check Out:

Read about an NWEI volunteer's efforts to reduce his trash last year:
<http://www.nwei.org/news/earthmatters-newsletter-spring-2009>

Guides and information regarding waste: <http://www.epa.gov/epawaste/index.htm>

The Secret Life Of T-Shirts <http://www.emagazine.com/view/?4695>

A list of [great blogs and bloggers](#) experimenting and reporting on their attempt to eliminate trash <http://www.greenecoservices.com/top-13-trash-blogs>

Facts and Stats on Waste:

The average American generates 4.6 pounds of trash a day

American's make up 5 % of the world's population and generate 40% of the world's waste

1/3 of the waste generated in the US is packaging

Recycling an aluminum soda can saves 96% of the energy used to make a new can from ore, and produces 95% less air pollution and 97% less water pollution

Every year the US fills enough garbage trucks to form a line that would stretch from the Earth halfway to the moon

Every year, nearly 900,000,000 trees are cut down to provide raw materials for American paper and pulp mills

The average American, in one lifetime, uses: 18 tons of paper, 23 tons of wood, 16 tons of metal, and 32 tons of organic chemicals

Throwing away one aluminum can wastes as much energy as if that can were 1/2 full of gasoline

As of 1992, 14 billion pounds of trash were dumped into ocean annually around the world

1,500 aluminum cans are recycled every second in the U.S.



My EcoChallenge is: to Reduce and Divert Trash

Choose your own Eco-Adventure

Because there is no one-size-fits-all approach to sustainability, you have the option of being creative with the EcoChallenge. Choose a Challenge outside of the previous categories if you want!

For this category, you will create your own EcoChallenge and goals and research the ways you will achieve your goals. Choose at least one measurable goal so that you will have a gauge to measure your success by for your supporters who pledge per day.

We'd love to hear what creative "choose your own EcoChallenge" challenges you come up with too!

Tips for Success:

Setting Your EcoChallenge Fundraising Goal

The EcoChallenge is NWEI's main fundraising event for the year, and our goal is to raise \$25,000 over the two week challenge period—we can do this with your help!

Set your sights high!

We are asking our EcoChallengers to set a goal of raising \$500 each, by collecting pledges of support from your network of friends, family, colleagues, neighbors, and anyone else interested in helping you work toward a sustainable future.

If it's reasonable to set your individual goal higher—go for it! And if you want to participate but \$500 might be a stretch—definitely still participate and see how close to \$500 you can get (by being creative and using your social networks and online tools you might surprise yourself!).

Collecting Pledges

Once you have registered and chosen your challenge, it's time to enlist your supporters. Most participants start with sending an email announcing their participation and then follow up with phone calls and in person requests for support. Pledges can be collected as flat rate pledges or per day of the EcoChallenge that you succeed in your Challenge (for example, if you pick water conservation and accomplish your water conservation goals for 13 of the 14 days and your supporter pledged \$3 per day, you would collect \$39).

Start lining up supporters before the Challenge starts (it's best to have your supporters lined up ahead of time, but you can continue to enlist new supporters at any point during the event too). Send your supporters a link to your personal page on the EcoChallenge website—they can fulfill their pledge through the website. Processing your pledges through the website makes it easy for you, your supporters and NWEI.

If people prefer to write a check or give you cash, you can forward your pledge payments to NWEI at: Attn: Kerry Brown, Northwest Earth Institute, 317 SW Alder, Suite 1050, Portland, OR 97204. [Make checks payable to NWEI.](#)

Tips for Success: **Creating Your Personal Page on the EcoChallenge Website**

About the Personal Page:

Each EcoChallenger will have a login for the EcoChallenge website (www.nwei.dojiggy.com) and a personal page on the website. Your URL will be emailed to you by the website when you register—send this link to your supporters so they can find out about your Challenge and fulfill their pledges online.

You have the ability to update your personal page, change the text, add a photo, and make it your own. We encourage you to do this—it gives you a way to personalize your EcoChallenge and engage your supporters. You can also update your page during the EcoChallenge to let your supporters know how it's going. (Maybe add photos and updates of your progress every few days, and email your network to let them know you've updated your page.)

The Technical Details: Exactly how to change your site

1. Login to the site at www.nwei.dojiggy.com by clicking EcoChallenger Login and entering your username and password
2. Click on "Pledge Control Panel"
3. Click the white tab that says "Personal Website"
4. Edit your "Pledge Page Statement"—feel free to edit or delete the default text and personalize this text. This is the text that shows up on your personal page when people follow the link you send out.
5. Personalize your "Email Thank You Message" (this is what will be sent when people make a pledge)
6. Give your personal page a nickname—this will be part of the link to your page
7. Upload a photo (and maybe add a photo during the Challenge that shows you taking on the EcoChallenge)
8. Click "Update" to save your changes
9. Scroll up and there is a link that will take you to your personal page—make a note of this link, and check out your page to make sure everything's in order

Other Tips:

If you have a blog, or Facebook, or Twitter account, add a link to those sites in your personal page text, especially if you plan to provide updates during the EcoChallenge. (Your supporters will love to hear how it's going, and will especially enjoy anecdotes you share about the Challenge!)

Tips for Success: Spreading the Word

Ways to get the word out and enlist supporters:

1. Send an email announcing that you are taking part in the EcoChallenge (see page __ for a sample email).
2. Use your social networking tools to spread the word—update your Facebook status with a link to your personal page, use twitter to tell your followers that you are taking part in the EcoChallenge and ask for support, remember your LinkedIn network when sending out email announcements (the more people you tell the easier it will be to reach your goal, AND the more people you tell about your participation the greater chance you have of motivating others to take action on behalf of the planet too!).
3. Snail mail—most people still love to receive handwritten letters. Write a letter to a friend or family member, and let them know about the EcoChallenge (make sure to provide a link to the website so they can pledge their support online, or a stamped return envelope might be a good idea if you have any non-internet savvy supporters).
4. Involve your colleagues- let them know what you are up to and provide an opportunity for them to support you.
5. Remember your NWEI discussion group members. If you have participated in an NWEI discussion course, you have a sure source of moral support, and likely they'll support you with a pledge too.
6. Send another email—we get busy and forget to take actions we intended to! Don't hesitate to remind your friends and family that you are taking part in the EcoChallenge and looking for support.
7. We all like to know where our money is going; remember to tell your supporters that their tax-deductible donation will go directly toward NWEI's programs. Provide a link to our website so that they can get more info too. (Everyone who donates \$35 or more as part of their pledge will receive an annual membership to NWEI with all of the regular member benefits as our thanks for their support).
8. Use the signature line of your email to add a tag line noting your participation in the EcoChallenge. You could start this a week or two before the Challenge, and include a link to your personal page on the website.

Spreading the Word: Sample Email Template

Edit and personalize this email, include info on what Challenge you are taking on and why.

Hi _____,

I want to let you know about a fun event I/We are participating in to support the Northwest Earth Institute (NWEI), and make a difference on behalf of our planet. This fall, NWEI is challenging volunteers to take steps to live a more sustainable, lower impact lifestyle through an event called the EcoChallenge.

For two weeks, I, along with other NWEI supporters and volunteers, will take on a sustainability challenge to meet one or more goals to conserve water, save electricity, take alternative transportation, reduce garbage output or eat sustainably. We will do this to demonstrate the collective power of people making small changes in their life that benefit our ecosystems.

I will be taking on the EcoChallenge this fall and am writing to ask for your support. From October 1-15, 2009 I will _____(insert your specific EcoChallenge and goals here) _____.

You can find out more about my EcoChallenge, and the Northwest Earth Institute, by visiting my personal EcoChallenge webpage at (insert link). Supporting me in the EcoChallenge is simple—you can make and fulfill your pledges through my personal webpage too.

You can pledge per day of the EcoChallenge or in a flat dollar amount. If you'd rather not pledge online, you can send a check (with my name in the memo field to: NWEI, attn: Kerry Brown, 317 SW Alder, Ste. 1050, Portland, OR 97204

100% of the funds I raise will go to NWEI as a tax-deductible donation to further their efforts to create a sustainable future for us all. All supporters who donate \$35 or more will receive a free annual membership to NWEI.

Please email me if you have any questions or to make a pledge of support.

Thank you! Your involvement as my EcoChallenge supporter means a lot to me!

Best wishes,
(insert name)

If you want to find out more about NWEI, visit www.nwei.org

The Collective Power of Taking One Small Action **Reporting Your Success**

You must be the change you wish to see in the world.
-Mahatma Gandhi

One of the main reasons we chose to start the EcoChallenge is to demonstrate the collective power of individuals living sustainably. We know that the NWEI community is taking impressive steps each day to live lower impact lifestyles, and take action on behalf of Earth. We want to collect data to illustrate the change we are creating, one small step at a time.

Please use the sheets enclosed to choose your EcoChallenge goals and keep track of your success in whatever way is easiest for you. At the least, please send us (via email to kerry@nwei.org) the Challenge you chose to take on so that we can tally each category.

If you can, please provide us with the following info as well (feel free to print this page and send it in, or cut and paste it into an email):

My specific goals were to: _____

Additional data I collected _____

Number of days I was successful in achieving my EcoChallenge: ___/15.

I plan to continue to with my EcoChallenge activities into the future: yes/no
Explanation/more info _____

If you used a blog or kept an EcoChallenge journal and you don't mind sharing, we'd love to capture anecdotal info from your Challenge too!

Next Steps

Once October 15th rolls around, we encourage you to celebrate your EcoChallenge success! Join us for the EcoChallenge Celebration Party, and meet and reconnect with other NWEI volunteers who participated in the 2009 EcoChallenge!

Afterwards, if you are looking for ways to continue the momentum consider these next steps:

1. Start an NWEI course and involve some of your supporters who may not have participated in a course before.
2. Volunteer at NWEI or another environmental organization.
3. Voice your opinion. Contact your elected officials and let them know your opinion on the matters that interest you.
4. Renew your commitment to living a lower impact lifestyle by exploring other ways you can take action (check out the other Challenge category pages for tips on easy actions you can start taking now).

Our most sincere THANKS to you, for participating in the EcoChallenge this year, and for your ongoing commitment to taking action on behalf of the planet! We are honored to have such a supportive network of volunteers!