

AMERICAN CLIMATE LEADERSHIP AWARDS

How-To Guide 2024

Energy Justice Program Recruitment: Girl Plus Environment

ecoAmerica's How to Guide is a resource for US leaders and their stakeholders to address climate challenges wherever they are living and working.

OVERVIEW

Girl Plus Environment's guide provides insight into how to recruit participants into an energy justice program including program planning, fundraising, recruitment, communications, analysis, and reporting.

STEP-BY-STEP GUIDE

- 1. Craft a Strategic Project Blueprint:** Develop a meticulous project plan with a Gantt chart, clearly articulating goals, expected outcomes, and activities alongside associated timelines. Leverage this plan for compelling grant proposals, targeting funding from esteemed organizations like the Climate Reality Project, E Pluribus Unum, the Environmental Defense Fund, and the Justice40 Grant
- 2. Conduct Community Analysis:** Uncover community needs and barriers for effective participation in your state's energy policy BY using online surveys and social media advertising to ensure broad reach and consider offering incentives to enhance engagement
- 3. Create a Recruitment Process:** Develop a user-friendly application process for recruiting participants into the energy justice program. Emphasize educating participants on your state's energy policy processes and empower them to engage effectively
- 4. Application Review and Selection:** Thoughtfully review applications, prioritizing individuals with limited knowledge of energy policy and those residing in severely energy-burdened areas. Select a cohort of approximately 25-30 participants, considering stipends ranging from \$250-500
- 5. Optional: Launch a Digital Campaign:** Tailor a digital campaign for specific audiences, particularly youth, Millennials, and GenZ. Plan and disseminate 20 diverse content pieces over a 12-week period, collaborating with influencers and a social media manager for culturally resonant information
- 6. Design a Workshop Curriculum:** Develop a comprehensive curriculum for workshops, focusing on tangible opportunities for engagement in energy justice. You'll want to create an internal run of show and partner with speakers who reflect the audience's experiences, ensuring diversity and intentionality in your space

- 7. Pre-Workshop Planning and Orientation:** Disseminate a pre-test to participants in the orientation email, covering program logistics. Tip: Encourage participants to bring their children, to help address childcare challenges
- 8. Host Workshops:** Secure event space, catering, and seek partnerships with companies for donations. You can collaborate with companies like Costco, Publix, Kroger, and Walmart for snacks, notebooks, pens, LED light bulbs, and water. Remember to infuse fun and cultural relevance into the event, possibly incorporating mocktails or a dance party
- 9. Launch Emergency Utility Fund:** Acknowledge varying capacities for workshop participation and the urgency of energy shut-offs in the community. Consider launching a utility bill emergency assistance application to disburse one-time stipends to severely energy-burdened individuals who cannot participate in the workshops
- 10. Evaluate, Document, and Share Success:** Assess program success through pre-post surveys, testimonials, and digital media campaign metrics. Develop a comprehensive internal final report, sharing findings, lessons learned, and successes. Disseminate external materials, including one-pagers, pitch decks, poster presentations, and grant reports, fostering replication and collaboration with the community.

