



**GREEN IMPACT
CAMPAIGN**

VOLUNTEER TOOLKIT

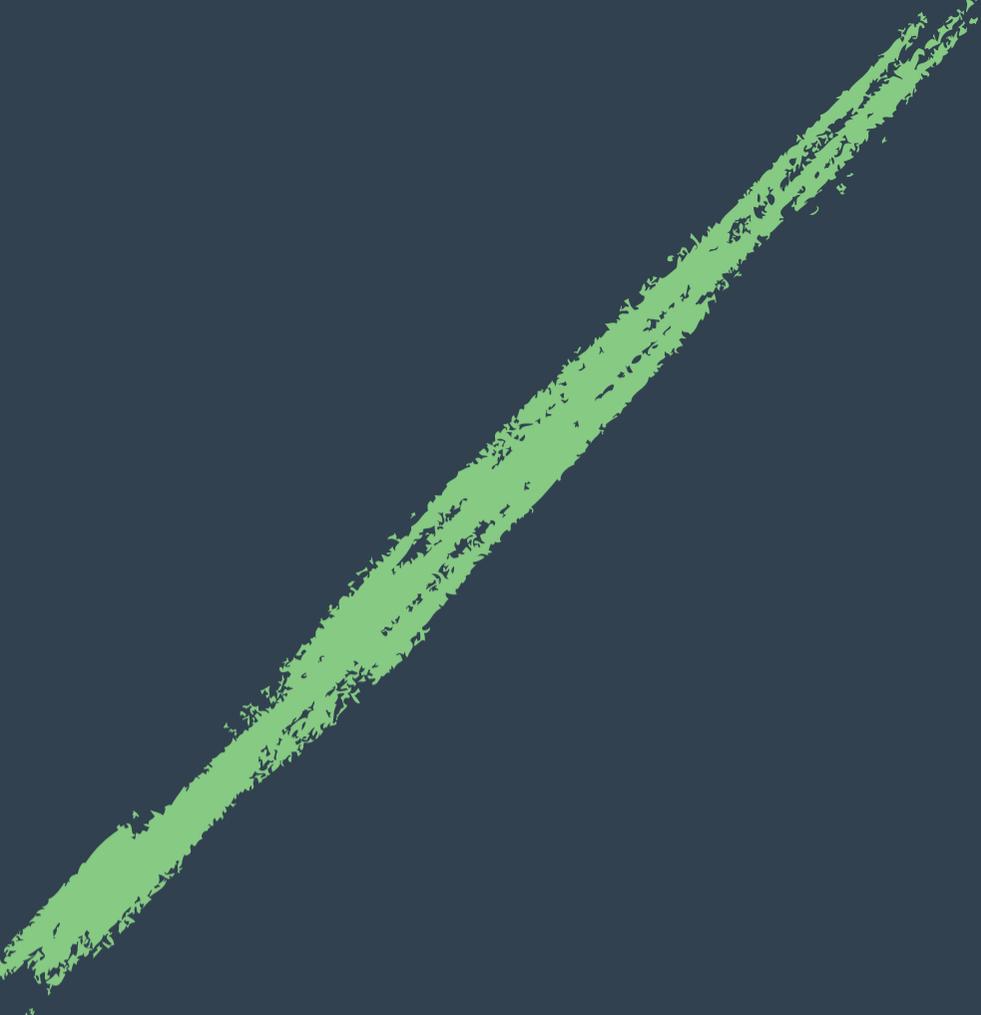
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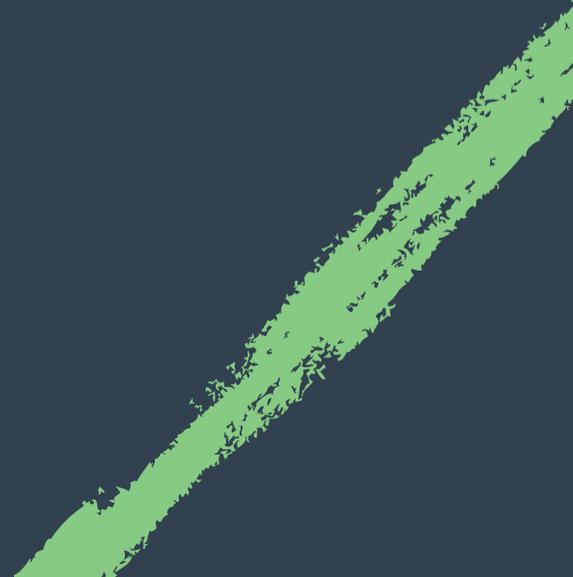
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Green Impact Campaign
greenimpactcampaign.org



“GAINING **HANDS-ON EXPERIENCE**
VERSUS HYPOTHETICALLY TALKING
ABOUT ENERGY SAVINGS WAS WHAT
MADE GREEN IMPACT CAMPAIGN
SUCH A GREAT EXPERIENCE.”

Sofia Baneth
Sophomore, Economics Major



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About Green Impact Campaign

Green Impact Campaign (GIC) is a nonprofit organization that provides students and volunteers across the country with cloud-based training and tools to conduct free energy assessments for local, small businesses in their community. Through these energy assessments, small business owners receive custom, actionable recommendations on how they can reduce their energy and water usage while volunteers gain professional skills and real-world experience relevant to future green careers. Green Impact Campaign is better equipping the next generation of climate leaders while reducing the environmental impact of small businesses on the planet.

Why small businesses? Cumulatively, small businesses in the U.S. alone account for roughly **\$60 billion in energy costs and nearly half a billion metric tons of carbon emissions**. And even though the average small business can reduce their energy usage by 20-25% with simple, low-cost energy efficiency upgrades, most of them don't know where to begin. That's where we come in.

For the past several years, students and volunteers from communities across the country have conducted energy assessments for hundreds of small businesses, identifying millions of kWh of annual energy savings, equivalent to powering thousands of homes for a year.

But, GIC is much more than an organization, it is a movement. A movement of students and volunteers that are challenging the status quo. A movement to raise awareness about sustainability, to inspire change in the small business community, and to become the next generation of climate leaders. This is more than a volunteer opportunity, it is a chance to be a changemaker.

Welcome to the Campaign.

Energy Assessment Overview

What is an energy assessment?

As a GIC volunteer, you will learn about energy and sustainability by helping local, small businesses in your community learn ways that they can reduce their energy and water usage and utility costs through a free energy assessment. These assessments are conducted using our self-training tool called GEMS, a cloud-based tool that prompts simple yes/no questions about energy and water using systems in a business's space. GEMS then automatically compiles a report for the business with efficiency recommendations and savings estimates that the owner can use to easily and cost-effectively lower their energy usage and environmental impact.

Why should I get involved?

You'll help the environment, your resume, and a local business – all with one project. In fact, **9 out of 10 volunteers** report that their involvement advanced their career or helped them get a green job within a year.

- **Expand your knowledge.** Learn more about energy-efficiency and green business practices through real-world, hands-on experience.
- **Boost your resume.** Gain real-world professional skills in areas like Sustainability Consulting, Project Management, and more to reference in interviews.
- **Get certified.** Receive an official *Green Impact Campaign Volunteer Certificate* to share on your LinkedIn profile and resume when you complete one or more energy assessments.
- **Connect and grow.** Connect with other volunteers and potential employers through the Green Impact Campaign network and learn about other unique learning opportunities.
- **Be part of something bigger.** Be part of a growing movement to raise awareness about sustainability and inspire change in the small business community.

MAKE SURE YOU'VE SIGNED UP AT THE GIC WEBSITE.

If you haven't already, be sure to sign up at greenimpactcampaign.org/join in order to become a registered volunteer and gain access to GEMS, the tool used to conduct energy assessments.



Campaign Checklist

Step 1: Sign up and get trained (30 minutes)

- Sign up at greenimpactcampaign.org/join
- Complete the online training and review this toolkit

Step 2: Select a list of local businesses (15 minutes)

- Make a list of local businesses that you'd like to target

Step 3: Reach out to selected businesses and schedule (30 minutes per business)

- Visit or call each selected business on your list to explain the energy assessment and ask if they're interested
- Schedule a day and time with the business to conduct the assessment

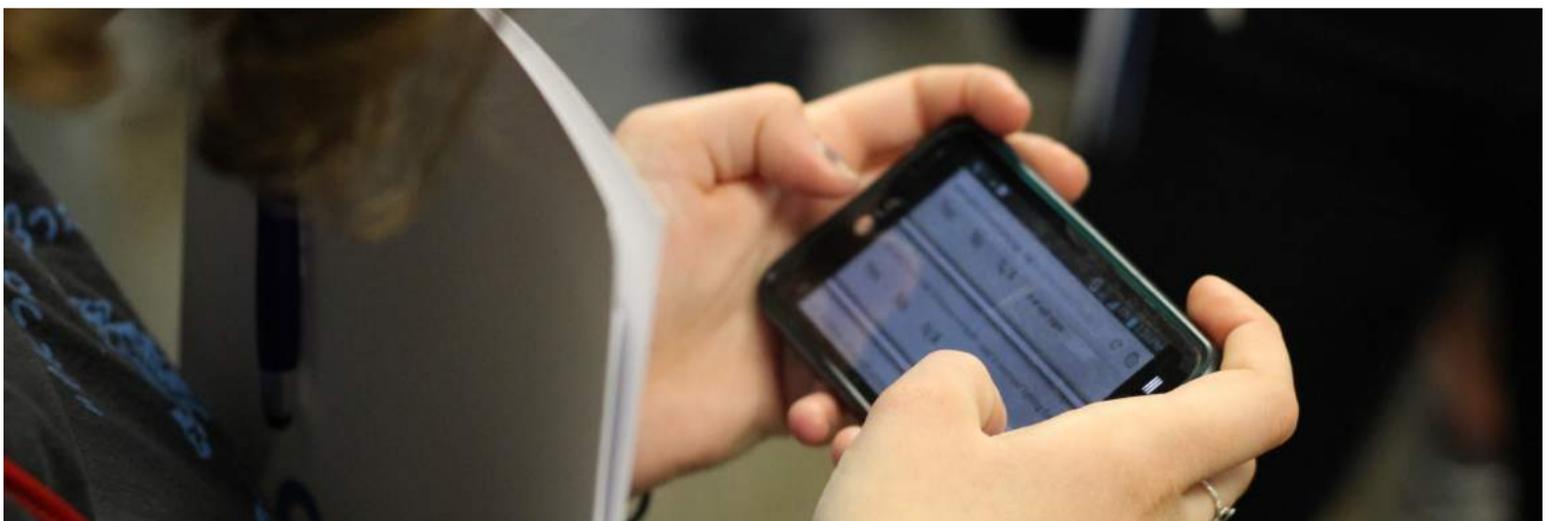
Step 4: Conduct the energy assessment (30 minutes)

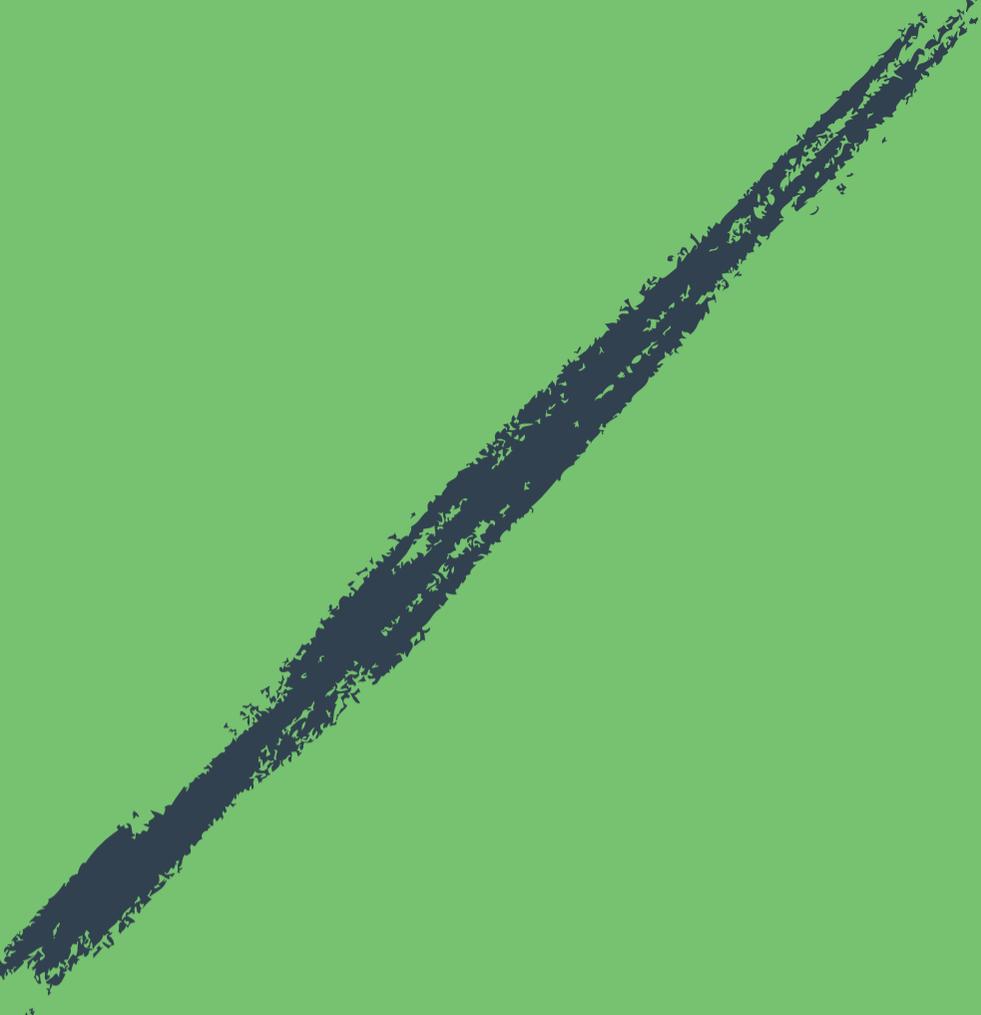
- Complete the energy assessment using GEMS and send the results to the business

Step 5: Follow up with the business (15 minutes)

- Call or email the business owner to follow up with questions and progress updates

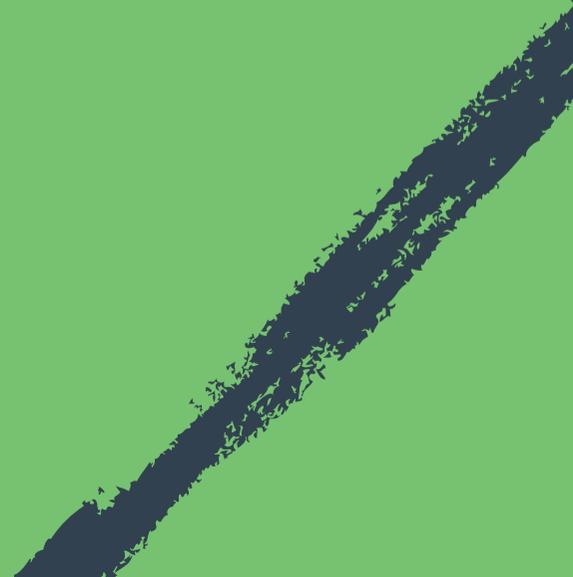
Total time commitment: 1.5 hours per completed assessment





“GREEN IMPACT CAMPAIGN HAS GIVEN ME THE BOOST IN SKILLS AND CONFIDENCE I NEED TO GO OUT IN THE WORLD AND **BE A TRUE SUSTAINABILITY LEADER.**”

Cara Blumenthal
Graduate Student, Sustainability Management



Selecting Businesses

Before you start reaching out to businesses, brainstorm a list of businesses that you'll approach. There are no restrictions on what type of business can receive an energy assessment. (Use the Campaign Planner at the end of this guide to compile your list of businesses and track your outreach progress)

Here is a list of things to keep in mind:

- **Start with who you know.** Think of any businesses where you have existing connections. Maybe you have a friend that works there or maybe you're just a frequent customer. Whatever the connection, having an existing contact will go a long way.
- **All types of businesses are eligible - but those that pay their own utility bills are best.** There are no restrictions on what types or size of small businesses can participate. Restaurants, doctor's offices, retail stores, accounting offices, they're all eligible.
- **Think local first - it's where you'll get the most traction.** The more local and part of the community the business is, the more likely they'd be willing to support local volunteers from the community. If you're a student, try to think of businesses close to campus and frequented by students.
- **Utilize the resources available to you.** If you're having trouble thinking of businesses, ask your professors, coworkers, advisors, or classmates if they have any ideas or know any local business owners. Or hop on Yelp and see what pops up.

Once you've compiled your initial list - including their address and phone number - rank them so you know who to reach out to first. Then select some days and times that you will go out to begin approaching them.

GIC RULE OF THUMB

For every 4 business you reach out to, 1 will most likely participate. So keep that in mind when brainstorming your list of businesses, figuring how many assessments you want to complete.



Reaching Out to Businesses

Using the list you've compiled, begin to reach out to each business to introduce the program and ask if they would like to receive a free energy assessment. Approaching a business is simple:

1. **APPROACH** the business at a time you don't expect they'd be busy and ask to speak to the owner or manager.
2. **INTRODUCE** yourself and what you're doing. If you're a student, be sure to mention that (see the next page for a more detailed sample pitch).
3. **DETAIL** what the assessment involves and how it all works:
 - Let them know that the assessment takes no more than 30 minutes and costs nothing.
 - Tell them how you'll be using an easy survey to ask them a few questions and look around at how they use energy.
 - Explain that they'll receive a report at the end detailing ways they can save.
4. **BENEFITS** that the business will get from the assessment and that you'll gain by conducting the assessment.
5. **ASK** if the owner/manager would like an assessment now or to schedule another day/time to come back to conduct the assessment.



Tips for Reaching Out to Businesses

- **Always go in-person or call.** Small business owners are very busy. Because of this, unfamiliar emails often go ignored. The more personal, the more likely they are to say yes.
- **Don't go empty-handed.** Maybe the business owner doesn't have time to talk to you right now but is interested in learning more. Always bring a *GIC Flyer* (at the end of this toolkit) and a personal business card (if you have one) that you can give them to look over later and follow up.
- **Be mindful of the time of day.** When visiting or calling a business, try to pick a time of day when you know the owner will be there and a slower time of day for business.
- **Local businesses love students.** If you are a local student, be sure to make a point of saying that you are a student from the local university whenever introducing yourself. Local businesses are usually thrilled to help support local student projects.
- **It really is FREE.** Be sure to reiterate that the energy assessment costs them nothing and that no one will ever try to sell them something at a later point.
- **Talk dollars and make sense.** Some businesses might be interested in reducing their carbon footprint, but ALL businesses are interested in saving money. Be sure to stress the point that this assessment can help them save money while saving the planet.
- **Follow up, follow up, follow up.** Persistence is key. If the owner is not there, try to get a card and follow up with them directly or any other staff member that's in charge of paying the bills. Try to follow up at least three times before giving up on that business. And if a business says no, just remember, it's not *you*, it's *them*. Business owners are busy people and might not be able to participate for a multitude of reasons. So don't take it personal if they say no.

Sample Introduction

1. **APPROACH:** “Good afternoon! Are you the manager or owner, or is there a manager or owner I can speak to?”
2. **INTRODUCE:** My name is _____. [I’m a student at (School Name) and] I’m a volunteer with Green Impact Campaign. We are offering free energy assessments to small businesses in the area.
3. **DETAIL:** If you are available to participate I would only take a few minutes of your time. I would just need to ask you a few basic questions and then take a quick look around to see what sort of lighting you’re using, and things like that. After I complete the assessment you will receive a report recommending different ways you can save energy.
4. **BENEFITS:** Just for participating we will send you a sticker you can put in your window to let your customers know you care about your impact on the environment. Your participation would also be helping me (receive school credit, fund my further education, gain experience in my field).
5. **ASK:** Would you be interested in participating now, or is there a better time when I can come back?”

Sample Questions from Businesses

Business Owner: “Seriously though, how much does it cost?”

You: “It’s completely free. No fine print.”

“I’m pretty busy. What’s involved with this energy assessment?”

“It’ll only take me about 20 minutes to conduct the energy assessment. I can either do it now or you can tell me a day and time that works best for you and then I’ll use a cloud-based tool to answer some basic questions about your space, like the type of light bulbs you use. And then the tool will give you custom recommendations on ways to reduce your utility costs, provide cost and savings estimates, and show you how your energy use compares to similar businesses.”

Sample Questions from Businesses (continued)

“How do you conduct the energy assessment?”

“We use Green Impact Campaign’s tool called GEMS to complete the energy assessment. It’s a cloud-based tool that was developed specifically to help small businesses reduce their energy usage and save money.”

“So what do you need from me to conduct the energy assessment?”

“Not much. All I would need from you is some basic information about your business, like square footage and average monthly utility costs, tell me a time that works best for you for me to come conduct the assessment, and a contact email address where you’d like to receive the assessment results. That’s it!”

“How much savings will the energy assessment find for me?”

“I won’t know for sure until I conduct the energy assessment, but I can tell you that the average business that has received this energy assessment has found energy savings of 25% through the recommendations.”

“Do I have to commit to implementing the recommendations?”

“No. Our goal is to give you the information you need to make your space more energy-efficient. We would hope that you implement the recommendations but there is no commitment.”

“This all sounds great, but what exactly do you get out of this?”

“A lot. I’m always looking for ways to make a positive impact here in the community and gain some real-world skills for my resume. This allows me to do both!”

Conducting the Energy Assessment

Before conducting the energy assessment:

If you'll be conducting the energy assessment using GEMS on your smartphone (recommended), you will need to retrieve the 4-digit referenced code for that business prior to performing the assessment. To do so:

1. On your **computer**, go to <http://gems.greenimpactcampaign.org/>
2. **Log in** using your teams unique username and password for GEMS
3. Under the **Pending Surveys** tab, note the **4-digit Reference Code** that corresponds to the survey you wish to conduct

If you'll be using the *GEMS Survey Express* print-out (at the end of this toolkit), then be sure to print out a copy prior to going to the business. After performing the assessment, you'll have to log into GEMS on your computer and input the results.

The day of the assessment, remember to bring the following with you:

- GEMS survey reference code for the business
- GEMS Survey Express print-out (in case you don't have cell service inside the business)

Conducting the energy assessment:

- A. Arrive slightly early for your appointment. It's impressive.
- B. Restate your purpose — to help them save on energy!

Step 1: Access GEMS on your mobile device (or bring a print out of the GEMS survey)

Once you are at the business, ready to conduct the GEMS survey, use your smartphone to access GEMS.

- On your **smartphone**, go to <http://gems.greenimpactcampaign.org/>
- Touch the GIC logo, enter the **4-digit Reference Code**, and touch **Start survey**

Step 2: Answer survey questions

The survey consists of 7 sections: General, Lighting, Plug Load, Building Envelope, HVAC, Water, and Recycling. Be sure to enter data accurately and completely, as your inputs affect the final report results and recommendations.

- Tap the **General** tab and begin with this section
- **Navigation:** Tabs at the top of the screen indicate the 7 sections. The highlighted tab indicates the section you are currently editing. Tap another tab to view that section.
- **Questions:** Answer all questions to your best knowledge. **Tap the question text to view further explanations and example images.** Use the questions to guide you through the business's space, observing what is being asked and asking the business representative for any questions you cannot observe on your own. For each question, select **Yes, No, or N/A** depending on your findings. When specified, enter quantities.
- **Save:** Complete all questions in the section. Tap the **Save** button at the bottom of each section to save entered data before proceeding to the next section.
- Select the next tab to complete the next section. Repeat the process until all questions in all sections have been completed and saved.

Step 3: Approve and send the results

After completing the GEMS survey, log back into GEMS on your computer to approve and send the results to the business.

1. On your **computer**, go to <http://gems.greenimpactcampaign.org/> and log in
2. Under the **Awaiting Approval** tab, click **View Report** for the corresponding survey that you recently conducted
3. While in the View Report preview screen, click **Approve it now** in the red box at the top of the screen.
4. Click 'Approve' in the confirmation window.
5. All done! Find someone to give you a high five.

GIC PRO TIP

When completing the survey, be sure to ask the starred* questions first with the manager, as they may require specific knowledge about the building that can't be seen in a walkthrough.



Following Up

After completing the energy assessment, follow up with the business to see if they have any additional questions and to hear about any plans or progress they've made since receiving the survey.

One week after completing the assessment

Follow up with the business by phone/email to make sure they received their results and ask them to share their thoughts regarding their assessment via a feedback survey.

Questions to ask:

- *Did you have any trouble viewing your energy assessment results?*
- *Do you have any questions about the recommendations made?*

Things to send:

- GIC Feedback Survey: greenimpactcampaign.org/feedback-survey

One month after completing the survey

Reach out to the business by phone or in-person and consider asking some of these questions:

- *Have you implemented any of the recommended upgrades since the assessment? If yes, did you use the progress tracker in GEMS to track them?*
- *Do you have plans to complete any upgrades in the next month/three months/year?*
- *Is there any additional information that would be helpful for you to implement any upgrades?*
- *Have you checked with the utility provider for available rebates and incentives to bring down project costs?*
- *Is there anything else I can do to help you in your sustainability efforts?*

If you're ever unsure of an answer, direct the business to contact one of our on-call GIC Experts by email at info@greenimpactcampaign.org or by phone at **(202) 813-9442** for more information and support.



GOODIE BAG

Email Template

sample email to send selected businesses

GIC Flyer

one-page flyer to be used when reaching out to businesses

GEMS Survey Cheatsheet

examples of common items asked during the GEMS survey

GEMS Survey Express

paper copy of the GEMS survey

Sample Email

If you just don't have the time to call or visit businesses in-person to offer them a free energy assessment, you can use this email template to send to select businesses.

Subject: [City/Town] Local Businesses / Green Impact Campaign

Hi [Business/Contact Name],

Hope you're having a great week!

My name is [Your Name] and I'm a student volunteer with a local program called Green Impact Campaign. The initiative provides local businesses with a free energy assessment to identify ways to reduce utility costs and enhance sustainability. As much as this initiative is about helping local businesses save energy, it's also about helping students, like myself, gain some real-world skills in our community.

Would you be interested in having a free (and really simple) energy assessment performed in the coming week or two? The thirty-minute assessment can be scheduled for whenever is most convenient for you, simply let me know some days/times that work best for you.

I hope you'll join your neighboring businesses and let me know if you have any questions!

Best,

[Your Name]



GREEN IMPACT CAMPAIGN

Free energy assessments. For local businesses. By local students.

To help local, small businesses in the community save energy and reduce their carbon footprint, we're providing free energy assessments through Green Impact Campaign!

Trained local university student volunteers will do the assessments, which cost nothing, take less than 30 minutes, and show how you can easily save energy for your business. On average, the energy assessment can identify 25% in energy savings!

SIGN UP for your free energy assessment at:

GreenImpactCampaign.org/register

Find ways to save on energy while supporting local students.

For more information, visit greenimpactcampaign.org

Green Impact Campaign is a 501c3 non-profit organization



GREEN IMPACT
CAMPAIGN

GEMS Survey - Lighting Cheatsheet

The following cheatsheet provides examples of common light bulb types asked during the GEMS survey



Standard Incandescent



Halogen Incandescent



CFL



LED



T 12

1-1/2"



T 8

1"



Halogen PAR



CFL PAR



LED PAR



PAR - 16
2



PAR - 20
2 1/2"



PAR - 30
3 3/4"



PAR - 38
4 3/4"



Non-LED Exit Sign



LED Exit Sign



Halogen MR16



LED MR16



Manual Light Switch



Occupancy Sensor
Light Switch



Examples of Task Lighting



GEMS Survey - Cheatsheet

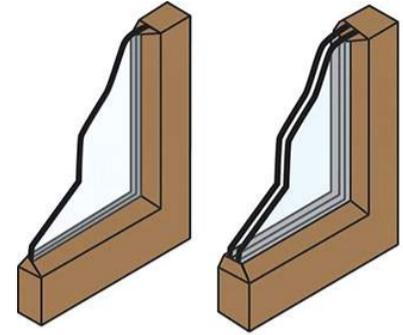
The following cheatsheet provides examples of common observations and items asked during the GEMS survey



Power Strip



ENERGY STAR Label



Single-Pane vs Double-Pane Window



Weather Striping - Bad Condition



Weather Striping - Good Condition



Example of Window Frame Cracks



Programmable Thermostat



Examples of Non-Programmable Thermostats



Faucet Aerator



With Aerator



Without Aerator



Toilet GPF Label



EPA WaterSense Label



GEMS Survey Express



Business Name: _____

Assessment Date: _____

Student Name: _____

GEMS Reference Code: _____

Business owner/manager questions:

Questions that only the business owner/manager might be able to answer

G1. What is the principle building space activity?

Food Service | Retail | Office | Education | Health Care | Lodging | Religious | Service | Other

G2. Square footage of building space

Square footage: _____

G3. Average monthly electric bill

\$/month: _____

G4. Average monthly natural gas bill

\$/month: _____

G5. Ask: "Do you own the building?"

Yes No

G6. Ask: "Are you interested in having your utility bills reviewed to see if you could be paying a lower rate?"

Yes No If yes, complete sign-up form at greenimpactcampaign.org/nextility

G7: Ask "Would you like us to find you rebates for any recommended upgrades?"

Yes No

G8. Ask: "Are you interested in powering your business with clean wind energy?"

Yes No If yes, complete sign-up form at arcadiapower.com/greenimpact

L10. Do any lights remain on after-hours?

Yes No N/A Total after-hour wattage: _____

P2. Do computers have appropriate sleep timers and power options enabled?

Yes No N/A # of computers without: _____

H0a. Does the heating system use natural gas?

Yes No N/A

H0b. Does the cooling system use natural gas?

Yes No N/A

H3. Has it been longer than 3 months since the furnace filters have been replaced?

Yes No N/A

H4. Has it been longer than 1 year since the HVAC equipment has been serviced?

Yes No N/A

Energy observation questions:

Questions that you'll be able to answer by walking around the business

L1. Do any rooms seem over lit by artificial light?

Yes No N/A Total # of fixtures in over lit rooms: _____

L2. Are any lighting fixtures using incandescent bulbs?

Yes No N/A # of incandescent bulbs: _____

L3. Are occupancy sensors installed in all applicable areas (i.e. restrooms, private offices, storage closets, etc.)?

Yes No N/A # of applicable rooms without occupancy sensors: _____

L4. Do all individual work spaces have task lighting?

Yes No N/A # of work spaces without task lights: _____

Snap a photo of you doing the assessment and share it with the hashtag #GreenImpact

L5. Are all exit signs illuminated by LEDs?

Yes No N/A # of non-LED exit signs:

L6. Are T12 or 32W T8 fluorescent bulbs used in overhead lighting?

Yes No N/A # of T12 or 32W T8 bulbs:

L11. Are any halogen PAR bulbs being used?

Yes No N/A # of halogen PAR bulbs:

L12. Are any halogen MR16 bulbs being used?

Yes No N/A # of halogen MR16 bulbs:

L13. Are any incandescent Edison-style bulbs being used?

Yes No N/A # of Edison bulbs:

P1. Are power strips being used in all applicable areas (work station, entertainment area, etc.)?

Yes No N/A # of applicable areas without power strips:

P3. Are all vending machines ENERGY STAR certified?

Yes No N/A # of non-ENERGY STAR vending machines:

P4. Are all refrigerators ENERGY STAR certified?

Yes No N/A # of non-ENERGY STAR refrigerators:

B1. Do all doors have weather stripping in good condition?

Yes No N/A

B2. Do any window frames, door frames, or wall joints have exposed areas or cracks?

Yes No N/A

B3. Are any windows single paned or in poor condition?

Yes No N/A

B4. Do all windows have tint, blinds, drapes, and/or curtains in good working condition?

Yes No N/A

H1. Is the thermostat programmable?

Yes No N/A

H2. Do all programmable thermostats have the correct day and time set?

Yes No N/A

Water/recycling observation questions:

W1. Are there aerators on all sink faucets?

Yes No N/A # of faucets without aerators:

W2. Are there aerators on all shower heads?

Yes No N/A # of showers:

W3. Are all toilets low-flow units (1.6 gpf or less)?

Yes No N/A # of non-low flow toilets

W4. Does the organization water outdoor landscaping?

Yes No N/A

R1. What items are currently being recycled?

Paper | Cardboard | Glass | Plastic | Aluminum cans | Toner cartridges
Packing supplies | Fluorescent lamps | Batteries | Electronics equipment

