

GREEN MY PARENTS KIT

How Youth Earn over \$100 at home, recruit 100 friends to do the same, and save \$100 Million by Earth Day 2011.

Share freely.

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What is GreenMyParents?

- **GreenMyParents** is a peer-to-peer youth movement that teaches kids how to create savings from electricity & water bills and negotiate for their fair share of the money.
- **Youth have power.** Remember when people didn't have to wear seatbelts in the car? No? Because wearing seatbelts became the law in most states in the U.S. before you were even born. Guess who helped get them change? Youth.
- **Youth are making changes to create a sustainable economy and sustainable Planet.** By conserving energy, water and gas, and making smarter food choices that improve health, kids can save their families enough money to prove that changing habits and living a greener life is the smartest way to seed the green economy and save the Planet.
- **GreenMyParents** is a blue-print to do it first where youth have the most control: at home.



Process Overview

Here's the simple steps to do your part for the \$100 Million Campaign.

- Step 1: Introduce your friends to GreenMyParents
- Step 2: Train them to Save \$100 in 10 Steps
- Step 3: Train them how to Recruit Their Friends
- Additional Resources



Step 1: Introduce GreenMyParents

*I saved over \$100 for my family,
and I am going to show you how.*

- What if you saved your family \$100? That's pretty good. Using GreenMyParents, it's not hard to do.
- Now imagine you used Twitter, Facebook, the internet and txt-ing to get 100 friends to save their families \$100? Now imagine each of your friends reaching out to another 100.
- That's 1 million kids saving over \$100 for their families. People will definitely pay attention when youth save \$100 Million or more!



Step 2: Train friends to save money

- Get them excited about the contract and their ability to earn money
- They are going to grade their parents
- They are going to lead the program and earn money
- I will show you the step-by-step process
- What do you want to start with - Energy, Water or Food?



REPORT CARD

ASSIGNMENT 1:
Energy Vampires

FINAL GRADE!

FAMILY NAME: _____

CITY, STATE: _____

GMP LEADERS: _____

A	If the score is 6 or more points, give your parents an A.
B	If the score is 5 points, give your parents a B.
C	If the score is 4 or fewer points, give your parents a C.
D	If the score is 3 or fewer points, DO OVER!

ATTITUDE AND ENTHUSIASM

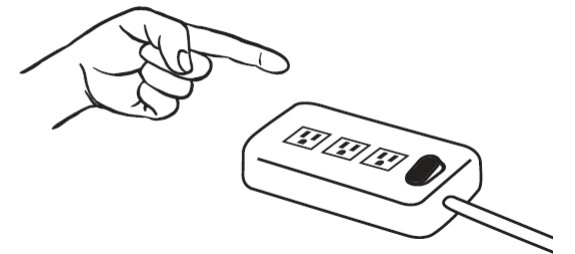
+	Add a plus "+" if your parents were "willing" or "enthusiastic" completing this assignment.
-	Add a minus "-" if your parents were "resistant" or "annoyed" completing this assignment.



GMP: 10 Things to Save \$100

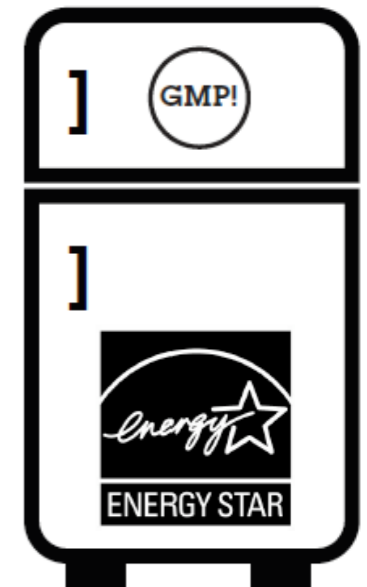
1. Before you hunt down a copy of the latest Twilight saga, kill the energy vampires in your own home.

- Leaving gear on “standby” wastes up to 10% of electricity. That’s over \$100 a year for an average family and \$10 billion for the United States.
- Look for power lights and rechargeable batteries. Unplug everything you can. Start in your room, then search the house including the garage. Use surge strips to kill vampires with one finger.



2. Stop wasting astronomical amounts of money: Study ENERGY STAR

- Before buying new stuff, find out how much energy and/or water it uses. AJ, a GMP Champion, crunched the numbers for a refrigerator on its last legs. He gave his mom a list of ENERGY STAR fridges and cost savings. Their new fridge pays for itself in three years - average savings is \$51 per year.



GMP: 10 Things to Save \$100

3. Grow Up Mom! Quit farming online.

- There are over 100 million pretend farmers on Facebook – NO kidding! Plant at least 1 thing every growing season: tomatoes, cucumbers, lettuce, your favorite spice might be especially easy. A bag of tomato seeds costs \$1.50, and the yield could save your family over \$35.



4. Play “Where did my food come from?”

- “Hey, where did this tomato soup, these fish sticks, that salad, come from?”
- Start with the youngest person at the table. Let them pick one thing on their plate and ask the question. Challenge your parents to reduce the number of miles travelled for every food item on your plate!



5. Take a 90-minute shower...spread over 30 days.

- Every 5 minutes wastes up to 25 gallons – that’s 8000 gallons a year. Get your family down to 3 minutes. You’ll need a timer.
- A family of four could save over \$50.



GMP: 10 Things to Save \$100

6. COLD is the new HOT!

- You don't need to **cook** clothes to get them clean. Cold water gets clothes just as clean. Switch 3 loads a week to cold and save over \$36 per year.



7. When it comes to walking, step it up!

- Challenge your parents to choose one regular, neighborhood route – a trip to the store, school drop-off, or a night at the movies - now tell them to walk or bike it. The bus, walking, biking or carpooling are not “alternative” transportation for kids.
- Save about half a gallon of gas per trip or \$75 a year.



8. No, Speedracer, No!

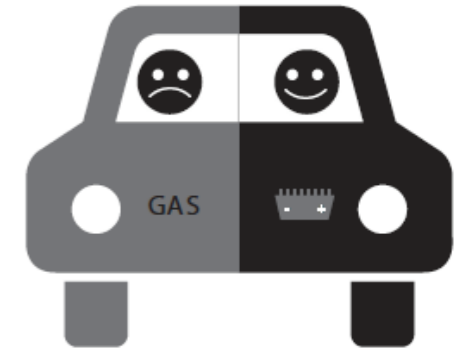
- What's the best way to save time, gas & money driving to school or work? Leave earlier. Teach your parents that speeding barely saves time, but increases the costs of fuel, tickets and insurance. For every 10 miles, driving 65 instead of 55 saves less than 2 minutes.
- Slow down to boost miles per gallon (MPG) up to 30% & save over \$150 a year.



GMP: 10 Things to Save \$100

9. Drive your age, not your shoe size!

- Show your parents the most efficient cars on the road. If they are over 40, try a hybrid: some of them get over 40 MPG.
- Show your grandparents the all-electric vehicles coming out in 2011: the Nissan Leaf gets 367 MPG. A hybrid could save over \$900 a year on gas.



10. Think the price of gas is hard to swallow? Try bottled water!

- Bottled water can be over \$6 a gallon – twice the price gas. People say you should drink 8 glasses each day. If you drink bottled water, you could be throwing away \$1000 a year.
- Help your parents kick their habit: invest in a filter and portable canteens.



Step 3: Train Friends to Recruit

- How do I find 100 friends to join GreenMyParents?

- How many close friends do you have? 5, 10, 20?

...Start by talking to them.

- How many kids go to your school? 100, 500, 1000?

Start a GreenMyParents chapter.

- How many kids are on your soccer team or in your youth group? 20, 50, 200?

Have your team's signage promote GreenMyParents and your team's total savings.

- What to do with them

- Talk to them in the way you communicate most

- In Person

- Through Social Media (Facebook, Email, Text Messages)

Before you go online, be sure to discuss the "" with your parents. Learn more at www.GreenMyParents.com.



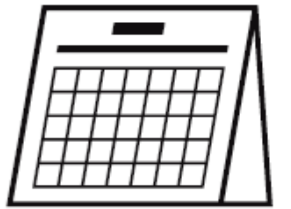
Step 3: Recruiting Messages

- What to say: Sample for Facebook or Email
 - I saved my family over \$100 through fun, simple green activities in our home. Ask me how...
 - I have a goal: to prove that if 1 kid can save \$100 for their family, so can 1,000,000. Help me show the world that seeding the green economy & saving the planet are the "Lemonade Stand of the 21st century!"
- What matters most to you and your friends? How about a fundraising challenge?
 - Friends, I want us all to save over \$100 at our home through conserving energy, water and resources. Once we do, we can each donate \$10 to adopt a local highway or feed a rescued animal for a year.
 - Friends, I am going to throw a special party for everyone who saves \$100 and recruits 15 friends to do the same.



Step 3: Maintaining the Momentum

- How to keep everyone motivated
 - It takes time to create and measure the savings...
“It took me 2 months to save \$50.”
 - Remind them of their personal rewards - \$100 of earnings
“I just bought a new bicycle with part of my savings.”
 - Remind them of the goal - \$100 MM of savings
“Kids across the country have saved almost \$10 million.”
 - Give a shout when you accomplish something...
“I just got our electric bill - it is down \$30 from last month.”
 - Connect them with other friends who are doing the same thing
on www.GreenMyParents.com or
www.facebook.com/GreenMyParents/



Additional Resources

- Community Outreach

- Who can you recruit in neighborhood?
- Can you sign-up your soccer team?
- What teachers, students or Parents associations would support your efforts?



- News & Press

- Get stories published in the:
 - School Newspaper
 - Church or Community Newsletter
 - Local Newspaper
- When you have events, call the local news or contact papers
- Don't be shy about sharing your successes on Facebook, email, or in a blog



GREEN MY PARENTS

**GreenMyParents Kit:
How Youth Save \$100 Million**

*Draft for Discussion
Feedback by Monday, May 10th*