



SUSTAINABLE  
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IMPACT FOREVER TODAY

# Best Practices Guide

# The Road to Success with Sustainable Future

## Tips for Campaign Building



- Choose the right number of actions
  - Finding a sweet spot for the number of actions in your campaign helps to avoid burnout among your team. A list of expectations that is too long may discourage participants from taking on the challenge. Our engineers have found that campaigns with 5-12 actions are the least overwhelming, and the most successful.
- Diversify your campaign actions
  - Think about what goals you want your team to accomplish from your campaign, and make sure that there is a creative variety of ways to challenge them. This might include having them reach an article, upload a photo or comment, or go out and participate in an event. This will prevent your campaign from seeming limited and monotonous.



## Tips for Campaign Motivation

### • Get leadership involved



- Having the leaders be on board in promoting the campaign to the whole team is an excellent way to drive motivation and success within a company. Leadership participation or involvement sets a great example for the importance of the initiatives that are being set through the campaign.

### • Offer prizes as motivation



- Your team can really be driven when there is an element of friendly competition for a prize added into the mix. Prizes can range from gift cards to items such as t-shirts, reusable bags, reusable water bottles, etc. It is always helpful if your prize further promotes the initiative you are trying to achieve with your team.



## Tips for Campaign Promotion

- Sending out emails to your team
  - There are many strategies that you can use to promote your campaigns to the best level of engagement. Sending out an internal broadcast can reach members signed up for the platform already, and sending an external email to all team members will encourage more people to sign up and participate.
- Structure and content of emails
  - Making sure your email is formatted for effective communication is very important. A catchy subject line, a short and easy to digest message, and lighthearted language can all help this goal. It is also helpful to send the email at a time that people are at their desk and actively checking their inbox, such as 10am.



## FAQ???



Q: How do people sign up for Sustainable Future?

A: Signing up is easy! All you have to do is go to [sustainablefuture.org](https://sustainablefuture.org) and hit the 'Join' button, found at the top right on desktop and bottom left on mobile. After this, they will enter their name, email, and affiliation with a business or member of the public.



Q: How do I encourage participation among my team?

A: Prizes are a great incentive to create some fun competition while achieving the goal of your campaign. It also helps to have team leadership participate and talk about the campaign. Promoting it to your team members frequently will help ensure that the competition doesn't reach the back burner.

Q: What is the best length of a campaign and the best duration for a campaign?

A: From our research and experience, 10-12 action items is a sweet spot that gives variety, but doesn't lead to fatigue. Campaigns that run for a 1-2 months stay fresh and remain more active than a long term campaign.