

Green Career Day Planning Guide

1. Getting Started:

In these difficult times, Americans are finding hope in the realization that green jobs will help us solve both the current economic crisis and climate change. That means tens of thousands of great new jobs are on the horizon – jobs like designing wind turbines and installing solar panels, studying the energy potential of algae, repairing electric vehicles, and building high speed rail lines.

This Earth Day, let's invite our friends and neighbors to take a look at green jobs by organizing a local Green Career Day where this exciting field can be explored.

2. Planning the Event

What? – Be clear in organizing and publicizing the event that this is not a career fair (otherwise, folks might show up looking for jobs). Emphasize that this event is for meeting people who are involved with green jobs, and for raising awareness about the potential for green jobs to help our economy.

Who? – First, find your “faces” of Green Jobs – hard-working men and women who represent the potential of a clean energy economy. There are many ways in which you can find these people.

- Contact your local Blue/Green Alliance – Operating in 12 states, the Blue/Green Alliance is a great resource in promoting a green economy. The Sierra Club is a founding member. <http://www.bluegreenalliance.org>
- Local Unions – United Steelworkers (members of the BGA), SEIU, Communications Workers of America, and the Laborers' International Union of North America all have made a commitment to green jobs, and many of their members work in the industry.
- Local Green Companies – Many local companies—such as a solar panel installation business or a weatherization company—would love to have their work highlighted by participating in a Green Career Day.
- Local leaders – is your mayor a “Cool Cities” mayor? Are their local leaders on your city council or school board? Invite them to talk about how Green Jobs can benefit the entire community.

Where? – This is aimed at being a community event. Great locations include community centers, public libraries, and union halls. Also good are elementary, middle, and high schools, where students or parents can help out the teacher by inviting people who are doing--or know about--the work of a clean, green energy future.

Other things to think through before the event

- Organization – How will the event be organized? Will each speaker get a chance to speak, and then take questions? Or will it be panel style? Think through what will work best, with input from all participants.
- Turnout – How many people do you want to attend? How will you help get the word out?

- Volunteers – You can't do this alone – nor should you try. Who can you recruit to help?
- Media coverage – Make sure you let your local media outlets know about your event and invite reporters to attend.

Also be sure to register this event on our website so that other Sierra Club members in your area can find out about it. You can do this on our new Climate Crossroads social network! Register, and then join the Earth Day 2009 group. You can post events from that page: http://connect.sierraclub.org/Groups/Earth_Day_20092

3. The Actual Event

- Plan to arrive early to set up info tables, arrange chairs, set up food, etc.
- Make sure all attendees sign in, so that you have their information for follow-up.
- Greet your speakers, make sure they are comfortable and settled.
- If this is a mixed or public event, explain the purpose of hosting it.
- Make sure that during or at the end of the evening participants know how they can “get involved” with the issue. Have print-outs of factsheets and BGA reports available (see below).

4. Resources

The Blue-Green Alliance—a partnership between the Sierra Club and the Steelworkers—has released some great reports on the potential for green jobs. You can see their publications here at the link below.

http://www.bluegreenalliance.org/site/c.enKIITNpEiG/b.3417259/k.10FA/Publications_Links.htm

“Clean Energy—Engine of our Economy” Factsheet – This is a good handout for your event. <http://www.sierraclub.org/energy/factsheets/clean-energy-engine-of-economy.pdf>

Green for All – Van Jones organization focused on helping poorer communities through the promise of Green Jobs, has some great resources on their website - <http://www.greenforall.org/resources/tools-for-action>

5. Say Thank You – and Send us Photos!

At the end of your event, be sure to thank everyone who attended and be sure to hand out information about green jobs and the potential of a clean energy economy.

Suggest to your participants that they join the Climate Crossroads online community so you can keep in touch and share your experiences. Finally, be sure to ask participants to post their comments, write-ups, and photos on the Climate Crossroads site: <http://www.climatecrossroads.org>

You can also email your write-ups and photos to us: community.manager@sierraclub.org

Thanks for your participation!