



## Tips for Approaching Your School Community



### Chicago Conservation Corps (C3) Student Clubs

Concrete, manageable suggestions generally get the best response. Starting small is often an effective strategy for achieving big results!

- The administration, teachers, staff, and students all play different roles with regards to conservation practices in the school. Focus on one or two groups that you think will be receptive to your message, and make sure to tailor your suggestions to your target audience.
- Be flexible and encourage your target audience to make other suggestions. Your efforts will be more successful if you cooperate as much as possible with the people you are trying to influence.
- Encourage your target audience to commit to making changes in their behavior. Studies show that people are far more likely to make real changes if they are provided with concrete suggestions and asked to make a pledge, rather than if they are simply provided with information.
- Once you've figured out what behavior changes your Club will promote and who the audience will be, figure out how best to communicate with that group. Here are some suggestions for approaching different audiences:
  - Administration: Create a PowerPoint presentation of your findings and suggested solutions and set up a meeting to make the presentation.
  - Students: Make posters; arrange for PA announcements; ask students to sign a pledge.
  - Teachers: Arrange to discuss your suggestions at a teacher meeting or in-service day. Follow-up with email reminders. Set up a way to track progress in each classroom.
  - Cafeteria staff: Talk to the cafeteria manager and staff to find out what changes they think they could make fairly easily. Offer to assist the staff as much as possible in implementing any changes they decide to make.
  - Janitorial staff: Talk to the school's engineer and staff to find out about their current practices and what they might be able to do to help your Club in its efforts. Offer to assist the staff as much as possible in implementing any changes they decide to make.

***What are other effective means of communicating and convincing in your school?***