



Madison Environmental Group, Inc.  
25 North Pinckney St., Ste. 310  
P.O. Box 1607  
Madison, WI 53703  
608.280.0800 phone  
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## About Our EnAct Team Leader Package

Welcome and thanks for showing interest in our program and having the initiative to start an EnAct environmental action team. Our orientation will guide you through the first steps to creating a team, and provide you with the resources you need to be successful.

This folder contains helpful materials to get you started. Of course, you can take whatever approach that suits you best. We just ask that you keep us informed and help us collect data by taking our pre- and post-program surveys.

Folder Materials include:

- **Invitation Template for Team Leaders.** This document will help you recruit friends and neighbors for your EnAct team.
- **Team Leader Tips.** After you've formed your team, this document will guide you through the next steps of setting up a kick-off meeting, creating a schedule, and completing the EnAct program together.
- **Meeting Ideas for Your EnAct Team.** Use these meeting ideas to jump-start your own creative ideas.
- **EnAct Team Contact Information and Meeting Sign-up sheets.** These documents should be filled out by potential team members who attend the kick-off meeting.
- **EnAct Pre-Program and Post-Program Surveys.** These are also available on our website at [www.enactwi.org](http://www.enactwi.org) in the section called "How EnAct Works".

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## Thanks for leading a team through EnAct!

We will make every effort to provide the support you need to lead a successful environmental action team. The following is the contact information of the EnAct representative who will guide you from start to end. Your contact person is:

Maria Sadowski  
25 N. Pinckney Street, Suite 310  
Madison, WI 53703  
(608) 204-2888  
[enact@madisonenvironmental.com](mailto:enact@madisonenvironmental.com)



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## Invitation Template for Team Leaders: Invite others to join your team

We recommend sending personalized letters, postcards, or e-mails to recruit new team members (see sample below). We can also provide flyers if you would like to post them in your community, place of worship, workplace, etc.

### Sample Letter or E-mail to Neighbors:

Dear Neighbor,

I live at (address) and am forming an environmental action team in our neighborhood. I would like to invite you to join us as we take action to reduce our environmental impact. We will be supported by the EnAct program ([www.enactwi.org](http://www.enactwi.org)) and together will read the *EnAct: Steps to Greener Living* book, which will provide us with more than 1,000 different actions we can take to live a more sustainable life. If you're interested in conserving energy and water, reducing your waste and carbon emissions, eating healthy and sustainable foods, driving less, and saving money, then please come to our kick-off meeting.

*Create a Greener Neighborhood*  
EnAct Team Kick-off Meeting  
Day, Date, Time  
Location

Our team will meet regularly in fun and informal settings to learn from each other. We will also work together to help make our neighborhood and our lives more eco-friendly.

Thanks! Hope to meet you at the kick-off.

Kind regards,

Name

Contact information

P.S. For more information on EnAct, visit [www.enactwi.org](http://www.enactwi.org) or contact EnAct at (608) 204-2888 or [enact@madisonenvironmental.com](mailto:enact@madisonenvironmental.com).

## Sample Letter or E-mail to Co-Workers:

Dear Colleagues,

Here at (XYZ Corporation), we have formed a green team to promote environmental action in the workplace and in our personal lives. As part of that effort, we invite you to join us as we take action to reduce our environmental impact and save money at work and at home. We will be supported by the EnAct program ([www.enactwi.org](http://www.enactwi.org)) and together will read the *EnAct: Steps to Greener Living* book, which will provide us with more than 1,000 different actions we can take to live a more sustainable life. If you're interested in conserving energy and water, reducing your waste and carbon emissions, eating healthy and sustainable foods, driving less, and saving money, then please come to our kick-off meeting.

*Create a Greener (XYZ Corporation)*  
EnAct Team Kick-off Meeting  
Day, Date, Time  
Location

Our team will meet regularly in fun and informal settings to learn from each other. We will also work together to help make (XYZ Corporation) and our lives more eco-friendly.

Thanks! Hope to meet you at the kick-off.

The XYZ Green Team  
(Members' names and contact info)

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## Sample Letter or E-mail to Congregation Members:

Dear Members of the Congregation,

Here at (ABC Place of Worship), we have formed a green team to promote environmental action in our community and in our personal lives. As part of that effort, we invite you to join us as we take action to reduce our environmental impact and save money in our congregation and in our homes. We will be supported by the EnAct program ([www.enactwi.org](http://www.enactwi.org)) and together will read the *EnAct: Steps to Greener Living* book, which will provide us with more than 1,000 different actions we can take to live a more sustainable life. If you're interested in conserving energy and water, reducing your waste and carbon emissions, eating healthy and sustainable foods, driving less, and saving money, then please come to our kick-off meeting.

*Create a Greener (ABC Place of Worship)*  
EnAct Team Kick-off Meeting  
Day, Date, Time  
Location

Our team will meet regularly in fun and informal settings to learn from each other. We will also work together to help make (ABC Place of Worship), our community, and our lives more eco-friendly.

Thanks! Hope to meet you at the kick-off.

The (ABC Place of Worship Team)  
(Members' names and contact info)

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## Team Leader Tips

Congratulations, you've started an EnAct team. Here are the next steps:

1. Organize a kick-off meeting in your neighborhood, workplace, center of worship, etc. Let us know if you need posters, a blurb for a newsletter, or other information to help you recruit your team.
  - a. Be sure to invite EnAct program staff to come to your team's kick-off meeting. Call or e-mail Maria Sadowski, EnAct Program Manager, at [enact@enactwi.org](mailto:enact@enactwi.org) or (608) 204-2888. We are happy to join you if we can!
2. Before the kick-off meeting, print out the Team Contact sheet and Meeting Sign-Up sheet (attached) and bring these to the meeting.
3. At the kick-off meeting:
  - a. Bring the contact sheet to the meeting and ask team members to complete it. Mail or e-mail a copy to EnAct afterwards and each team member will receive a complimentary Conservation Kit in the mail, thanks to our generous sponsors.
  - b. Set a discussion topic schedule and have members volunteer to be a discussion topic facilitator and fill out the Meeting Sign-Up sheet.
  - c. Explain how EnAct works (you can use the *Enact: Steps to Greener Living* book's "Get Started" chapter as a guide). Ask that team members read the relevant chapter before each meeting, and suggest that they begin thinking about which actions they would like to try. The facilitator may choose to do additional research on the topic you will discuss; feel free to contact us for suggestions.
  - d. Remind team members to visit the "How EnAct Works" section of the EnAct website at [www.enactwi.org](http://www.enactwi.org), and complete the pre-program survey.
4. After the kick-off meeting, send a "Welcome to EnAct" e-mail to all your team members; a sample email is below. Copy and paste team contact info and the team schedule into the e-mail, even if the schedule is incomplete. Ask team members to sign up to lead a session by filling in the schedule and sending it back to you.
5. Each meeting can begin with the facilitator briefly reviewing the guiding principles and then opening up the discussion. Team members can explain which actions they would like to try, and ask for assistance or information from the others on your team. At the end of each chapter, each member can write down which actions they will try. You can also ask each other about progress on actions you committed to at the previous meetings.
6. Remember that the Resources section of [www.enactwi.org](http://www.enactwi.org) contains a lot of information about the topics you will discuss, and you can always contact EnAct with questions.
7. After you've completed the program, have a potluck or field trip to celebrate! Let us know if you would like an EnAct staff member to join you.

8. Remind team members to return to the “How EnAct Works” section of the EnAct website at [www.enactwi.org](http://www.enactwi.org), and complete the post-program survey.
9. When we’ve received all pre- and post-program surveys, we will provide you with a summary showing individual and team results.

Sample introduction email: Subject: Hello EnAct Team!

1<sup>st</sup> Paragraph: Welcome and introduction. Provide your own contact information and encourage questions. Remind them how to find the EnAct website: [www.enactwi.org](http://www.enactwi.org).

2<sup>nd</sup> Paragraph: Let them know about the contact information and topic sign-up sheet included in the e-mail. Ask them to volunteer for topics and remember that you don’t have to do the chapters in this order. Inform team members that afterwards, you will compile a complete meeting schedule with discussion leaders.

3<sup>rd</sup> Paragraph: Remind them to fill out baseline surveys by a certain date, and bring it to the next meeting. They can mail or fax the completed surveys to EnAct at 25 N. Pinckney, 3<sup>rd</sup> Floor, Madison, WI 53703; the fax number is (608) 280-8108.

Sincerely,  
(Your Name, Enact Team Leader)



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## Meeting Ideas for Your EnAct Team

EnAct meetings are purposely unstructured because every team should have the freedom to take the approach that works for them. If you're looking for some creative ideas, we're happy to provide the following:

- **The Book Club:** Plain and simple book club format. Assign chapters, read them before the meeting, and then lead a discussion on what you've read. Share ideas or creative environmental solutions, and check-up on what actions everyone has taken thus far.
- **The Eco-Squad:** Action-based team (more so than it is already!). Split up the chapters between members, and gather each week to make a change together. For example: One member takes the "energy" topic and wants to switch to compact fluorescents—she provides the light bulbs, and the team gathers at her house for a light bulb changing party. Another member takes the "food" topic, and hosts a pot-luck at his house, with the team bringing local and sustainable dishes to share and telling food-related stories. Another team member takes the "drive less" topic and arranges to meet at the local bus stop. Team members learn how to read the route schedule and get a bike on and off the bike rack.
- **Going for the Gold:** Form two teams and pit them against each other in a friendly who-can-reduce-the-most competition. This works great in work settings where team-building activities are valuable. Eco-friendly prizes could go to those who reduced the most from their initial numbers, those who have the least impact at the end, or those with the most creative eco-solutions.
- **Field Trips Model:** Missing school field trips? Relive them by taking your teams on topic-related field trips each time you meet to learn something new. There are many organizations out there that would jump at a chance to educate community members on environmental issues. For example, the "save water" topic could involve a couple hours of field work with the Friends of Lake Wingra, cleaning lakes and removing invasive species. Or the "eat well" topic could include a group trip to a community garden or farmers' market.
- **Play to Your Common Ground Approach:** Have a team of mothers and their children? Or a team of knitters? Gourmands? Leverage your common interests and structure meetings around it. Suggest activities that are kid-friendly, knit while you talk, or meet over a shared meal of local or organic foods or drinks.

- **Innovators for Solutions:** Do you have a group of particularly innovative or handy members? Use the meetings as a way to create your own solutions. Help each other build a compost bin during one meeting. At the next, you can start a rain garden, or work on home renovations. If you're feeling really ambitious, we challenge you to build your own solar energy harvester; we don't know how but we will gladly help you with research.
- **Spread the Word:** For a spin on meetings, each member of the team could bring a new person to one EnAct team meeting. Get the word out, and perhaps the living-lightly mantra will spread.
- **Gift Givers Society:** A giving bunch? Or maybe everyone just likes to receive presents. If you have the resources, consider exchanging inexpensive eco-gifts to match the topic of the meeting. Or arrange for everyone to bring in food to donate to a food pantry, or a used gift in good condition and make a donation to your local charity or thrift store.
- **Current Affairs:** Discuss the latest in politics, technology, or the environment as it pertains to the meeting topic. Assign members to find one interesting news article for each topic and send it to the group to read before the meeting. Meet for eco-solutions and be a news junkie in one shot!
- **Blog About It:** If you want to include long-distance friends or family, or if you're simply fond of technology, perhaps blogging (and other online forums and wikis) are for you. Start a blog at Blogspot, LiveJournal, Wordpress, or your preferred blogging provider, and invite your members to write and share what they're doing and their thoughts on sustainability. This could be a fun little add-in to face-to-face meetings.
- **Mathematicians and Scientists:** Some people prefer a more quantitative side of eco-actions and savings, and we encourage you to explore this for yourself! At each meeting, members can share the weight of their garbage from week to week, and see how much they are reducing as they move through the EnAct program. Or, you can take inventory of your households' light bulbs, and calculate just how much energy and money you spend and could potentially save by switching to compact fluorescents.
- **Research Team:** Use your meetings as an opportunity to share consumer information, especially for teams with members interested in renovating their homes or buying new appliances. From best value eco-friendly toilets to non-toxic/recycled insulation to new cars, EnAct can be a good way to find the best deal.

Let us know if you need any more ideas, suggestions, or support. Thought of something brilliant? We'd love for you to share with us!





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## EnAct Meeting Sign-Up

**TEAM NAME:**

**Team Start Date:**

Meeting Topic	Date	Time	Leader	Location
Kick-off				
Conserve Energy				
Waste Less				
Save Water				
Drive Less				
Eat Well				
Celebrate!				