



1. How to Become a Green Halloween® Volunteer Coordinator

Thank you so much for your interest in being a Green Halloween volunteer coordinator in your city! We're thrilled and grateful to have you on board.

Please take a look at the information below. It includes some introductory information on your role as coordinator. At the end of this section there are additional ways you (and your friends!) can help if the coordinator role isn't a fit.

If after reading the information, you are interested in any of the ideas below (or have some of your own), the next step would be to schedule a call with Corey (Corey@GreenHalloween.org) at a time convenient to you. (Of course, if phone calls are not ideal due to kids, pets, work or otherwise, we can stick to email for the time being).

About Becoming a Coordinator

[Green Halloween](#) is a grassroots, non-profit initiative to create healthier and more Earth-friendly holidays, starting with Halloween. Green Halloween [began](#) in the Seattle-area in 2007 and in 2008 went nationwide, thanks to widespread [media exposure](#), word-of-mouth marketing and online buzz, as well as the support and enthusiasm of families and businesses all over the

country. This year we'll continue to expand our efforts locally and from coast-to-coast in partnership with health, environment and arts-related businesses and organizations as well as volunteers (like you!). In 2010, Green Halloween became an official program of [EcoMom Alliance](#)[®], a 501(c) 3 non-profit.

Green Halloween is not a single event, but rather a one-of-a-kind, two-month push during the back-to-school months (September-October) to educate and inspire communities about three primary issues: health, the environment and community change. We also focus on creativity, family and fun.

In the past, we have had Green Halloween coordinators in: Seattle, San Francisco, Arizona, Phoenix, Los Angeles, Daytona Beach, Tampa, Chicago, Austin, Philadelphia, Washington D.C., NYC and more. (If you are in one of these cities and would like to find out if there is an existing coordinator, please email info@greenhalloween.org).

We are always seeking to expand the Green Halloween revolution by collaborating with a person (or group/organization/business) interested in launching a Green Halloween trick-or-treat trail and/or Green Halloween event in their community/ies (see below for details).

Option #1 Green Halloween Trick-or-Treat Trail

Organize a Green Halloween trick-or-treat trail in a mall or with businesses. Hand out goodies that are healthy, healthier or green alternatives to conventional Halloween treats. "Maps" can highlight where the Green Halloween participating stores are located. This event may be held on or before Halloween.

The trail may be a green makeover of an existing annual trick-or-treat trail (i.e. in a mall) or a new one can be created.

Option #2 Green Halloween Community Event

A public/family focused Green Halloween community event, ideally for at least 250 people, including [activities](#) and games that focus on fun and "creativity over candy." Can be held in a [community center](#), at your local Whole Foods Market (we've partnered with them coast-to-coast and they are usually eager to host), or in another donated space. This event may be held on or before Halloween.

Green Halloween will help by supplying you with this Coordinator's Guide for how to launch the trail/plan the event, how to engage businesses and the community, how to promote and create press/media buzz, how to use the trail/event to feature your company or organization and more. Green Halloween can also help with procuring sponsors and with activity ideas and ways to keep the event "green."

Why Become a Green Halloween Community Coordinator?

- To make healthy and sustainable Halloween family events available in your community (and to grow new community traditions)
- To help bring awareness about great, green holiday alternatives (that keep all the fun)
- To showcase your company or organization
- To support your local commerce and be a part of a national movement
- To have fun

Why Green Halloween?

- This generation of kids has a life expectancy that is shorter than their parents.
- The EPA considers that 60% of all herbicides, 90% of all fungicides and 30% of all insecticides found in non-organically grown foods to be carcinogenic.
- Over 6,000 synthetic chemicals are used in the processed-food industry.
- A 2004 study found that children's behavior measurably improved after a one week diet without preservatives and artificial colors and dramatically worsened on the weeks they were given preservatives and artificial colors.
- Coco beans used for chocolate that are grown in full sun (as opposed to shade) are susceptible to disease and therefore require heavy doses of toxic pesticides and synthetic fertilizers.
- The chocolate industry has engaged in the use of child slaves and other unethical treatments of growers.
- Store-bought costumes, makeup and accessories may contain phthalates, cadmium, lead and other toxins.

(More good reasons to be involved can be found [here](#).)

Interested in Leading Your Area's Green Halloween? Here Are the Next Steps:

1. Contact us:

Corey Colwell-Lipson, Green Halloween Founder and Director

(425) 427-6666 PST

www.GreenHalloween.org

2. Sign and send the [Volunteer Agreement Form](#).
3. Get planning (this manual has everything you need - and more - to plan a successful event).

Not Interested in Becoming a Coordinator but Want to Help in Some Way? Here are a Few Ideas:

- Host a Costume Swap for [National Costume Swap Day™](#).
- Click [here](#), read and then make a note on your calendar to take action. Then ask a few friends to do the same.

- Sign up for our [newsletter](#), fan us on [Twitter](#), “like” us on [Facebook](#). Ask your friends, fans and “followers” to do the same.
- Blog about Green Halloween® or National Costume Swap Day™ (say nice things, please).
- If you have media/PR experience - we need you!
- Want to help write e-blasts, procure sponsors, or generate buzz?
- Want to volunteer at a Green Halloween booth at your local zoo or aquarium’s Halloween event? We have a partnership with many of them!
- Forward [this email](#) to friends, family, fans and famous people who you know and love or who you know and would love us.
- If you have more ideas for how to help? We’d love to hear them!