



Volunteer Coordinator Information 2008

Dear GH Volunteer,

Thank you so much for your interest in bringing Green Halloween to your city. As you know, Green Halloween began as a Seattle-based initiative and was such a success, that we've decided to go nation wide – with your help. We're excited to include you in this historic, cross-country “community movement” and are grateful for your time, creativity and passion.

The role of the GH Coordinator is to host Green Halloween in one city in the country (large cities such as Los Angeles, may be broken up into regions). For some, being a GH Coordinator will take as little as two hours a week, for others, it will be a larger commitment. It's entirely up to you. We provide you “the bones” and you put your own mark on it. The idea is that every city's Green Halloween will have the same goal – to promote a healthy and sustainable Halloween - but each coordinator will put their own twist on the model we've created. As a result, Seattle's Green Halloween will be different than Chicago's and Chicago's will be different than Miami's. You get the picture. What's exciting is that since this is the first year Green Halloween will be celebrated nationwide, Green Halloween '08 will be what we all make of it! We can't wait to see what unfolds...

Here is how it works:

- 1) Complete an initial agreement form (stating that you would like to be your city's GH Coordinator and agree to the responsibilities of this volunteer position.)
- 2) Choose a local non-profit to be your 2008 Green Halloween beneficiary. This beneficiary must focus on health or the environment, must be a 501(c) 3, must be approved by Green Halloween, and must agree, in writing, to be a local Green Halloween beneficiary for 2008 (and agree to the terms outlined in the beneficiary form).
- 3) Begin procuring sponsorship in your area. Your city is officially “registered” when the \$1,000 registration fee (tax deductible where allowed by law) is paid to [Treeswing](#), the “parent” beneficiary of Green Halloween. This fee helps to fund the Green Halloween initiative.

Registration provides you with:

- A webpage for your city (i.e. www.GreenHalloween.org/Portland)
- Digital copies of our marketing materials, featuring your sponsors' names.
- Information files (sent via e-mail attachment) for everything from sponsorship to marketing.
- Direct phone and e-mail access to Corey and or a Green Halloween or Treeswing representative to answer questions, discuss concerns, etc.
- Inclusion in a Yahoo-group for GH Coordinators to share ideas, contacts, answer questions, etc.

- 4) The rest is up to you! Would you like to get individual neighborhoods, your local schools, or your chamber of commerce involved? Do you want to plan a Green Halloween candy exchange (and composting party) or turn an existing community event green this Halloween? While you might have lots of ideas, we suggest *starting with a reasonable goal, based on your availability and how many people you have helping you.* We're here to help too, but we'd rather people start small and build up the next year, than start big and burn out. Just printing out and distributing the '08 Green Halloween flyers/postcards is a great way to introduce GH to your community. Of course, if you've done fundraising and event planning before, and you have lofty ideas – we say, “Go for it!” Let us know what we can do to help.

*If you have a Whole Foods Market in your area, **please let [Corey](#) know ASAP**, as we may be able to help you set up a “Community Giving Day” – where 5% of the total sales for a given day in October will be donated to your local beneficiary.

How the fundraising works:

- The first \$1,000 raised is sent to Treeswing and enables us to bring GH nation wide, city by city.
- The second \$500 - \$1,000 should be held by your chosen non-profit for marketing materials (we send you the design in digital format, you print it up); you may also find a company to underwrite this cost.
- The rest of the money raised goes directly to your non-profit, with 20% of the final amount raised contributed back to Treeswing.

Last year, we raised twenty-some thousand dollars in in-kind contributions and about \$12,000 in cash for Treeswing. If you were to do the same this year, this is how it would break down:

- \$3,000 to Treeswing (the initial \$1,000 plus the final 20%)
- \$1,000 print materials (to distribute in your city)
- \$8,000 to your local charity

Total raised: \$12,000

All contributions to Treeswing and your chosen non-profit are tax-deductible, where allowed by law.

The 20% final contribution to Treeswing is paid by your local non-profit and is due by November 15, 2008.

By becoming a Green Halloween Coordinator, you will be:

- Leading the revolution to create a healthier and more sustainable Halloween (and other holidays since people will begin to apply what they've learned, tried and enjoyed (!) with subsequent celebrations).
- Raising money for a non-profit in your own community as well as for an "umbrella" organization focused on improving the lives of children.
- Connecting with like-minded people all working towards a common goal.

What to do now:

If you have additional questions, be sure to let Corey know. If all of this sounds great, and you're ready to roll, the next step is to complete the GH Coordinator agreement (attached). This should be sent by mail (on the back of recycled paper is perfectly okay) to:

Corey Colwell-Lipson
381 NW Dogwood Street
Issaquah, WA 98027

Thank you, again, for your desire to make Halloween a holiday we can all feel good about, now and in the future.

Very best wishes,

Corey

Founder/Director
Green Halloween
www.GreenHalloween.org
www.Treeswing.org



Green Halloween is a community project sponsored by individuals, organizations and local/national companies and hosted by Treeswing, a 501(c)3 committed to improving the lives of children through nutrition, exercise and healthy environments.

www.Treeswing.org

