

# Earth Update

Fall 2008

## Earth Share of Washington Campaign Newsletter

### Greening Your Campaign: An Interview with King County's Employee Giving Program

*In July 2008, Earth Share (ESW) asked King County Employee Giving Program Administrator Junelle Schrum (KCEGP) for "green" suggestions for workplace campaign operations. With over 13,000 eligible King County employees, the effort of the campaign reflects the larger conservation ethic of employees.*

**ESW: Why did KCEGP decide it was important to "green" the campaign operations?**

**KCEGP:** In all we do, we strive to reflect the values of the King County employee donors we represent. Increasingly, employees and indeed the general public are concerned about how their personal choices impact the environment. Because the campaign has a lot of visibility, it seems like a perfect opportunity to blend the messages about the importance of giving with the importance of caring for our environment.

**ESW: Can you tell us about a couple of the green initiatives?**

**KCEGP:** We have chosen recognition items that take into consideration environmental impacts. We are also planning to print fewer publicity materials (relying more heavily on

web and electronic communications) and printing those materials on recycled paper using less ink than in previous years by reducing the colors and colored space on the page. And, later in the campaign, we intend to share with donors ideas for using their donations as **holiday gifts**.

**ESW: Did you set any specific reduction goals for this year?**

**KCEGP:** Yes, some specific goals we set are to print at least 25% of our catalogs in a **paper saver version** which is about 30 pages thinner than the full catalog. We are also using designs on printed materials that require **less ink** than in previous years and printing the catalogs on **recycled paper**.

Lastly, we're making it a priority to purchase **green recognition items**. We want to improve the quality and usefulness of our incentive items so that they don't become just another item for the landfill. In this upcoming campaign, we are then taking it a step further by choosing items that either **inform or inspire environmental awareness**, or that are recyclable or made of recycled materials.

### What our Member Charities Say...

"Earth Share of Washington exemplifies EarthCorps' philosophy that **everyone can act to improve the world** – hundreds of individuals can get involved, even if they can only give a few dollars each month. People often tell me they wish environmental organizations would work together more. Earth Share is a prime example of how we do just that."

—Pipo Bui, Development Director, EarthCorps

### Manager's Report

Isn't it amazing how energized and enthusiastic Washingtonians are in the summer, after spending long days outside enjoying our region's trails, lakes, rivers, abundant wildlife, urban parks, and even our neighbors? You can feel it, see it, and hear it. People smiling and laughing, passionate discussions with friends about our communities and our future...

Let's carry this vitality into the fall and winter as we plan workplace charitable campaigns. After all, a workplace campaign is really about creating stronger, healthier, happier communities for everyone, year-round. I encourage you to remember that your efforts truly benefit us all. Thank you!

Sincerely,



Lynne Jordan  
Campaign Manager



Earth Share  
OF WASHINGTON

## Member Focus



Say hello to a new Earth Share member. Founded in 1992, Earth Ministry's mission is to inspire and mobilize the Christian community to play a leadership role in building a just and sustainable future.

Earth Ministry works in partnership with congregations and individuals to respond practically to this great moral challenge through education, individual and congregational lifestyle choices, and organizing for social change through environmental advocacy.

Earth Ministry directly supports a network of 150 congregational activists representing over 100 Puget Sound area congregations, and has a national membership. On an annual basis, Earth Ministry also honors churches that commit to sustainability through the Greening Congregations Program.

While rooted in the Christian faith, many members come from diverse spiritual traditions and programs and educational resources are available to all.

[www.earthministry.org](http://www.earthministry.org)

## ESW Quiz Corner

**How many households in Washington own a boat?**

A. 1 in 5 B. 1 in 20 C. 1 in 100

**Answer: A. 1 in 5**

In the greater Seattle area, there are about 131,000 pleasure boats in use! Earth Share organizations Puget Soundkeeper Alliance, Washington Water Trails Association, and People For Puget Sound are all working to ensure safe, clean, and enjoyable water experiences in the Northwest.



*Washington Trails Association's Lace Thornberg speaks with a City of Seattle employee.*

**In 2007, Earth Share attended 100+ events, creating connections with over 3,000 employees.**

## ESW Produces New 4-Minute Campaign Video

ESW was recently awarded a grant from The Bullitt Foundation to develop an inspiring video to connect more employees to the work of Earth Share of Washington organizations. The video recognizes everyday heroes who are doing their part to care for our environment, and encourages us all to get involved.

This short video, included with this newsletter, was designed for campaign coordinators. Want some compelling and encouraging imagery to help boost campaign participation rates? Earth

Share's video can help do just that. And, with today's gas prices at over \$4 a gallon, mailing the video is a low-cost alternative to help us efficiently raise more funds and awareness for key conservation issues.

**If you'd like a copy of the video send an e-mail to [info@esw.org](mailto:info@esw.org).** Or, add a link on your company's website to our website—[www.esw.org](http://www.esw.org). In addition, our site also features frequently updated volunteer opportunity listings, *The Earth Page* monthly newsletter, and much more!

To request an Earth Share speaker or campaign materials, contact:

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**206-622-9840**

**[www.esw.org](http://www.esw.org)**