

Getting Green with Women of Today

M-Event was created to take the frustration out of planning an M-Event by the Membership Management Committee of Minnesota Women of Today.

Includes the following:

- How to Run a Getting Green with WT M-event
- Sample agenda and script for m-event
- Recruitment steps
- Sample telephone scripts
- Sample press release
- Sample Invitation to JOIN
- Comfortable answers to challenging questions
- Invitation for anytime m-event
- Invitation for Earth Day invite

How to Run a Getting Green with WT M-event

- 1 Plan your date and time. Make sure you have a facility that will have a kitchen.
- 2 Plan your menu around your theme.
- 3 Prospect! Invite 4 times the guests as you wish to have attend. (If you want to sign four new members you must have 6-7 guests attend. To have 6-7 guests attend, invite 4 times that number or 24-28 guests.) Have the invitations follow your theme also.
- 4 Invite your guests! Personally! Written invitations are fine, but it is the personal contact that will get them there. If possible, drop off the invitation in person. Always call them 2-3 days prior to the event and ask if you can give them a ride! Compliment them by telling them you think they will be a fun member. Would they like to come?
- 5 PLANNING YOUR EVENT:
 - a. Decorations: If you use any, make sure they are environmentally friendly or recycling bins, or samples of items that can or cannot be recycled.
 - b. Food: You could do all "green colored" foods or go more healthy selections like veggie or fruit trays. MAKE SURE that any cups, plates, etc that you use is either washable or biodegradable. DO NOT use any Styrofoam at this m-event. There are disposable plates that are made from corn.
 - c. Activities:
 - Use the information in this script. Appoint a leader to begin the discussion. Talk about what global warming is briefly. Then open the discussion up – what are things each of us could do every day to help with global warming. There are many suggestions in the script to help the discussion.
 - You may want to check with your city or county to be sure what the recycling schedules are and what items they will take. You may even get schedules or information to pass out at your event.
 - You may want to plant a tree as part of this event.
 - CHALLENGE each person there to commit to AT LEAST one NEW thing they will do each day to help with global warming. If they already recycle, then that would not count – encourage everyone to pick one activity that is new and do that.
 - Another good discussion item is how to make new policy and new laws. What can we do in our community, school or state to make us more green. You might want to do some research so that you have some specific names, phone numbers etc of congressional contacts for your area.
 - d. You might want to purchase/bring some new items that people may not be familiar with; reusable water bottles, biodegradable plates, a CFL light bulb, a smart power strip are just a few suggestions. Also, you could have some of these more inexpensive items as door prizes.
- 6 Have fun! Getting guests to your Membership Night does not assure they will join. To assure you they will join, make this night so much fun they would hate to miss out on anything else! Plan games and activities to involve guests with your members. Take a 5 minute "information" break and talk a little about Women of Today. Have the members attending take turns and share why they joined and why they continue to renew. (Make sure you tell them about your dues.) Go back to having fun.
- 7 Personally ask each guest if they would like to join tonight. If they choose to learn more first, this allows you to follow up with them for your next meeting.
- 8 Follow up with those guests who do not join. Send them a note thanking them for coming. If they have not said they absolutely are not interested, invite them to your next meeting and/or social. Do not quit until they say "no!"

GETTING GREEN WOMEN OF TODAY INFORMATIONAL MEETING

Date

Welcome

Icebreaker

Purpose of Women of Today

Dialogue on Global Warming and what we can do to make a difference

Benefits of Belonging

Invitation to Join

MINNESOTA WOMEN OF TODAY CREED "SCRIPT" FOR M-EVENT

WELCOME - Brief, "Hello, my name is _____. The YOUR TOWN Women of Today would like to welcome you to YOUR TOWN chapter organizational meeting. Thank you for taking the time to come and find out what we have to offer.

ICEBREAKER - About 2 minute's maximum. Time to acquaint one another. "At the beginning of our meetings we introduce ourselves and share a little information. This helps us to get to know one another and to become comfortable with speaking in front of other people. We'll go around the room, state your name and answer the ice breaker question."

EXAMPLES: "What's your favorite movie?" "Where did you grow up? When did you move here?" "What's your favorite activity?" "How many children in your family? Tell us about them."

PURPOSE OF THE WOMEN OF TODAY - 5 to 10 minutes. Give solid information. An overview of the organization and its goals. 1. Discuss the meaning behind your creed. 2. Share leadership training, fellowship and personal growth stories. 3. Tell of your commitment to each other and your community. 4. Answer any questions.

ENRICHMENT EXERCISE OR A SKIT – Use the information in this m-event to lead a discussion around what is global warming and what can we do to make a difference. Encourage people to talk about what they are doing now and what more they can do.

ORGANIZATIONAL STRUCTURE - 10 to 15 minutes. "Our organization is geared toward women. We provide leadership training, personal growth and development, friendships and community involvement." "To become a member of the Women of Today in YOUR TOWN, we would need to receive your annual dues payment of \$ _____. "This Women of Today chapter is a part of a large network. Our chapter, the _____ Women of Today, will be here to help you get started and support you in any way we can. We believe in helping our members become strong and solid members. The State and National organization supply us with programming information, project ideas, educational and training information. They are always willing to lend a helpful hand by speaking at a meeting or help solve a problem." Next have someone go through your state organizational structure. Be brief but include National, State District and Local. Then have a different person go through the programming areas we have to offer. Be brief. Give them the basics. Don't overwhelm them.

BENEFITS OF BELONGING - 5 minutes. Have each Women of Today member share one or two sentences on what they enjoy most about Women of Today. Ideas: Helping the community, becoming a leader, projects that were a success and those that failed (there's usually a good laugh with the flops) building self esteem and confidence, becoming a better speaker and writer, achievements, having fun, building lasting friendships and volunteer experience is often valuable in many careers.

INVITATION TO JOIN "Does anyone have any other questions we could answer?" Answer them the best you can. If you don't answer, write it down and tell them you will find out and get back to them but be sure you do. "At this point in our meeting, we would like to invite each of you to join our organization. Remember to ASK EACH PROSPECTIVE MEMBER INDIVIDUALLY. Answer any other questions they may have. Let them know the dollar amount again and who they should write the check out to. HINT - First ask those who you are sure will join. Their action will help convince the others. Thank each prospective, even if they choose not to join. Smile and tell them you will keep them informed on upcoming events. If a guest says "yes" but does not make an effort to pay, advise them that you will hold their check until you have enough members required to complete the extension.

NEXT MEETING Whether perspectives joined or not, the date, time and place of the next meeting or event should be shared with everyone before they leave. Remember, you should continually recruit new members. If the perspectives didn't join, do some more public relations and make more phone calls to prospective members before the next M-Event.

DON'T GIVE UP! Sometimes it takes 3 to 6 meetings before a perspective will join. Schedule your meetings 2 to 3 weeks after the other until the membership goal has been met. As the saying goes, OUT OF SIGHT OUT OF MIND. Don't give them the chance to forget about you.

Recruitment

The First Step - Names

- A) Locate names of prospective members
- B) Don't eliminate someone because you think (s)he may not join
- C) Utilize ideas that worked for current members when (s)he joined

You Have Names - Now What?

- A) Recruitment lists
- B) Invitations
- C) Newspapers
- D) Telephone calls

Prospective Members - Getting them to a Meeting or Event

- A) Fun meetings
- B) Personal invitations
- C) Ride offerings
- D) Incentives for current members to bring prospective members

They're at our Meeting - What do we do?

- A) Introduce prospective members as guests
- B) Assign a seasoned member to sit next to each one
- C) Invite each prospective member to join
- D) Communicate during the Social Time of the Meeting
- E) Figure out what has worked best for you in the past

Hosting an effective Membership Night

- A) Have a theme meeting
- B) Send out invitations 10-14 days prior
- C) Supply appetizers or meals
- D) Plan for a mixer activity that is fun and includes everyone
- E) Gather everyone towards the end of the night and explain about the organization
- F) Answer any questions
- G) Invite all prospective members to join

Reasons for Recruiting

- A) New ideas for, and fresh outlook on, chapter events
- B) Excitement to the chapter's membership
- C) More members alleviates the stress on volunteers for large projects

Always Remember

- A) Keep a positive attitude
- B) Ask, ask, ask, and ask again
- C) NEVER let anyone leave without asking that person to join
- D) Believe, and you can achieve anything!
- E) Bring incentives/gifts for attending prospective members

Sample Telephone Scripts

It's a known fact that more prospective members attend your events if they are called first. This is also the most important step in getting new members. Here is a sample.

After Sending out an Invitation to a Prospective Member

Hi, my name is [YOUR NAME] from the [YOUR CHAPTER] Women of Today.

Do you have a few moments to talk?

[IF NO] When would be a better time?

[GET A TIME TO CALL BACK & CALL BACK AT THAT TIME]

[IF YES] Thanks. Did you receive your invitation to our [EVENT NAME]?

[IF YES] Great. Did you think you would be able to join us? Do you need a ride or further directions? Did you have any questions about our organization? Thank you for your time and I will be excited to seeing you there.

[IF NO] I apologize that the invitation did not get to you yet; it was sent. Let me explain to you what will be happening, on [DATE] we will be. . [EXPLAIN YOUR EVENT] Did you think you would be able to join us? Do you need a ride or further directions? Did you have any questions about our organization? Thank you for your time and I will be excited to seeing you there.

Sample Press Release

Contact: Name Address City. State. Zip
 Phone Number

FOR IMMEDIATE RELEASE

(THEME) MEMBERSHIP NIGHT TO BE HELD

The (city) Women of Today invite everyone to a (theme, if there is one) Membership Night on (date given fully, such as Tuesday, June 20, 2006) at (place) at 7:00 p.m. You will have an opportunity to learn more about the Women of Today, projects such as (list local projects), meet new friends and have some fun in the process.

The Women of Today is the most dynamic, fastest growing young person's organization in the country. Women of Today members are action-oriented and interested in the betterment of their community through community service and leadership training.

For more information on how you can be a part of your community through the Women of Today, contact (name) at (phone number).

Sample Invitation to Join

Thank you for attending our _____ event. It was wonderful to see you here tonight. I have just a few questions for you. Would you like to be actively involved in your community? Could you benefit from leadership training or personal enrichment programs? Do you want to meet new people? If you answered yes to one or more of these questions, then the Women of Today is the organization for you. We meet monthly on the _____. Membership dues are only _____. Would you be interested in joining our local chapter today? You would be a wonderful addition to our group. *[If they say yes]* – get their dues, name, address, phone, email, date of birth and send to the Chapter Service Center ASAP. *[If they ask a challenging question]* – check out the comfortable answers included on the next page. *[If they say NO]* – Don't be afraid to ask why? They may have some misinformation or this may allow them a chance to ask some of those challenging questions. Please be respectful of a NO – but try to get enough information as to why. For example, you could say, 'I'm sorry to hear that you are not interested, but can I ask why?'

Comfortable Answers to Challenging Questions

Q: What is Women of Today?

A: Women of Today is a non-profit, community service organization which offers leadership training, fellowship, and the chance to make your community a better place to live.

Q: What did you say your organization is again?

A: We are a leadership-training organization who sponsors community education and fundraising activities. We have over 125 chapters across the nation. Our members are community volunteers who use or gain leadership skills through their activities within the community. Our group is composed of mostly women over age 18, from a diverse background - our diversity is one of the reasons many have joined.

Note: Often people may use this question as a "shield" to distract you or throw you off guard. It usually means they are not really listening to your first words. You will have a bit harder "sell" with a person who tosses you this question, but all is not lost. Now is the time to use what you might already know about the person (children, interests, profession) or what you can gather (new to the community, children in the background) to sell them the piece(s) of Women of Today that will be most appropriate.

Q: What kind of leadership training would I get?

A: We offer personal enrichment programs to improve your speaking, writing, leadership and personal skills. You also will have the opportunity to chair projects, work on fundraisers or hold leadership positions.

Q: In what ways can I improve my community?

A: Our chapter serves the community in many ways. **[EXPLAIN SOME OF YOUR SERVICE PROJECTS]** We are always looking for new ideas, plus we get lots of ideas from our state and national organization.

Q: What is the time commitment?

A: One of the great things about Women of Today is that you can be as involved as YOU want. There are no "requirements," but it is suggested that you attend the monthly general meetings to keep up-to-date on what is happening.

Q: How big is Women of Today?

A: The average chapter size is around 15-25 members; the national organization has about 3000 members.

Q: Why should I become involved with the organizational levels outside my community?

A: District, state and national meetings are a wonderful opportunity to get the "big picture" of our organization. It's like seeing opening night of a play - all the smaller, but equally important, pieces come together. Things make sense when you see the whole picture. We are a vital part of community service in 18 states. Across Minnesota, we have over 125 chapters and more than 1900 members. The volunteer service hours reported at these meetings are overwhelming. We work with several foundations and special charitable organizations as a state and national group, even though a great percentage of this money stays within the local communities.

Q: Why should we raise money for people in other communities?

A: We help people all around us: in our towns, counties, state, nation and globe. We help them because we believe in helping each other and helping people whom, some day, may help us or someone we love. Our support of the Kidney Foundation or the March of Dimes may one day benefit our next-door neighbor or even our own family.

Q: How come it costs so much money to join?

A: Cost wise, the Women of Today dues are less than \$3.50 per month. That money is not wasted - you receive training materials, programming ideas, project "how to" materials, educational materials from the various programming areas, public relations information and much more. The dues also provide you with a core of volunteer leaders at your disposal - the dues provide for district, state and national officers within a phone call away. At many meetings on all levels of the organization, training forums are offered. This is both educational and personal - trainings for which you would pay substantially outside of Women of Today.

Q: Why should I pay dues to be a volunteer?

A: Your dues pay for the support you and your chapter will receive from our state and national organization. These organizations provide training, monthly mailings and updates, organizational newsletters, service by officers, and a great deal of programming information.

Q: What if I do not have the money right now?

A: The cost of joining is comparable to a magazine subscription, basic cable for a month, or one self-help class. We believe that it is money well spent and believe you too will agree as soon as you join and become involved with community projects.

Q: Why do you need to have a separate organization - there are enough organizations in this town already?

A: Women of Today can complement those other organizations. We can jointly work on projects and fundraising. At the same time, we are providing opportunities for young women to support and encourage each other's development as leaders.

Q: How can I find time; I'm a very busy person?

A: You do not need to do more than you wish. You pick the projects or fun nights that fit with your interests and your schedule. We value your contributions whatever they are. Also the more members who join, the more the workload is shared. It may seem busy at first, as there are such things as organizational paperwork and items to complete. As you grow, you are more able to choose what involvement you want. Most of our members are employed, have children and partners. We have found that our members are involved in a number of areas within their communities, and we encourage that. Busy people know how to get things done and manage their time. We encourage chapter members to do what they are interested in and committed to doing. We also realize that there are times when you cannot be as active; at those times we suggest you step back and take a break so you won't get burnt out.

Q: How could I possibly fit this in; I'm already involved with too many things as it is?

A: Then you already are an active volunteer. What other groups are you involved with?

[WORK RELATED] Many of our members have joined Women of Today because it offers the chance to network with a large and diverse group of people. There are many who are looking for friendships and contacts beyond work or office friendships, and have found that variety within Women of Today.

[PERSONAL] Are you finding them to be enjoyable? Sometimes our community involvements lose their interest just as other things within our life often change. Do you find that there are sometimes not enough volunteers to get a project or activity accomplished? If that happens, I hope you will consider calling the Women of Today - we often partner with other projects and groups within the area. Many people find the educational activities and fundraising that we are a part of to be very rewarding. What is the focus of the other activities you are in?

[IF THE FOCUS IS PURELY GIVING] one of the best features of Women of Today are the personal enrichment, focus on women, educational, and informational activities in which we participate.

[IF THE FOCUS IS PURELY ON DOING] Women of Today features many fundraising and community service projects. We are a fun group, you should visit a meeting sometime

GLOBAL WARMING - also called the greenhouse effect

- Describes the gradual increase of the air temperature in the earth's lower atmosphere.
- The term greenhouse effect is used to describe the warming effect that certain gases have on the temperature of the earth's atmosphere under normal conditions.

Sunlight (shortwave radiation) passes easily through the earth's atmosphere. Once it strikes and warms the earth's surface, longwave radiation is given off and goes back into the atmosphere. While some of this longwave radiation or heat escapes into space, most of it is absorbed or held by carbon dioxide and other gases that exist in small quantities in the atmosphere. Thus these gases form a 'blanket' that keeps the earth an average of 33 degrees centigrade warmer than it would be if this greenhouse effect did not occur. Without these gases the whole planet would be an icy wasteland with an average temperature of 16 degrees centigrade below freezing!

HOW HAVE PEOPLE ALTERED THE GREENHOUSE EFFECT?

Human population growth and related industrial expansion, have led to greater air pollution and a change in the composition of the earth's atmosphere. Some pollutants enhance the natural greenhouse effect, resulting in increased global atmospheric temperatures.

SIGNS THAT GLOBAL WARMING HAS BEGUN

- The average global temperature is about 0,5 degrees centigrade warmer than it was 100 years ago.
- 1990 is the warmest year on record, 1988 the second warmest, and 1980, 1981, 1983 and 1986 were all warmer than any other years in the last century. Preliminary analyses of 1991 temperature records indicate that this year was also above average.
- Snow and ice-cover have decreased this century, deep ocean temperatures have increased, and cloud cover over North America has also increased over this period. The latter indicates increased atmospheric water vapour.
- Over the last century, global sea levels have risen by between 100 mm and 200 mm.

Direct signs of a widespread and long-term trend toward warmer global temperatures



Heat waves and periods of unusually warm weather



Ocean warming, sea-level rise and coastal flooding



Glaciers melting



Arctic and Antarctic warming

Events that predict the types of impacts likely to become more frequent and widespread with continued warming.



Spreading disease



Earlier spring arrival



Plant and animal range shifts and population changes



Coral reef bleaching



Downpours, heavy snowfalls, and flooding



Droughts and fires

FURTHER EFFECTS OF GLOBAL WARMING

If current pollution trends continue, scientists conclude that the earth could probably be about 1 degree centigrade warmer by 2025 and 3 degrees centigrade warmer by 2100. This rapid temperature rise could have several effects:

- * These changes in global temperature, although apparently small, could cause very large changes in climate. For example, the last Ice Age, which ended approximately 15 000 years ago, was only 5 degrees centigrade colder than current temperatures, but the resulting climate changes were massive: most of North America was covered in a layer of ice about 1,5 km thick and sea levels in the Cape were about 120 m lower than at present. In those days, if you had wanted to go for a swim at Cape Agulhas you would first have had to walk about 150 km to reach the sea!
- * A rapid extinction of species.
- * Rising sea levels - water expands as it warms and glaciers melt, adding water to the oceans, thus we can expect widespread flooding of coastal areas as sea levels rise.
- * Greater frequency and scale of extreme weather conditions, e.g. drought and flood.
- * Changes in the distribution of disease-bearing organisms so that people, domestic animals, and crops might be exposed to diseases previously absent from an area.

DID YOU KNOW?

- Many nations are reluctant to commit themselves to the costly changes necessary to reduce greenhouse gas emissions in view of the uncertainties surrounding the precise effects of global warming.
- Atmospheric CO₂ concentration will be double the pre- industrial concentration in about 60 years time.
- Sea levels are likely to rise 60 mm (approx 18 inches) each decade over the next century.
- Two-thirds of South Africa's populations rely mainly on coal as an energy source. Providing electricity to these people will result in a net reduction in CO₂ emissions as a consequence of improved overall energy efficiency.

WHAT YOU CAN DO

These steps will take you a long way toward reducing your energy use and your monthly budget. And less energy use means less dependence on the fossil fuels that create greenhouse gases and contribute to global warming. Challenge yourself to pick AT LEAST one from the list to start working on each day!

Reduce, Reuse, Recycle

- Reduce your use of paper napkins...by just one a day! We use 2,200 of them a year, per person on average. Six a day. So if we all gave up one napkin a day, we could save a billion pounds of paper waste ... from going to landfills a year.
- Receipts from 8 billion ATM transactions every year are one of the biggest sources of litter on the planet. If everyone left their receipts in the machine, it would save a roll of paper more than 2 billion feet long—enough to circle the equator more than 15 times.
- Every morning, start out with one cup, which you can use all day. This helps them cut down on dirty dishes and reduces the number of times they need to run the dishwasher each week.
- Consider taking your own cup to “Starbucks” for your morning coffee and not use the disposable cup they give you.
- According to the EPA, each person in the United States creates about four and a half pounds of trash every day. One way to reduce that number is by recycling anything and everything you can. Although every city has a different recycling policy, almost every city accepts newspapers. One four-foot high stack of newspapers is the equivalent of one 40-foot fir tree.
 - a. Many cities also recycle cardboard and mixed paper, which should be separated from newspapers before they go into the bin.
 - b. Glass is another item that builds up in landfills and is easily reusable. Simply take off the lid and rinse out the container before adding it to your recycle pile. Aluminum cans, tin pans and foil should also be recycled.
 - c. Plastic containers are a little more complicated. Each plastic item is stamped with a number, which identifies what type of plastic it's made from. Some cities accept multiple types of plastic in their recycling program, while other places only accept one or two. To find out what's recyclable in your area, you can call the public works department or the sanitation department. You can also visit Earth911.org and type in your zip code to get specific guidelines. LEARN what types of plastic your recycling will take and buy accordingly. Products that come in other plastics can taste like plastic and leach harmful chemicals into your body.
 - d. Buy recycled aluminum foil, which requires just 1/20 the energy of nonrecycled foil. Then, recycle it when you're done!
 - e. Broken glass, lightbulbs, ceramics, Styrofoam, Pyrex, some yogurt containers, aerosol cans, soiled boxes and anything covered in wax paper are not recyclable. If we know this is going to end up in a landfill, why don't we get a bigger container so we're not putting so many little containers in the landfill or buy better alternatives.
- Think twice before stuffing a package with Styrofoam peanuts. They aren't recyclable. Return Styrofoam peanuts to packaging companies to reuse.
- Bring your own containers to restaurants when you're ordering take-out.
- Do your part to reduce waste by choosing reusable products instead of disposables.
- Buying products with minimal packaging (including the economy size when that makes sense for you) will help to reduce waste.
- If you must buy disposable plates, look for ones made of 100 percent recycled plastic. They're dishwasher safe, easy to use, and you can use them over and over again.

Use Less Heat and Air Conditioning

- Adding insulation to your walls and attic, and installing weather stripping or caulking around doors and windows can lower your heating costs more than 25 percent, by reducing the amount of energy you need to heat and cool your home.
- Turn down the heat while you're sleeping at night or away during the day, and keep temperatures moderate at all times. Setting your thermostat just 2 degrees lower in winter and higher in summer could save about 2,000 pounds of carbon dioxide each year.
- Programmable thermostats will automatically lower the heat or air conditioning at night and raise them again in the morning. They can save you \$100 a year on your energy bill.
- Move your thermostat down 2° in winter and up 2° in summer - Almost half of the energy we use in our homes goes to heating and cooling. You could save about 2,000 pounds of carbon dioxide a year with this simple adjustment.
- Clean/replace filters on your furnace & air conditioner - cleaning a dirty air filter can save 350 pds of carbon dioxide a year.

Change a Light Bulb

- Wherever practical, replace regular light bulbs with compact fluorescent light (CFL) bulbs. Replacing just one 60-watt incandescent light bulb with a CFL will save you \$30 over the life of the bulb. CFLs also last 10 times longer than incandescent

bulbs, use two-thirds less energy, and give off 70 percent less heat. They cost a little more to purchase but save you and the environment a lot.

- If every U.S. family replaced one regular light bulb with a CFL, it would eliminate 90 billion pounds of greenhouse gases, the same as taking 7.5 million cars off the road.

Drive Less and Drive Smart

- Less driving means fewer emissions. Besides saving gasoline, walking and biking are great forms of exercise.
- Explore your community's mass transit system, and check out options for carpooling to work or school.
- Make sure your car is running efficiently; keep your tires properly inflated can improve your gas mileage by more than 3 percent. Every gallon of gas you save not only helps your budget; it also keeps 20 pounds of carbon dioxide out of the atmosphere.

Buy/Use Energy-Efficient Products

- When you buy one liter of water at the store, you're actually consuming about six liters of water. That's because when manufacturers make plastic bottles, it takes five liters of water to cool the plastic. To save the resources used in creating all those bottles, get a water filter and a reusable aluminum or plastic bottle.
- Choose a car that offers good gas mileage.
- Home appliances now come in a range of energy-efficient models.
- Cover your pots while cooking - Doing so can save a lot of the energy needed for preparing the dish. Even better are pressure cookers and steamers: they can save around 70%!
- Use the washing machine or dishwasher only when they are full - If you need to use it when it is half full, then use the half-load or economy setting. There is also no need to set the temperatures high. Nowadays detergents are so efficient that they get your clothes and dishes clean at low temperatures.

Smarter shopping

- Paper or plastic? Neither! Use canvas or mesh bags for your groceries.
- Avoid products that come with excess packaging, especially molded plastic and other packaging that can't be recycled AND the packaging is made from petroleum products.
- Buy locally grown and produced foods - The average meal in the United States travels 1,200 miles from the farm to your plate. Buying locally will save fuel and keep money in your community.
- Buy fresh foods instead of frozen - Frozen food uses 10 times more energy to produce.
- Seek out and support local farmers markets - They reduce the amount of energy required to grow and transport the food to you by one fifth. Seek farmer's markets in your area, and go for them.
- Buy organic foods as much as possible - Organic soils capture and store carbon dioxide at much higher levels than soils from conventional farms. If we grew all of our corn and soybeans organically, we'd remove 580 billion pounds of carbon dioxide from the atmosphere!

Use Less Water

- Set your water heater at 120 degrees to save energy, and wrap it in an insulating blanket if it is more than 5 years old.
- Wash your clothes in warm or cold water to reduce your use of hot water and the energy required to produce it. That change alone can save at least 500 pounds of carbon dioxide annually in most households.
- Use the energy-saving settings on your dishwasher and let the dishes air-dry.
- Take a shower instead of a bath - A shower takes up to four times less energy than a bath. To maximise the energy saving, avoid power showers and use low-flow showerheads, which are cheap and provide the same comfort.
- It's also a good idea to turn off the water when you're not using it. While brushing your teeth or washing your car, turn off the water until you actually need it for rinsing. You'll reduce your water bill and help to conserve a vital resource.

Use the "Off" Switch

- Save electricity and reduce global warming by turning off lights when you leave a room, and using only the light you need.
- And remember to turn off your television, video player, stereo and computer when you're not using them.
- Purchasing a Smart Power Strip will conserve energy *and* cash. Plugged-in appliances and electronics use energy even if they're turned off. We're spending all this money to power things that are in the off position. To cut your electricity costs, plug your electronics to the Smart Power Strip, which retails for \$32.95 or unplug appliances you are not using.

Plant a Tree

- If you have the means to plant a tree, start digging. During photosynthesis, trees and other plants absorb carbon dioxide and give off oxygen. They are an integral part of the natural atmospheric exchange cycle here on Earth, but there are too few of them to fully counter the increases in carbon dioxide caused by automobile traffic, manufacturing and other human activities. A single tree will absorb approximately one ton of carbon dioxide during its lifetime.
- Check out websites that will plant trees with your donations; www.arboday.org

Get a Report Card from Your Utility Company

- Many utility companies provide free home energy audits to help consumers identify areas in their homes that may not be energy efficient. In addition, many utility companies offer rebate programs to help pay for the cost of energy-efficient upgrades.

Encourage Others to Conserve/Voice Your Concern

- Share information about recycling and energy conservation with your friends, neighbors and co-workers.
- Take opportunities to encourage public officials to establish programs and policies that are good for the environment.
- These steps will take you a long way toward reducing your energy use and your monthly budget. And less energy use means less dependence on the fossil fuels that create greenhouse gases and contribute to global warming.

RESOURCES and other ideas:

Activism

- **American Forests**
It takes four trees, which act as natural air filters, to offset the carbon dioxide each person generates in a month. Plant a tree; for each dollar donated, American Forests plants a tree. For more information and to plant trees, visit www.americanforests.org or www.arborday.org
- **Earth 911**
Find information about environmental services and events in your community, visit www.earth911.org
- **Engines Off**
Lynn Romanek from Glencoe, Illinois, has organized parents at her childrens' school to turn off their cars instead of idling in the parking lot. Idling 10 minutes less per day can keep 550 pounds of carbon dioxide out of the air every year. For more information visit www.enginesoff.org.
- **Greendimes**
A group that reduces junk mail and plants trees. For more information or to sign up, visit www.greendimes.com.
- **Treehugger**
For ideas on green living, visit www.treehugger.com.
- **The Green**
Simran Sethi hosts *The Green* on the Sundance Channel. Visit www.sundancechannel.com/thegreen for more information.
- **The Green Book by Elizabeth Rogers and Thomas Kostigen**
Simple things you can do to save the planet. Find more at www.readthegreenbook.com.

Shopping and Cleaning

- **Eobags**
Bringing your own bag when shopping saves plastic bags. Visit www.ecobags.com.
- **Method Home**
Method offers some cleaners that are dye- and perfume-free, nontoxic, biodegradable, naturally derived and never tested on animals. For more information, visit www.methodhome.com.
- **Mrs. Meyers cleaning supplies**
All of their cleaning supplies are made with natural essential oils, are biodegradable and phosphate-free. For more, visit www.mrsmeyers.com.
- **Seventh Generation products**
Seventh Generation is one of the leading brands of nontoxic household products. For more information, visit www.seventhgeneration.com.
- **Shaklee**
This company has been producing natural cleaning products—everything from dryer sheets to stain removers—for 50 years. Call 800-670-6251 or visit www.shaklee.com to save 33 percent on the Shaklee Healthy Home pack and 15 percent off all other items at Shaklee.

Energy

- **BITS Ltd. smart power strips**
Even after turning off a computer, power continues to flow to computer peripherals like printers and scanners. This power strip (\$32.99) stops the energy from being wasted. For more information visit www.bitsltd.net.
- **GE Energy Smart lightbulbs**
GE Energy Smart bulbs use 70 to 75 percent less energy than incandescent lightbulbs and last up to 10 times longer than incandescent bulbs. For example, by using a 26-watt compact fluorescent lightbulb—equivalent to a 100-watt incandescent lightbulb—users can save up to \$59 on energy costs over the life of the bulb. Saving energy saves money and is better for the environment.

Water bottles

- **Reusable water bottles**
These water bottles are durable, inexpensive, can be used repeatedly and are widely recyclable. For more information visit www.nalgene-outdoor.com or www.mysigg.com
- **New Wave Enviro Products**
Corn-resin bottle with filter (\$8.99) provides pure, clean drinking water and can be reused up to 90 times, and the bottle biodegrades in just 80 days. For more information visit www.newwaveenviro.com or call 800-592-8371.

Women of Today Invite You to a Dialogue on “Getting Green”



Let's Start Making Changes Today so that we Leave our Children and Grandchildren a Healthy Planet!!

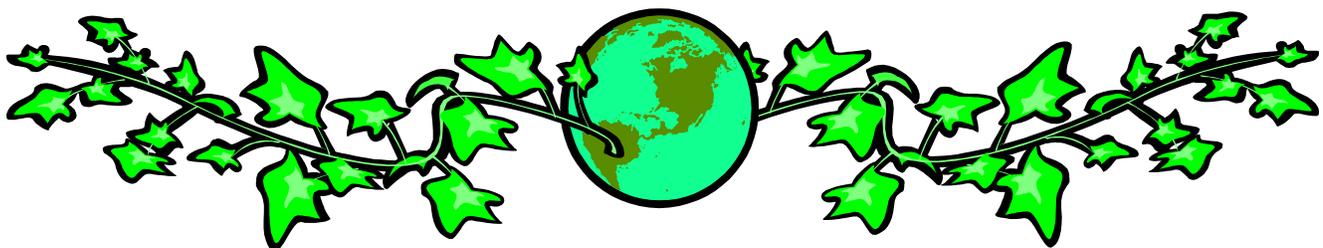
Our Discussion will include:

- **What Global Warming is in simple terms**
- **Easy and inexpensive things each of us can do each day to make a difference right now!**
- **Local Recycling opportunities**
- **Date:**

Time:

Location:

For info call:



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This is an informal evening of information and sharing. Learn what Global Warming is and what each of us can do each day to make a difference.

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Location:
For info contact:



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