



Sample Email to Marketing Department

After you have customized the materials that you will use for your Caught Green Handed event (social media posts, blog post(s) and/or press release, you may want to forward them to your marketing department if you are not already working closely with them.

Dear _____,

We wanted to make sure you were aware of some of the exciting events that we are planning for this year's RecycleMania tournament. As you know, [School name] has been making important strides in its sustainability efforts and RecycleMania has been a helpful way to engage students.

This year we'll be holding a "Caught Green-Handed" event in which students will reward those they catch "green-handed" – in the act of a sustainable behavior like recycling or filling a reusable water bottle. We will be tweeting about the event, if you would like to plan to retweet us or otherwise participate on social media.

Please find attached a sample blog post, press release, and sample social media posts for your use or adaptation as appropriate. We will be publicizing our efforts [on the Sustainability web site and social media pages, for example], but would welcome your engagement as you feel it is appropriate.

Please feel free to reach out with any questions.

Sincerely,
