

Education Week Volunteer Guidelines

Purpose

This year, the Seattle and Bellevue 2030 Districts will host three Education Weeks across our key program areas: Water, Energy, and Transportation. These Education Weeks will bring together our building sustainability community to learn, connect, and jump-start the building improvements needed to achieve our 2030 targets.

Volunteers are a key component of successful education events. This document outlines the various volunteer roles, expectations, and benefits for each of our three focus weeks.

Sample Education Week

Every day of each education week will have at least one “event” focused on that week’s program area (ex: water). Below is a sample week:

M	Coffee Chat
T	Webinar
W	Building Tour
T	Presentation & Networking Hour
F	Blog Post Publication

Event Formats

There are various event/education formats that can be selected to populate the focus week calendar. This list is *not* exhaustive but is meant to provide initial ideas for the volunteer task force.

- **Networking Happy Hour** - This could be at an office, building common area, restaurant, or bar. The Happy Hour would provide an opportunity for the community to connect and learn from each other in an informal social environment.
- **Blog Post** - A thoughtful dive into a specific topic related to the focus week's theme, the blog posts provide an opportunity for members and partners to showcase innovative ideas and approaches to building sustainability.
- **Lunch and Learn** - Hosted in-person, a lunch and learn is a great way to combine deep learning on a specific issue area with the social elements of a shared meal.
- **Building Tour/Site Tour** - Tours allow members and partners to showcase their approaches to building sustainability.
- **Coffee Chat** - A morning coffee chat brings together the community to learn from an industry leader on a specific topic or issue area. This could be in a keynote/presentation format or a less formal Q/A.
- **Webinar** - This is a remote opportunity to learn about an issue area from industry leaders.

Volunteer Roles

Each Focus week volunteer is expected to lead or partner on one of the week's events. Below are some sample roles for the event formats listed above:

- **Networking Happy Hour**
 - ID and Reserve venue
 - Get food/Drinks
 - Amplify outreach
 - Help set-up and breakdown of event
- **Blog Post**
 - ID Topic author and discuss with S2030D
 - Draft Blog Post or work with partner to draft blog post
 - Amplify outreach
- **Lunch and Learn**
 - ID and Reserve venue
 - Get food/Drinks
 - Host pre meeting with speakers
 - Amplify outreach
 - Help set-up and breakdown of event
- **Building Tour/Site Tour**
 - ID site
 - Draft talking points for tour
 - Host pre meeting as needed
- **Coffee Chat**
 - ID and Reserve venue
 - Get food/Drinks
 - Host pre meeting with speakers
 - Amplify outreach
 - Help set-up and breakdown of event
- **Webinar**
 - Recruit partners/speakers
 - Host pre meeting with speakers

- Amplify outreach

**The 2030 Districts partner with USGBC to provide continuing education credits for our education programs. If your selected event would like to be accredited through USGBC, an additional role will be to work with 2030 District staff to draft and revise learning objectives for USGBC approval*

Expectations

Volunteers are expected to attend three (3) task force meetings in the 3 months leading up to the focus week. Additional meetings may also be necessary depending on the event formats selected.

Why Volunteer?

Volunteering to support a focus week demonstrates your commitment to sustainability across our region. Additionally, supporting these events is a great way to get your and your company's name in front of our community. Here are some additional benefits:

- All focus week volunteers are entitled to free tickets/passes to each event throughout the week.
- Volunteer's companies will be recognized as "Community Partners" on the event landing page
- Volunteers will be recognized verbally at the event they choose to lead/partner.

Next Steps

If you are interested in participating as a focus week volunteer, email us at seattle@2030districts.org to learn more.