



The MobilizeU Movement is Underway!

Dear Student Environmentalist,

The MobilizeU Team is excited to share our first newsletter!

We will be sending out these periodically to all of our Regional and School Coordinators with updates about the competition, useful tips for coordinating MobilizeU on your campus, and stories featuring different participating schools.

First off, we just wanted to thank you for joining this movement and welcome you to the MobilizeU community! So far, we have over 50 schools signed up to compete with participants from 14 different countries and 21 US states. Schools from across the globe are gearing up for the competition, so make sure to check out the MobilizeU [Facebook](#) page, and meet some of the other participants.

We want to see what your school is up to and hear about your ideas for acts of green, so take a minute to upload a picture or video to introduce your school to the MobilizeU community. Also, look out for our latest document which will be a resource on how to fundraise for MobilizeU on your campus and generate local media, which will be coming out next week.

Start Planning for MobilizeU Checklist:

- Send us a picture and a Gmail account
- Like our [Facebook](#) page and introduce yourself to the competition
- Review the MobilizeU toolkit
- Make your own Facebook page or other resource for your school
- Contact environmental groups at your school and in your region
- Make a list of suggested lifestyle changes for students
- Decide if your school is going to try for a big ticket idea



Need ideas for generating acts of green during the MobilizeU Month?

Check out our latest [organizing resource](#) with event ideas, service projects, and big ticket initiatives. Also check here to learn how you can calculate acts of green for any project!

Make your own page!

Create a communication resource to publicize MobilizeU in your campus or region like the one Plymouth State University made:



[Mobilize PSU](#)



This photo was sent to us by Ako Gunn, our Regional Coordinator for Togo, Africa. Students came together for the Clean Up Togo initiative. Great work guys!

We're not done recruiting yet!

Keep spreading the word about MobilizeU on your campus and throughout your region.

Tell your friends to sign up as [School Coordinators!](#)

MyCity+20 as Featured Big Ticket Idea

As you all know, the efforts from MobilizeU are going to be presented at the Rio+20 World Summit on Sustainable Development. There is also a program called MyCity+20 which is an initiative to create a student voice towards Rio+20 by having students simulate the conference on their campus. This will be one of the big-ticket items for the competition. We highly encourage participating schools to try this not only for the extra acts of green, but because it is another great way to raise awareness and generate more student involvement.



The monumental Rio+20 conference will be held this June. Every act of green generated during the MobilizeU Month will be highlighted at Rio+20 as part of a call to environmental action for world leaders.

For more information about Rio+20, visit their [website](#).

We are so impressed by the projects you all are already working on, and we can't wait to see what you'll accomplish during the MobilizeU Month!

Until next week,

The MobilizeU Team

Contact the MobilizeU Team



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