

# GREEN FEES

## FUNDING SUSTAINABILITY ON YOUR CAMPUS

OVERVIEW AND CAMPAIGN TIMELINE  
BASED ON THE GREEN INITIATIVE FUND @ UC BERKELEY

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### TGIF OVERVIEW

- **The Green Initiative Fund (TGIF) is a student fee referendum model** that was successfully utilized by the students of UCSB, UC Berkeley, UCLA and others.
- **To create TGIF, students vote to pay a nominal fee** - \$5 per student per semester at UC Berkeley - to fund initiatives that reduce the campus' environmental impact. The students vote yes or no during their annual student government elections.
- **Once passed, TGIF creates a large annual fund for sustainability projects on campus** - \$200,000 / year at UC Berkeley. The fund is usually housed in the student government.
- Projects could include: investment in clean energy, sustainable transportation, energy efficiency, water conservation, improved recycling and composting, organic food purchasing, "green" student internships and more.
- TGIF funds nothing the university is required to do by law or mandate.
- The fund is overseen by a student-majority grant-making committee.
- The committee is appointed by various campus bodies outlined in the bylaws - the undergrad student government, graduate student government, chancellor's sustainability committee, etc
- The committee solicits proposals from campus organizations and individuals, including students, staff and faculty.
- Based on the TGIF bylaws, the committee decides which projects to fund.
- The UC Berkeley TGIF Fund will total \$2 million over 10 yrs, possibly more with pay-backs from projects such as energy efficiency.

### HISTORY

- UCSB passed TGIF in 2006 with 86% of the students voting in favor
- UC Berkeley passed TGIF in 2007 by 69% of the students voting in favor
- UCLA passed TGIF in 2008 by 85% of the students voting in favor
- 50 other universities across the U.S. have passed some form of green fee
- Numerous other TGIF campaigns are underway across the country, slated for 2009

# TGIF CAMPAIGN

## Preparation – Phase I

SEPTEMBER-NOVEMBER

- **Develop a core group** of people to run campaign
  - Important dynamics: Diverse skills! – web design, detail-oriented, connections to funding, access to administrators/student government, popular on campus
  - Dedication! Everyone has to be in it for the long haul
  - Your core = foundation of campaign
- **Get broad based support** - make allies for campaigning
  - Talk to student groups/clubs
  - Get buy-on from Administration (so your fee won't get shut down after it passes)
  - Talk to leadership in student government
  - Make a list of those people/groups who support the fee
- **Outline potential challenges** / enemies to campaign
  - Groups / people who might sue you / campaign against you
  - Administrators who might block your fee
- **Do relevant research** - helps develop realistic goals / good strategy
  - What fees have passed in the past?
  - Has your school been historically in favor of fees?
  - What other fees are being proposed this year?
- **Learn ballot process** and election rules
  - Create timeline with all important dates, deadlines, etc.
  - Find how to get a measure on the ballot
  - Uncover which committees have to approve ballot language
  - Learn campaigning rules – talk to student government, administrators, people with previous student-fee experience on your campus – very important

## Development – Phase II

NOVEMBER-MARCH

- **Develop by-laws**
  - Use previous TGIF bylaws as a template/guide
  - Decide composition and structure of body that oversees money
  - Decide the amount of fee
  - Find where money will be housed
  - Set guidelines/requirements for projects (i.e. what the fee can fund)
  - Factor in timeline / sunset / inflation of the fee
- **Get your proposal on the student government ballot**
  - Get ballot language approved by necessary committees
  - Co-author proposal bill with ally senator
  - Do political legwork to ensure the senate approves your proposal

- **Secure funding** source for campaign costs
  - Make sure your funding is legal under campaign rules
  - Private donors encouraged!
  - Get a faculty member to give you money—their \$2,000 could eventually earn over \$2,000,000 for sustainability projects
- **Create website**
  - Should be a comprehensive overview of fee
  - State arguments for the fee / reasons to support
  - List of endorsing bodies from campus
  - Mini-video interviews of students saying why THEY support it
- **Create publicity materials** and logo
  - Be flashy and hip! **Brand your campaign** and make it interesting – consider a series of matching flyers with shocking sustainability facts about your school
  - Compare your fee to the cost of a burrito / something novel
  - Videos are the most compelling publicity tool
  - Get your campaign volunteers to wear bright green t-shirts with logo

## Running your Campaign! – PHASE III

*MARCH-APRIL*

- **Make your campaign campus specific**
  - Know your student body and their preferences, tailor the campaign
- **Create volunteer structure**
  - Develop digital resources for volunteers: online sign-ups, list-serves, etc
  - Train your volunteers
  - Divide volunteer tasks
  - Call volunteers / be in touch to remind them of their tasks
  - Recruit from clubs, student groups, friends
- **Build on-campus presence**
  - Flashy flyers
  - Buttons, t-shirts, handouts
  - Youtube videos
  - Tabling / outreach at events
  - Host concerts, parties, etc
- **Facebook**
  - Get people to change their profile pictures to your logo
  - Make a Facebook group: provide link to campaign website, remind people to vote
  - Get friends to link the campaign website and video on their profile page
  - Generate mini-feed publicity
- **Voter outreach**
  - Target campus housing: voting parties at dinners / events
  - Make club announcements / get members of club to endorse fee
  - Get people to sign up to be reminded (via email) to vote – effective in online elections