A GUIDE TO A Sustainable Communication

1. Use electronic modes of communication to promote your event.

2. If your events require banners, shirts, or posters; do not add a date.

3. Use social media platforms to promote your event.

4. Partnering up with other clubs or organizations can help reach other audiences.
If you are planning an event on campus, use electronic modes of communications to promote your events. (i.e social media, email, evite, etc) instead of A-frames. Also, word of mouth can be very powerful.

If your event requires banners, shirts or posters do not add a date. This allows you to reuse shirts, banners, or posters for future events. (i.e Cesar Chavez Day of Service vs Cesar Chavez Day of Service 2018)

As your event gets closer, take advantage of social media platforms to promote your event. This allows the reduction of paper and waste generated. Encourage participants to bring their reusable water bottles and silverware. Consider providing gift cards or other promotional sustainable items as door prizes to those who do bring their personal items.

Partnering up with other clubs or organizations on campus can help your event reach other audiences and can help reduce the cost of your event. Think outside the box. For example, maybe your cultural event would like to par up with the Sustainability program to connect social justice.

All these steps can help your event be sustainable and will reduce the cost significantly.