



Save the Ales for St. Patrick's Day!

...because you don't have to be Irish to be green

This St. Patrick's Day we're serious about green beer... that's why students across the country are hosting "**Save the Ales**" parties throughout the month of March to talk about how to stop global warming, a major threat to global agriculture including those oh-so-important hops, a critical ingredient in beer!

These parties are a great way to:

- Bring new people into your group,
- Promote your message about global warming solutions on your campus, and
- Have fun!

"Save the Ales" parties can be as big or small as you want and can really help build momentum and bring in new volunteers for [Fossil Fools Day on April 1](#) and any Earth Day activities you have planned. Although we're using beer as a hook, the parties should be all ages, or at least 18+, but obviously drinking is 21+ only. Here's how...

Step 1: Decide on your goals for the party

- How many people do you want to attend?
- How many volunteers will you need and how many do you wish to recruit out of the event?
- What kind of media hits do you want to get?
- How many petition signatures do you want to collect?
- What other organizations or businesses would it be beneficial for your group to partner with?
- Do you need to raise money? How much would you like to raise at the party?
- What else do you want to achieve with the party?

Step 2: Figure out what kind of event meets your goals

Things to consider: venue, music, food, beer, cover charge

Venue: This could range from a local bar or coffee shop that serves to someone's house or apartment or even a fraternity or sorority on campus. Think about how much space you need for the number of people you want, accessibility for students (i.e. where is most easy and convenient for them to get to), if you'll need space for a band to set up, if they'll let in under 21 students and how much the venue will cost (often bars will host for free for a non-profit or student group).

Music: Getting a local band to play can be a huge draw, especially to help attract new students who might not otherwise get involved. Many bands are happy to play for free or at a discount for a good cause (what better than stopping global warming??) and for the free promotion that comes with it. The added bonus is that they'll probably also help you promote through their lists and contacts. If not a band, you can ask a cool friend or group member to be your "iPod DJ" for the night and make a badass playlist for the evening. Just make sure you have the right speakers and tech to set up the iPod.

Food: Duh. Free food is always a draw. If your party is at a bar/restaurant/coffee shop, ask for a free or discounted food. We've seen a lot of venues offer 1/2 price apps for these kinds of parties or simply donate a certain amount of food. If your venue doesn't have it's own food, you can ask local restaurants (think local and organics, if possible) to donate finger food or pizza or whatever. If you're going low-key, ask some of your volunteers to bring snacks from chips and salsa to cookies or veggies... if 6 people each bring something to share with 10, well, you do the math.

Beer: Ok, obviously this is an important one. The best case scenario here is to find local breweries to sponsor the party and donate beer. This is worth researching since there might be small breweries you don't even know about that would love the promotion with a college crowd. If you're at a place that already has beers on tap, you can ask them to provide a special for the party (again, focus on local beer... we are trying to fight global warming). If you're doing house party, kegs of local beer are definitely the way to go and you can even ask people to bring their own cups to reduce needless waste of plastic. If you don't have good local options, look for organics or other sustainable type beer such as Brooklyn Brewery (purchases 100% wind power) or Sierra Nevada (operating on almost 100% solar).

Cover Charge: This totally depends on the size of your party and the finances of your group. Don't be afraid to charge students \$1-5, especially if there's going to be free food and discounted beer or music. You could offer discounts at the door if people bring their own cups or if they write a letter to the president of your university or an elected official demanding solutions to global warming.

Step 3: Make a plan

Start with your goals, set a date and work backwards. Set bench marks for yourselves along the way so you know if you're on track. Areas to think about planning include:

- **promotion** (tabling, ads in the newspaper, banners, chalking, etc.)
- **partnerships** (other student groups, local businesses)
- **media** (writing a press advisory and release and pitching to all your local outlets) - NEW: See sample media tools below!
- **logistics** (booking your venue, bands, getting food and beer)
- **RECRUITMENT!!!!** (tabling and dorm storms are great for this, as well as getting commitments from other student orgs to bring people)

Your plan could look something like this...

March 17: Save the Ales Party!

March 15-17: Chalking, banner in the dorms, get ad printed in news paper, flyers in every dorm and announcements posted at all frats/sororities

March 14: write and send press advisory about event to all local media, follow up calls March 17 in the morning

March 12-17: 5 days of tabling for 4 hours each day (6-10 volunteers for 2-4 hours each over a week)

March 10-17: Dorm storms! (go door-to-door in the 3 biggest dorms on campus each mon, wed and thurs night from 7-9)

March 9-10: Make dorm storm and tabling materials

March 6: Have all beer and food figured out for party

March 2: Book venue, make quarter page flyers to hand out

Feb 29-March 8: Get 10 student groups to co-sponsor by putting letters in their boxes Feb 29-March 2, making an announcement at the SGA meeting on March 4 and setting up speaking opportunities at group meetings)

Feb 27-March 1: Research venues, beer and food options

Feb 27: Group meeting - get 4 volunteers to plan, set goals for party (2 should be those new members who have showed up but not done much yet)

Step 4: Recruit, recruit, recruit!!!

1. Set a goal for how many people you want at your event, let's say 50.
2. Do your math to figure out how many hours of tabling and dorm storming you'll need to do to get there using the rule of halves. For example, if the goal is 50 people to show up, you'll need 100 people to say yes they're coming, so you'll need 200-400 contacts with people where you ask them directly if they'll come.
3. Start with the volunteers you have and make a schedule for tabling and canvassing the dorms. Collect info cards from people who are interested that include name, email and phone # and then compile them for phone banking.

4. While you're doing all this make sure you publicize in other ways such as flyering, chalking, banners or even with students running around in costumes handing out quarter page sheets... the more times people hear about the party, the more likely they are to come!
5. Call each person who has filled out a card within 1-2 days to personally invite them to the event and ask if they'd like to help recruit other people. Record who says yes, no, maybe and doesn't answer for later follow up.
6. Plug volunteers in immediately - get the people who signed up in the first week to help with tabling or dorm storming the next week.

For more recruitment skills and tips, go to: <http://www.ssc.org/resources/> and look for the Event Planning Guide under "Campus Climate Challenge" or the "Live, Recruit or Die" recruitment power point under "Skills Trainings"

Step 5: Enjoy your party and let us know how it went!

A few key things to make sure you have on hand at your party:

- Sign in sheet (with spaces for email and phone #)
- Petitions, sample letters to the editor or sample letters to other leaders who you want to talk to about global warming
- Posters and flyers with info about global warming and hops production, you can find some useful info here:
http://www.livableregion.ca/blog/blogs/index.php/2008/01/08/save_your_ipa_take_transit
- Camera to document for yourselves and to be able to send photos to the press

We're always looking for good stories about successful events... please tell us how your party was and let us know how useful this guide was. Talk to Kim, Juliana, Zo or Maura by emailing our first name@ssc.org.

Letter to the Editor:

This Saint Patrick's Day, there's more on my mind than just drinking.

I am writing to urge [DECISIONMAKER, UNIVERSITY ADMIN] to take strong action on clean energy and global warming, and to Save the Ales. The production of hops, one of the main ingredients in beer, relies on the current climate in Europe and the United States, which is already changing due to global warming and its effects on precipitation patterns. This means students in the near future may not be able to afford a six-pack of Bud Light, much less a 30-can Milwaukee's Best Chest.

Though the coal-party might be fun now, scientists agree – ten or twenty years down the line, we're going to wake up with a huge global-warming hangover. Our decision makers need to take strong action on promoting clean, renewable energy [*or, President ____ should sign the President's Climate Commitment*] now, so we can avoid that kind of headache later on. So this Saint Patrick's Day, just remember: you don't have to be Irish to be green. Let's take action now to fight global warming.

Press Release:

http://docs.google.com/Doc?id=ddtb6ft2_48hdjz2hf8