

Community Greenhouse Foundation

Green Communities Program

Building and uniting communities by providing a forum where we can share success stories and raise awareness about living more sustainably.

**Where is your community going?
How can it get greener and sustainable?**

Green Communities



The Community Greenhouse Foundation is sponsoring our Green Communities program, that both promotes your community and serves as a forum, a conduit where people, organizations and business can learn and communicate the benefits of a “greener” community.

**Education,
Planning,
Action,
Empowerment**



We are committed to raising awareness, educating the public and promoting green, sustainable communities.

How do you connect your community?

c o m m u n i c a t e .

But How?

The **Green Communities** program is a **forum** and **communication conduit** for individuals, organizations and business to differentiate and promote your community, by showing good people doing the right thing.

It speaks to anyone who cares about the **future** of your community.

Quality of Life

Environment is a **critical** factor for communities.

- Tourism
- Recreation
- Economic Development
- Quality of Life
- Identity
- Preservation, conservation, sustainability

What are the priorities in *your* community?

Green means more than the environment



- It's the people within it
- Balance, ethics, teamwork
- Fitness, health and wellness
- Disadvantaged, Children, Special Needs populations
- Seniors
- Many audiences care about the future of the community
- We care about what our community, our state, our planet is going to look like.

Building Bridges

- Many communities of people in the country care about it's future
- The arts, nature preservation, species preservation, groups of faith, business, government...

The categories on our sites represent *audiences* that are in every community and provide a medium that all groups can participate. Each community has different audiences and different needs. Future sites need to reflect that.

We speak to and through these audiences.

Vision

- Connect people to resources
- Promote clean technologies and practices
- Land and species conservation and preservation
- Energy and water conservation
- Promote alternative energy and transportation
- Promote recycling efforts and illuminate the impact of waste
- Deal with pollution issues in the community
- Leave behind a community worth living in for future generations
- Differentiate our communities by being greener
- Build support and volunteerism
- Improve our communities

Concept

The common thread is people who care about the **future** of the community

- Only publish “**Good News**” and positive strives being made in the community
- Focus on **promoting the community**
- Bring many diverse groups together to see a bigger picture, think ahead and share information
- Cast a much wider net, outreach to a broader demographic
- Cross-pollination of ideas, promotes best practices and solution making

About Us



Community Greenhouse Foundation

A non profit group (501c3) that promotes and facilitates greener communities, CGF provides the start-up funding for each site. It then depends on the local community to make it grow and become sustainable.

First, we seek to increase awareness of green sustainable building, energy efficient design, sustainable development and renewable practices amongst a broad constituency. Our goal is to heighten awareness, serve as a resource and promote projects that will demonstrate the benefits of green sustainable development and building.

The second goal of the foundation is to partner with organizations, manufacturers, and accredited professionals and firms from all disciplines, enabling them to find people and resources.

And third, we work to facilitate, lead, manage and evangelize the process – as an advocate of the principles of green/sustainable development. The foundation's mission is to facilitate sustainable development and construction in the United States.

The Community Greenhouse Foundation provides assistance and leadership to developers, builders, government and organizations in the construction of "Green" buildings and developments for residential, commercial, and industrial projects in both the public and private sectors.

The Program

Green Communities Program is a network of region and locally focused public internet sites that:

- Promote each community
- Promote sustainable development, quality of life, and greener living, products and best practices that lessen our impact on infrastructure and the environment.
- Serve as a resource, connecting people with the local resources our communities offer, and differentiate our communities in the process.
- Provide a directory of professionals, products, organizations and businesses that offer solutions and services consistent with our mission.
- Shines a spotlight on people doing good things, to promote best practices and show others what is possible.

Each new site increases the network. An article from one part of the country is relevant to someone in another community. Some content is for local consumption, others appeal to the region, state and beyond. Our goal is to partner with municipalities and member based organizations, raise awareness and promote your community—in a positive light.

Your Community



We want to come to your community

By partnering with you, we fulfil our mission—spreading the word about a better way to develop and live in our communities.

Communities that plan for the future, that work today for a brighter tomorrow ensure quality of life. They ensure that their cities and counties will be places people still want to call home ten years from now.

By differentiating your community, you increase every aspect of it, from attracting business and residents.

We need local content, a reason for us to be in your community.
Stories, articles, interviews

- We need organizations and people who pass us content. Tell us about your organization, what you're doing to make your community better.
- **Profiles.** One way we promote your community is by publishing profiles about people and groups. A spotlight on your firm is a year round internet resource.
- **Press releases.** Add us as a media contact and send us a steady stream of news relative to our categories. We edit and turn them into articles.
- **Event information.** As a community partner, we want to talk about and help you promote events. When organizations, companies, civic and municipal groups share their events with us, we become a relevant resource to the community.

We need a steady stream of local content to keep users visiting. It's the reason we exist! Articles provide examples and show positive progress.

Directory

Locally-focused sites should drive users to resources, people and groups that provide services and products.

Business Listings

- A directory with twenty listings is not a resource.
- When we work within a community, our goal is to gather 1,000 organizations, then build.
- Our directory model works by first building a free listing base. Then we contact these groups and invite them to upgrade to a more detailed listing, and building a support stream for our site.

As a Donation

- Unlike a pay for services directory, Community Greenhouse Foundation offers sponsors the opportunity to donate and support our mission, and receive listings in our directory, and network of directories.

To bring the program to your community, we need listings and contacts to create and grow a directory.

Sponsors



We need sponsors to help us sustain the effort.

Business

- We talk about your business in this local GreenCity site, and in all of our sister sites. When local business supports us, the community follows.

Cities, Counties

- Continual interaction with the community, from parks and rec, to zoning to events, we promote you! Traditional media covers news, usually the bad stuff. Our sites only promote--we only tell good news, about people working to improve your municipality.

Non Profits

- By speaking to and thru member-based groups, we help non profits by spreading the word about their work and help them reach a much larger audience.

Sponsoring us is a tax deductible donation that works year round that **promotes your community.**

To spread the word, we need people to spread the word about us!

Can you use your media connections to talk about us?

Newspaper, TV and Radio

- As you use traditional media, can you talk about our partnering in your community?

News

- Can we piggy back your news events by being included in press and news releases and announcements?

Media Sponsorship

- We often serve as media sponsors at events and expos. We work to promote your event, and then afterwards write about what happened. Can you help get us into events and then help us ride the promotional wave to drive visitors to our site?

Contact Lists

How can we connect with people in your local community?

Contact Lists

- To build traffic and relevance on our site, we need to reach out and make people aware of our mission.
- Can you mail to your lists telling about us?
- Can we use your lists to build a subscriber base?

Member Based Groups

- Success and sustainability of our site can hinge on partnering with groups. Cities and counties, chambers of commerce, home builders groups, civic clubs and non profits are all excellent ways for us to connect with your community.
- In Brevard we work with United Way, Chambers, Civic Groups, Cities, non profits, people in the arts, and groups of faith. Our categories represent audiences, people who care about the future and the health of our communities.

Events

How can we connect with people in your local community?

Expos

- In 2007 through 2008 we partnered to help create 7 local events in South Florida, with over 50 local exhibitors at each event.
- Currently producing GreenBrevard, an expo to be held in Cocoa Beach in January 2009.

Expos provide media exposure and buzz around our work. It gets us out into the community and brings in the public.

Sponsorship

Directory Listings

- Annual listing and link for Company/Organization in your local GreenCity Directory
- Annual listing in Community Greenhouse's national directory and industry partner program

Sponsorships

- Monthly spotlights and articles about your organization
- Sponsor and partner recognition
- Spotlight sponsorship recognition on designated target community page including logo, feature article and link
- Event promotion, pre and post

All sponsorships as tax deductible donations

Sponsor Levels for Directory Listings

\$ 200 Donation – Green

- Year listing and link for Company/Organization in local GreenCity Directory
- Logo, address, phone and email; Description (360 characters)

\$ 400 Donation – Silver

- Year listing in local GreenCity Directory
- Logo, address, phone and email; Description (600 characters)
- Increased exposure – Banner ad and featured listing on Directory (Randomized)

\$ 1000 Donation – Gold

- Year listing in local Green–City Directory
- Logo, address, phone and email; Description (1200 characters)
- Sponsor recognition (Banner Ad) on GreenCity homepage for one month
- Spotlight – We produce a profile Article page on your organization, then link to your directory listing.

Sponsor Levels for Directory Listings

Features	Green	Silver	Gold
Donation	200.00	400.00	1000.00
Expiration	1 Year	1 Year	1 Year
Categories	2	4	8
Featured Listings	No	Yes	Yes
Address	Yes	Yes	Yes
Email	Yes	Yes	Yes
Website	Yes	Yes	Yes
Phone	Yes	Yes	Yes
Description Characters	360	600	1200
Logo	Yes	Yes	Yes
Side Banner Ad (Cycled)	No	Yes	Yes
Top Banner (Cycled)	No	No	Yes

Featured listings are limited to ten listing briefs, on right column of site. Listings cycle randomly, every time the page is refreshed.

The size of your description is limited by the number of characters.

Side banners are ads, sized at 180 pixels wide x 120 pixels wide. They are cycled randomly, every time the page is refreshed.

Top banners are ads, sized at 486 pixels wide x 60 pixels wide. They are cycled randomly, every time the page is refreshed.

Increased exposure on the directory

Increased exposure and then **site-wide** in the Articles and Events section

Portal Sponsorship



Your support enables us to expand and deliver our outreach in your community and grow readership. It also fuels our entire network and increases reach to other GreenCity sites. This sponsorship is renewable annually.

\$ 5,000 Donation

- Year listing (**Gold**) on ALL our local GreenCity Directories.
- Year listing (**Gold**) on the national Community Greenhouse Directory.
- Spotlight; We produce a profile Article page on your organization, then link to your directory listing.
- Special recognition as a Community Sponsor.

\$ 12,500 Donation

- Year listing (**Gold**) on ALL our local GreenCity Directories.
- Year listing (**Gold**) on the national Community Greenhouse Directory.
- Spotlight; We produce a profile Article page on your organization, then link to your directory listing.
- Special recognition as a Community Sponsor.
- Logo inclusion on all print materials and event materials we produce.

Angel Underwriting for Portals

This underwriting immediately enables us to build a new GreenCity site.

\$ 25,000 Donation (or more)

Beyond all the other listings and articles, this gives you special mention on your selected GreenCity site and funds either creation of a new site in your area, or expansion and outreach in an existing community. Your donation essentially funds us.

All sponsorship donations are tax deductible. Community Greenhouse Foundation is a 501(c)3 not for profit organization.

Contact Us



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