

**Dear Green Business,**

**How a green business benefits from the *Community Green Guide* and Environmental Hall of Fame. Please open up all links for details.**

***All of the benefits below give your business a higher profile and stronger platform from which to inspire individuals to become your customers:***

1. You can announce you are a Co-Founder of your *Community Green Guide* and Environmental Hall of Fame. The community will then have the correct impression you, as the Co-Founder, are there to help the community “go green.” *It will make that community a very warm market, and people will want to become your customers because you are helping their community.* **Please see [this article](#).**
2. Once the photo with the esteemed environmentalist is available, it will be placed in the *Community Green Guide*, along with the **feature** we have created for your business. You could send it to your clients and prospects.

When the *Community Green Guide* is available in June, it will include your photo and feature and can be sent out to hundreds of prospects in the community. It can actually be sent to any community you are working in (you can invite other individuals to become co-founders and receive a referral fee).

3. Starting in June, you can send a press release to your clients, prospects and local media announcing the *Community Green Guide* is available from your website (or our website). You could also announce that individuals can vote for the top environmentalist to be honored in their community.
4. The press release will also announce you are giving HOPE Awards (Hero of Planet Earth Awards) to students who are involved in sustainable or environmental projects including environmental clubs and sustainable and environmental science fair projects. The photo would go in the *Community Green Guide*. Please see [Student Brochure](#).

***You can choose one or more of the following additional options. They are elective, and would also give your business a very high profile and stronger platform:***

5. You could send out monthly emails to individuals and prospects who receive the *Community Green Guide* highlighting the activities of the Green Gallery and Environmental Hall of Fame. **Below the email you could link to your website to publicize a monthly activity.**

Service to your community will naturally make individuals more open to becoming customers, and it is a gracious and powerful way to receive your community’s support. This is the “talk softly and carry a big stick” approach.

6. You can hold a public lecture (perhaps at your library) and/or be on a radio show (we can call in to participate) to discuss the *Community Green Guide* and Environmental Hall of Fame.
7. You can ask your Chamber of Commerce who they would like to give an award to (and get a photo op with the President of the Chamber and the green business to go in the *Community Green Guide*).
8. You can invite businesses to receive green certification with our certificate program, as well as students and individuals to receive certification with our Green Home and Green Schools programs.
9. You can elect to become co-coordinator of your local **National Sustainability Association** (the umbrella of all of the initiatives associated with the Environmental Hall of Fame).
10. If you elect to have a Green Gallery, you will become [Co-Coordinator](#) of your community Green Gallery and Environmental Hall of Fame. Set up does not require more than 1-2 hours of your time.
11. Individuals who become Co-Founders receive an exhibit, which can be placed in a community [Green Gallery](#). Because the Green Gallery is small, it can be placed in any public or private location, including libraries, business foyers, or green businesses.
12. You can hold quarterly award ceremonies at the site of the Green Gallery. You can have a ribbon cutting awards ceremony with a local environmentalist and place their exhibit in the Green Gallery. We have done this several times with great success.