



**BRIGHTER  
PLANET**



**Brighter  
Schools**



## **Frequently Asked Questions**

### **What is the Brighter Schools Program?**

The Brighter Schools Program is a free service launched this fall to help schools finance their sustainability efforts and to mobilize students, parents, alumni and teachers in the fight against global warming. It can help raise significant funds for participating schools and make schools and families greener by learning about climate change and investing in clean energy.

The Brighter Schools Program is sustainability education, clean energy investment, and green fundraising.

### **How does this help students?**

Conservation and sustainability topics are great additions to an academic program. Brighter Planet is pleased to offer tools and exercises at [www.brighterplanet.com/schools](http://www.brighterplanet.com/schools) that can be easily implemented and are fun for the students.

- sustainability resources
- environmental projects
- eco-friendly contests

### **How can I invest in clean energy?**

You can purchase Planet Shares (carbon offsets) or turn your everyday spending into clean energy rewards with the Brighter Planet Visa card. These activities finance the building of wind turbines and other renewable energy projects that have a positive impact on our planet's future.

### **How can I raise funds?**

Now you can help fight global warming and raise funds for your school at the same time. Schools earn a portion of sales of Planet Shares (carbon offsets) and when their Adult Communities (includes parents, guardians, grandparents, teachers, administration and alumni) purchase Planet Shares. Any adult can participate and join a school team. Students are encouraged to take part in spreading the spirit and word of the fundraiser.

### **Why would Brighter Planet do this?**

Brighter Planet's mission is to fight climate change and build a clean-energy future. Borne out of a Middlebury College classroom, they are dedicated to demonstrating how small actions can lead to meaningful change. Most of their small team is recent graduates, so they know first-hand the leadership role that schools and students can play in the fight against climate change. Through their products, services, and expertise, they help people like you reduce greenhouse gas-emitting activities, expand use of green technologies, and build renewable energy projects.

### **How do I start raising money for our school?**

Joining your Brighter Planet School Team. It is easy:

**Create a profile for free** through [brighterplanet.com/schools](http://brighterplanet.com/schools). You can select one or more schools during the enrollment process to link to your profile.

**Conserve first, then offset and earn bonuses for our school** – When you purchase Planet Shares from Brighter Planet and participating students, you offset your carbon footprint and move towards carbon neutrality. By linking to a school team, your Planet Share purchases earn a 20% payout to your school.

**Link your Brighter Planet Credit Card** – When you link your Brighter Planet Visa Card to your profile, your school earns \$20.

[www.brighterplanet.com/schools](http://www.brighterplanet.com/schools)



**How does my School Enter the Climate Champion Contest?**

All active school teams are automatically entered into the Climate Champion Contest.

**How do you track carbon dioxide offsets for the Contest?**

CO2 weights will be accrued to each school the purchaser has linked to his/her profile. Additionally, all offsets earned by using the Brighter Planet Visa Card will be accrued to those schools. At the end of the contest period, we will take the total CO2 offset by each school and divide that number by the number of students in that school.

**Will my School Team earn money if I use my Brighter Planet Credit Card more?**

Not at this time. Offsets earned by using the Visa Card will be accrued to School Teams for contest calculations only; they do not qualify for fund raising.

**How much can I raise?**

**There is no cap on the amount of money you can raise.** Your school earns money when you:

<u>How</u>	<u>How Much</u>	<u>For What</u>	<u>Who</u>
<b>Purchase Planet Shares to reduce your carbon footprint</b>	20%	Of value of Planet Shares sold	Adults, students
<b>Link your Brighter Planet Visa Card</b>	\$20	Per card first time linked to your school team	Adults

**How do I join my school team?**

**It's easy.** Simply go to [brighterplanet.com/schools](http://brighterplanet.com/schools) and click on **Join Now**, select your favorite school or schools from the list provided and proceed with the registration process. If it's not there yet, be the first to create a team for your school and link to it.

**Can anyone participate?**

Yes! Invite your Family & Friends to help raise funds for your school – and help fight global warming too!

**How will I know it's working?**

Brighter Planet will send updates to the School Team leader indicating how much CO2 has been offset by your team. Clean energy carbon offsets earned by the cardholders and Planet Share purchases are added to the team total as joined by the Adults. You can also check out the renewable energy projects that you're investing in through the Brighter Schools Program at [brighterplanet.com/projects](http://brighterplanet.com/projects). These wind and cow power projects across the U.S. help decrease our national dependence on fossil fuels.

**What's in it for me?**

Every time you spend, you save some green. Whether you are purchasing Planet Shares or using your Brighter Planet Credit Card, you are helping to build renewable energy projects. Purchasing Planet Shares generates income for your school. You also become an active participant in the fight against climate change while going about your normal activities.



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**Tell me about the Climate Champions Contest.**

Climate Champions is an exciting contest where Brighter Planet awards prizes to the top three schools participating in Brighter Schools Program with their students, families, and friends. The top three schools are awarded a cash prize \$3,000, \$1,000 and \$500 respectively. The prizes are awarded to further the school's sustainable initiatives at a ceremony on their campus on Earth Day, April 21, 2009. Winning schools have the highest carbon offsets per student accrued between ~~September 15~~[November 1](#), 2008 and April 1, 2009. Brighter Planet will highlight the winning schools in a documentary on their environmental accomplishments.

**If I'm already a Brighter Planet member, can I still participate?**

Yes. Simply log in to your mybrighterplanet account and link your account to your school's account. Select "link a team" from the "my account" page and follow the instructions there.