



Student-Led Sustainability Project
GreenLight Solutions
GLSolutions.org

Third Act Green Paper

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PROJECT PARTNER

Third Act: [Chris Wass](#)

Our team distributed **20** posters and developed **10** engagement strategies to promote civic engagement in climate action and democracy.

CHALLENGES

How to effectively mobilize Americans over **60** years old in climate action

SOLUTIONS

- Better understand the client
- Increase community outreach
- Propose engaging events

STRATEGIES

- Attend Get Out the Vote event
- Create fliers to post in community areas
- Plan events that align with organizational values and would be of interest to the target demographic

BENEFITS

Project Partner

- Received event and media recommendations to increase membership
- Gained a fresh, youthful lens for marketing
- Networking with student activists

Solutioneers

Learned to take initiative and be creative with problem solving.

Our Community

Increased awareness about the organization on campus and in the community.

OUTCOMES

20 Fliers Posted | **10** Engagement Strategies Recommended

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