# EcoTeam Timeline: Planning for Campaign Implementation

**Barriers:** Identify times of the year that are not appropriate/great to launch a campaign (e.g. exams, holidays, any other major school-wide events).

**Opportunities:** Identify when is the best and most appropriate time to implement a campaign (e.g., Earth Day/Week, Earth Hour, Waste Reduction Week, 20 Minute Clean-up, etc.).

| NEW!! | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER | JANUARY | FEBRUARY |
|---|---|---|---|---|---|---|
| **Campaign ideas**<br>Let's brainstorm<br>- visions of what this could look like?<br>- long term goals? | | | | | | |
| **Support**<br>- Who do we need to talk to?<br>- What resources will we need? | | | | | | |

| | MARCH | APRIL | MAY | JUNE | JULY | AUGUST |
|---|---|---|---|---|---|---|
| **Campaign ideas**<br>Let's brainstorm<br>- visions of what this could look like?<br>- long term goals? | | | | | | |
| **Support**<br>- Who do we need to talk to?<br>- What resources will we need? | | | | | | |

Use the order form on page 4 to get the 11" x 17" format of this planning tool. To download, go to *ecoschools.ca/certification toolkit.*



© 2009 Toronto District School Board