



Electrify Everything in Your School

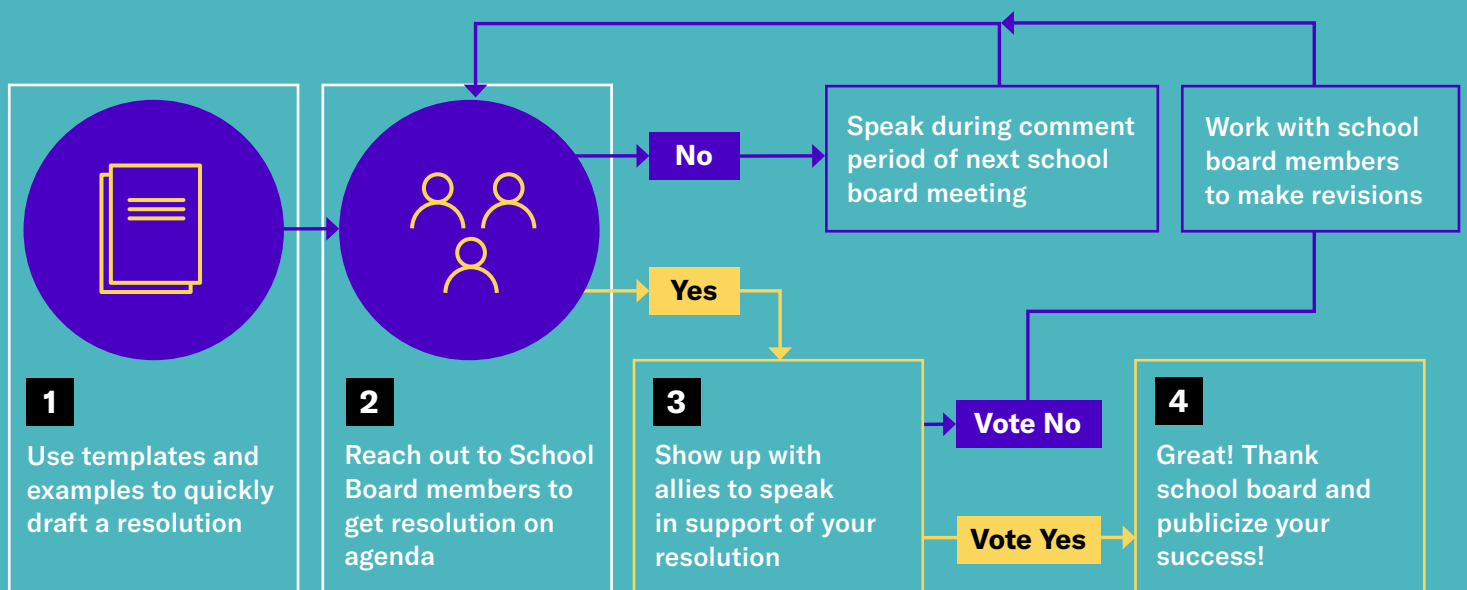
Campaign for a comfier,
healthier, carbon-free school



Why #ElectrifyEverything?

Because all-electric schools are clean and healthy schools!
By upgrading to all-electric HVAC systems and all-electric kitchens,
along with electric school buses and solar panels, your school
will be healthier, and will also help solve climate change.

We want YOU to run a school board campaign! Four simple steps to ask your school board to #ElectrifyEverything



Adapted from the Schools for Climate Action [replication guide](#).

TIPS FOR RUNNING A CAMPAIGN

- **Don't Reinvent the Wheel:** You can customize a template from someone who's already done it. This [Carbon Neutral Schools](#) template is a good start. And check out [examples of resolutions](#) that passed in other districts.
- **It doesn't have to be perfect:** Just draft a resolution (using a template) quickly, then reach out to school board members soon after.
- **Plan your campaign tactics:** Check out [this guide](#) from students in Denver Public Schools, with lots of great ideas for all phases of your campaign. Anything you write will probably get changed during the board process anyway.
- **Be persistent and make yourself heard:** You might have to reach out to your school board members multiple times before they put your resolution on the agenda. In the meantime, plan to speak about your resolution at every board meeting.
- **Adults can recruit students:** Talk to students and teachers you know, and reach out to sustainability clubs or similar groups. High school students may be particularly interested in helping out, but kids of all ages can speak at meetings and use their voice.
- **Reach out for help:** Schools for Climate Action provides FREE support to anyone who emails them at empower@schoolsforclimateaction.org. You can also email us at schools@rewiringamerica.org
- **Get more background:** Check out Sierra Club's 100% Clean Energy School Districts [Campaign Toolkit](#) and [Handbook](#).

CAMPAIGN MESSAGES

Customize your campaign to fit your community's values.

Here are some reasons to #ElectrifyEverything:

- **Healthier schools:** Modernizing the school's heating system with electric heat pumps can also involve adding new filters that remove viruses, reduce indoor air pollution, and protect kids' health. And buses without diesel fumes are much less toxic buses.
- **Fight climate change:** We have to stop burning fossil fuels, which means we have to electrify the school building's heating and cooking, switch to electric buses, and put solar on school grounds (if there's room and infrastructure available).
- **Lower operating costs:** Heat pumps, electric kitchens, and electric buses use less energy to run, and electricity costs are more stable than fossil fuel costs (especially with on-site solar)
- **Resiliency:** Electric equipment backed up by on-site solar & batteries can keep the school's power on during extreme weather and community emergencies. Heat pumps can also turn schools into community cooling centers.

Use these free documents for more campaign message ideas:

- [Key Messages for Communicating About Carbon Neutral Schools \(2022\)](#)
- [Zero Energy Schools Stakeholder Engagement and Messaging \(2017\)](#)



CASE STUDIES

Stick with it

→ It took over a year for the Denver Public Schools' group DPS Students for Climate Action to get their policy passed by the school board. They've [collected their advice](#) about how to run a successful campaign. You can also watch a [video](#) (4 min) of them telling their story on PBS in spring 2021, followed by all of their [school board appearances](#). The most useful to watch are the two meetings when the policy was discussed ([4/7/2022](#), 48 min) and then passed ([4/21/2022](#), 35 min). This talk ([free with registration](#)) by DPS's director of sustainability and students leaders from the campaign provides more background.

Make a district plan

→ Students from three high schools in the Salt Lake City School District formed a team in 2019 and [presented their resolution](#) to the school board in April 2020 — which passed unanimously in June 2020! You can compare their [draft](#) and [final](#) resolution.

→ By September 2021 the District had created the [2040 Sustainability Action Plan](#). It's a great model for other districts. You can watch the school board presentations about the plan, including the initial update ([9/1/2020](#), 10 min), presentation of the plan ([9/21/2021](#), 32 min), unanimous adoption of the plan ([10/5/2021](#), 13 min) and the start of implementation ([2/1/2022](#), 18 min) where they fund almost \$30M for the first phase.

Get creative!

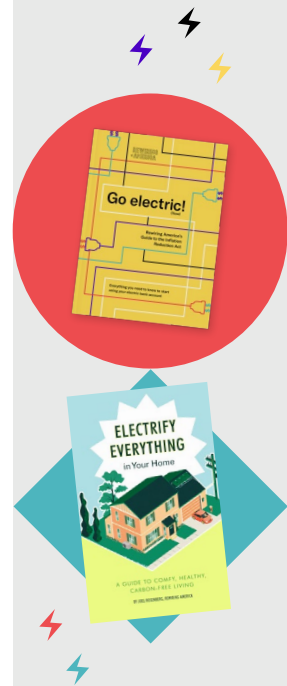
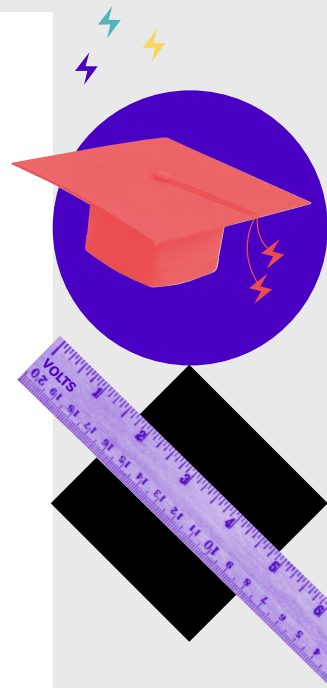
→ Seventh grader Claire Vlases got her school to install solar panels after running a campaign! She got a team together with a lot of creativity — she made a solar panel costume for Halloween, the team put fundraising jars around town to raise both money and awareness, and they got grants to help make the project real. Watch this [video](#) (3 min) about Claire, listen to an [interview](#) with her, and learn more from her [website](#).

BRING IT HOME!

Combine your campaign to #ElectrifyEverything in your school with efforts to also help everyone #ElectrifyEverything at home – their cars, heaters, stoves, and anything that runs on fossil fuels. Schools can be community hubs to help families access their “personal electrification piggy banks” from the Inflation Reduction Act.

→ [Go Electric! Guide to the IRA](#), with case studies for different income levels.

→ [Electrify Everything in Your Home](#), for both homeowners and renters to learn how to make a plan.



OVERCOME HURDLES

Below are some answers to questions you might get as you campaign. You don't have to become an expert in any of this — just know answers exist, and offer these resources. And check out our [#ElectrifyEverything in Your School Handbook](#) for lots more details.

“Who will do this?”

- **Build your team:** If your district doesn't have an Energy Manager or similar position, push for that as part of your campaign! This [Department of Energy site](#) has a template for an Energy Manager job description, and a list of programs like Americorps that can also provide temporary energy staffers to help get the district going.
- **Hire an ESCO (Energy Services Company):** They'll do an investment-grade energy audit, and they might also finance the upfront equipment costs and get paid back from utility bill savings. Also consider hiring an [Owner's Rep](#) to manage the whole process.

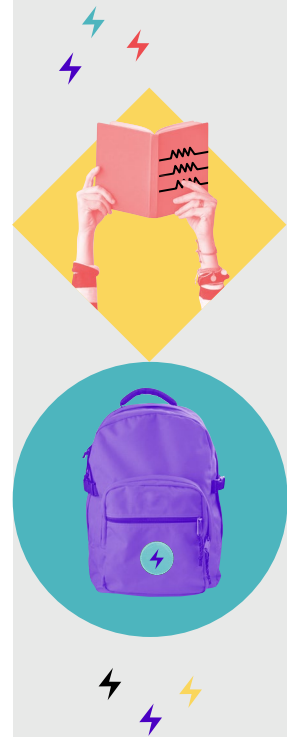
“We can't afford it.”

Yes we can – in fact, we can't afford NOT to electrify because it saves so much on energy bills in the long run. But the switchover has up-front costs, which you can fund in several ways:

- **Get grants & rebates:** Unprecedented federal funding is available, with Federal COVID-19 funds okayed for HVAC. Learn more from this [White House Toolkit](#). Some states also have funding available, such as from California's CalSHAPE program. And check the [DSIRE incentives database](#) & filter by Eligible Sector > Non-Residential > Public Sector > Schools.
- **Try financing:** Contact your state and local governments, and utilities about efficiency financing options.
- **Fundraise.** This is how the Bozeman school got its solar. Fund-raising also raises awareness in the community of the importance of electrification – in homes, too. When your school throws a benefit party, why not raise money to #ElectrifyEverything in your school?

“Where do we start?”

It's a big job to #ElectrifyEverything in a school, but New Buildings Institute has a comprehensive Decarbonization Roadmap Guide. It lays out how to plan to get the work done! The three main pieces are the [Guide](#) that describes everything, the [Spreadsheet](#) for tracking everything, and the [Templates](#) for getting things done. Point school decision makers to this valuable resource.



Read our [free handbook](#) for more tips on electrifying your school.
And check out our [website](#) for videos and more information!

