

LoGOFF Scavenger Hunt!

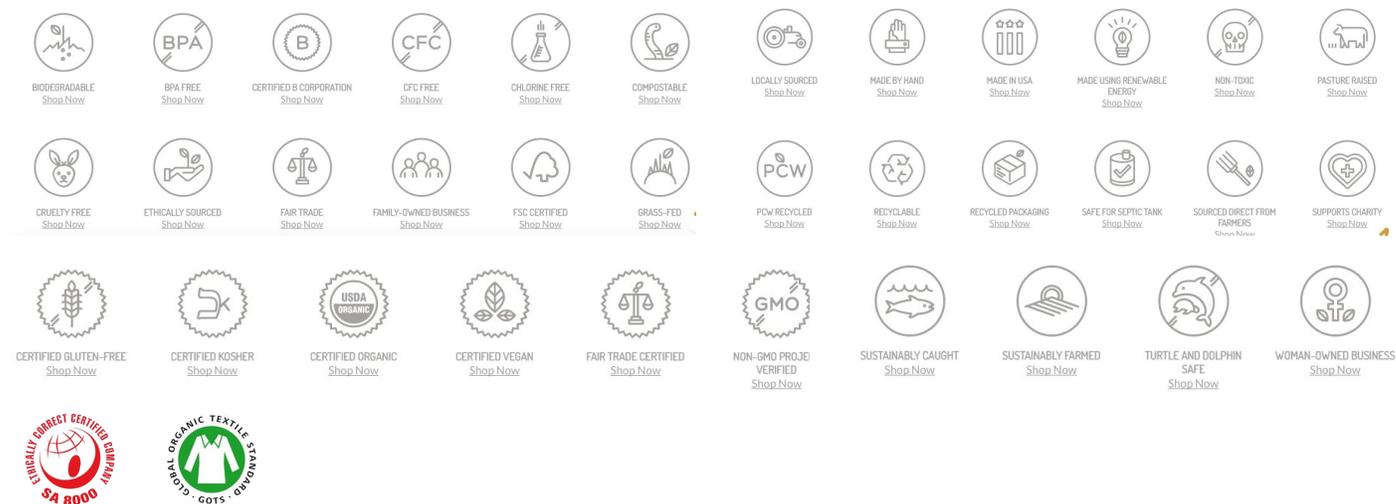
InterVarsity's NYCUP exists to develop leaders with the character and capacity to change the world. And **Good Journey** is a practical way for us to do that through the use our time, talent and money. So, let's get started!

1. Divide into your small groups! If you don't already have a small group, talk to your staff worker or volunteer to join one!
2. Make sure you've got your smartphone, tablet or computer (for later!)
3. **REMEMBER:** Your goal is to integrate the values of being a JUST COMMUNITY through stewarding your time, talent, and resources in as many ways as possible the next few hours; and of course score as many points as possible. Don't sit in the hotel! Go and visit Finish Line or JC Penney and ask about their labor practices, supply chains and impact on the planet. Go find a LoGOFF restaurant for lunch or products in Target and WalMart. (Google Maps will help!)

How do you win?

Score as many points as possible! The winner will be announced on Saturday night along w/ a prize!

Not sure what's LoGOFF and what's not? Check out welogoff.com, watch the [video](#) and look for these labels on products when you head to the store!



How do I score?

Grab your phone or tablet and read carefully below:

1. Make sure you have Facebook, Twitter, and Instagram and remember to use the #LoveWider hashtag.
2. You will get points for doing the following things.

- 1 point
 - Following Good Journey on Twitter (@goodjourneylive), Instagram (@goodjourneylive), Facebook (@good journey stores)
 - Tweet or Facebook post with the #LoveWider hashtag
- 3 points (use #LoveWider)
 - Facebook, Instagram or Tweet a photo of LoGOFF products that you find. Or post about LoGOFF and/or Good Journey products/companies that you see!
 - +1 point for every person you tag in the post.

LoGOFF Scavenger Hunt!

- +1 point for every LIKE received.
 - Tweet at or about a company, product or influencer that lives promotes LoGOFF values like @Chipotle, @WholeFoods or @FairForLife
 - Subscribe to newsletter (www.goodjourney.store/about)
- 5 Points
 - Read & Share a GoodJourney.store article on your facebook page!
 - Retweets and replies from company, product, or influencer.
 - ReShares on Facebook from someone else (yes, you can share your team members' post!)
 - Learn more about Mont Lawn Camp Pitch and take a selfie w/ Anne Sutton.
- 10 Points
 - Visit a store and ask where some of your favorite products come from and ask who you would get more information from at corporate. (Snap & share photos of course! #LoveWider) Then, email a company and ask for a conversation with someone from their company/brand about their labor practices and care for the environment & CC partnerships@goodjourneystores.com.
 - Writes an article for Good Journey for ONE of these options (150-400 Words):
 - 1) Product Review using this framework

Product	Category	Details
	ENV	Raw Materials
		Certifications
		Disposal/Waste
	LABOR	Who got raw materials? made it shipped it?
		How are they paid?
		Certifications?
Company	GENERAL	Certifications?
		R&D
		Charity/Investment
		Formal/Informal Partners
	LABOR	Special Interest

		Boll & Branch
Product	Name	Hemmed Sheet Set
	Price	\$200.00 - \$275.00
	ENV: Raw Materials	100% organic cotton, 300 thread count
	ENV: Certifications	Organic by GOTS
	ENV: Disposal & Waste	Cotton is biodegradable and can be composted. Boxes are made from recycled cardboard and can be recycled.
	LABOR: Who made it? Who shipped it?	Cotton is grown in Orissa, India. The fabric is woven and dyed and sheets are sewn in India. The orders are shipped from a warehouse in Boston.
	LABOR: Payscale	Unknown
	LABOR: Certifications	Fair trade certified by FairTrade USA
Company	Certifications	Unknown
	R&D	Unknown
	Charity & Investment	Gives portion of each purchase to Not for Sale to fight human trafficking.
	Partners	Unknown
	LABOR: Special interest	Unknown

- 2) How-To's (Ex: shop for fair trade shoes, eat vegan with a budget, top 3 companies developing solutions for deforestation, anything pertaining to LoGOFF Values)
 - List all references at the bottom
 - Send to editorial@goodjourneystores.com
 - Write a 1-page reflection on what you appreciated about this experience, what questions you have, or how you hope to take further steps to steward your resources in light of what you learned today. Email them to editorial@goodjourneystores.com.
- ****Bonus extra 25 points if your article/reflection is in the top 5!****