WE ARE A COMMUNITY OF YOUNG ACTIVISTS, STUDENTS, AND ARTISTS FROM ACROSS THE GLOBE STEPPING UP AS LEADERS TO CO-CREATE A MORE REGENERATIVE AND EQUITABLE FUTURE.
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*Please note all text in this format are links to additional resources.*
Welcome to the Earth Guardians family. Introducing Earth Guardians as a family is a bold statement, though it is the truest way to describe our organization. Earth Guardians started in 1992 as an accredited high school on Maui, HI and has grown into a force on the planet with active crews - groups of young people taking action in their communities - in over sixty one countries on six continents. Earth Guardians are collaborating to create a more equitable and regenerative future. We are committed to growing a resilient, intergenerational movement with youth at the forefront by empowering them as leaders and amplifying their impact. If you feel called to take meaningful action in your community, we are here to help you get started, and to support you along the way.

So, welcome to the family!
VISION
A platform where everyone can make a positive impact.

MISSION
The Earth Guardians organization inspires, informs, engages and invests in its impactful community of over 300 youth activist crews across the world. We provide the platform, resources and the collaborative opportunities necessary to elevate their voices and strengthen the positive impact they are having in their communities and the world.

VALUES
Deep Listening, Community Building, Living in Connection to the Earth, Honoring Diversity, Adaptability, Creating Measurable Impact, Respecting Our Elders and Mentors, and a Commitment to Non-Violence
Why YOU ARE Here

We believe you wouldn't be here unless you have been feeling a call to contribute to something greater than yourself. Maybe the call is more of a whisper or feels like a curiosity. Maybe you have already started advocating for the environment and are now looking for a group of like-minded individuals to join you.

No matter where you're at, Earth Guardians invites you to share your voice and take action.

This packet is designed to walk you through how to launch your crew, access training opportunities, introduces you to our core team, and how to connect with us and with the entire Earth Guardians community around the world.
Crews are youth-led, intergenerational groups of impassioned leaders taking action for a healthy, just, and regenerative future. They are the heartbeat of Earth Guardians, because real, sustainable, and organic change doesn't come from the top-down, rather it comes from widespread cultural shifts inspired by dedicated individuals leading the way.

Earth Guardian Crews are emerging all over the planet and can be a family, school, group of friends or community dedicated to making a difference. It starts with one person, like yourself, who is willing to step into leadership, guided by passion, and committed to social and environmental justice. Start your crew and start impacting your community, your region, and ultimately the world through our global network of people, who like you, are ready to be the change.

So, What is a Crew?

We are all in this together
Getting Started

Launch Your Crew Online
You've taken the first steps: you've signed up, identified your crew name, and received your logo. Now it is time to create your social media profile(s) and begin to share and engage your community. Use your new logo and crew name so we can find you. Once you create your first post, tag Earth Guardians so we can share your post and welcome you to the family! IG: @earthguardians FB: @earthguardianstribef Twitter: @earthguardianz

Join Earth Guardians Community Resource Center
The Earth Guardians Community Resource Center is a platform that allows us to offer virtual trainings to support you and your crew. This platform will help to inform our community on how to engage with the most pressing global issues, and offers a space for co-creation and collaboration. Create your profile and join the All Crews: Onboarding & Training Group - the Getting Started with Earth Guardians and Starting a Crew courses are a great place to start.

Host Your First Crew Meeting
Host your first meeting! Get clear on the EG vision, mission, and values, and explore your crew's personal connection to them as you begin to work together. Identify an ongoing meeting time for your crew and send out a recurring invitation with the meeting details included. Review the Earth Guardians Overview together. Get to know your team, each other's passions and interests, and get familiar with the issues in your community that you want to take action on. Need more help navigating your first meeting and next steps? Visit the EG Community Resource Center discussed above, and complete the Starting a Crew series!

Download Earth Tracks App
EarthTracks offers gamified challenges to tens and thousands of people worldwide to make small individual behavioral shifts that result in a massive impact on climate change. Acting like a fitbit for the planet, our app aggregates data about your personal and collective impact, offers educational resources on how you can reduce your personal footprint daily, and connects you to Earth Guardians’ global community of 300+ Crews. Get a preview of Earth Tracks here!
Getting Your Crew Involved

You've had your first crew meeting, and now you're ready to take action. But, where do you start? We've found it is best to take action on projects that your crew is passionate about. Looking for ideas? Here are the current areas Earth Guardians is focusing on:

- Lawsuits and civic engagement
- Frontline actions and strikes
- Reforestation
- Food Justice and Education
- Waste Reduction
- Permaculture and regenerative practices
- Decolonization
- Social Equity
- Water, land, and air protection
- Sustainable policy
- Divestment
- Voter Registration

Start researching how these issues are affecting your community and brainstorm on how you want to get involved. For more information on how to support these actions email reachout@earthguardians.org.
At Earth Guardians we engage the youth - our network of crews around the world - in our decision making processes. This model allows us to better support the work YOU are doing. How exactly does our network of leadership - a collective, distributed model - work?

Earth Guardians Core Team works behind the scenes to ensure the movement moves. The Core Team is guided by the EG Youth Council, that is led by our Youth Director. The Youth Council acts as the youth decision making body to guide EG projects and programs, amplifying the impact, connectivity and clarity of EG’s branding, initiatives, projects, partner campaigns and trainings. They ensure the representation of the youth voice in the realization of the greater Earth Guardian mission to build a more equitable and regenerative world.

In addition to the Youth Council voice, we ensure that quality, relevant training and resources are available through transparent and consistent communication streams between the EG Core Team and all crews. To facilitate this, as a crew lead you will work closely with the Regional Director in your area. They will host monthly crew calls to ensure all information between the Core Team and our crews is flowing, and that you have what you need. If you do not have a Regional Director in your area, you will work with the Crew Success and Crew Engagement Managers directly.

The Crew Success Manager will assist you in the onboarding process, setting you up for success, and will synthesize your monthly reports to track crew activities, and ensure our programming matches your needs. The Crew Engagement Manager supports the monthly crew engagement calls, and cultivates an environment of inspiration and connectivity across all EG platforms, overseeing online learning & forums, and supporting the monthly crew engagement calls. The monthly global crew engagement calls foster a sense of community, wellbeing and leadership.

By maintaining these streams of communication, and collaborating directly with the Youth Council, Regional Directors, and our crews the Core Team is able to integrate information from all of you to guide our overall strategy, our campaigns, engagement, and initiatives.
Our Core Team

Tamara Roske  
Founder

Xiuhtezhcatl Martinez  
Youth Board Director

Connor Heikkila  
Communications Director

Cati Flor  
Youth Council Director & Crew Engagement Manager

Kellie Berns  
National & Indigenous Programs Director

Pippa Sorley  
Accounting and Marketing Strategy

Marlow Baines  
Youth Director

Christopher Rachal  
Marketing Technology

Carly Chouteau  
Crew Success Manager
INVITE FRIENDS AND FAMILY TO EXPAND YOUR CREW
Think about who you know that shares your values and love for the earth

POST ON SOCIAL MEDIA
Share what you’re doing on your story, post frequently, and invite people to reach out to you to learn more

ASK FRIENDS TO INVITE THEIR FRIENDS
Share with 3 of your friends, and ask them to share with 3 of their friends

REACH OUT TO LOCAL COMPANIES & ORGANIZATIONS
Look up and reach out to social justice organizations, adult environmental organizations, schools, universities, after school programs, summer camps, City officials, representatives, and companies to partner with and support the work you’re doing

HOST AN EDUCATIONAL MEETING FOR YOUR COMMUNITY
Invite your community to an educational presentation about who we are, our values, and how you can get involved - here is a video you might want to include: Earth Guardians
How to Choose Meaningful Projects

- Start small with meaningful projects you can carry through to completion.
- Check out this Crew Meeting Activity to identify local issues and what your crew is passionate about.
- Review the Earth Guardians Overview Deck with your entire crew to check out what we are working on and how to get involved with current projects.
- Stay up to date on local, national, and global issues and actions impacting the environmental and social justice movements.
- Attend local meetings and webinars with groups in your community that inspire you and can partner with you in action.
How to Start Your Project

1. What exactly will you and your crew accomplish? Complete the **Crew Meeting Activity** together, and get creative! Find something that resonates with all of you.

2. Once you've selected a project, map out an action plan. What steps will you take to reach your goals? Check out this **How to Community Organize** guide!

3. Empower your crew members to take initiative and delegate responsibility in areas that inspire them. Learn about some roles that are helpful for crew success and project management by viewing the Establishing Roles video in the **Starting a Crew** series.

4. Identify where you need support from your local community and/or the Earth Guardians community.

5. If you need additional guidance reach out to the Crew Success Manager: crews@earthguardians.org. We got YOU!

GET IT DONE!!!!!! AYYYYYYYYYYYYY.
SEND US YOUR STORIES

As the heartbeat of Earth Guardians, we want to highlight your Crew and the differences you are making in your community and the world. So, share your great work with us!

- Get creative, share your crews personality and passion.
- Check out our introduction to Social Media video in the Earth Guardians Community, Starting a Crew series.
- Tell us about what you’re working on! Fill out the Crew Update Form monthly to share any recent updates or projects you’d like us to know about. Please send all written content edited and ready to share with the world.
- In the form please include any accompanying social media content, links, or photos.
- If you have any questions about this process, email us at crews@earthguardians.org!
Use Your Social Media

1. Post, post, and post some more. The world wants to be inspired by your stories. Check out the introduction to Social Media video in the Starting a Crew series for more information.

2. Update your social media pages regularly and tag Earth Guardians so we can highlight and share what you are doing with the larger EG community!

3. Make memes and post pictures of your crew and your projects. Share your news and invite others to work with your crew.

4. Post articles about innovative solutions to the climate crises, local, and global current events, and other people's inspiring stories.

5. Make sure to add creative hashtags like, #EarthGuardians, #WednesdayWarriors, #FridaysforFuture, #ProtectOurFuture and more to attract more views.

Now you are officially ready to go!
START SIMPLE
Make a difference every day by incorporating at least 10 behavior upgrades, guided by our 50 Simple Things. And, when you are ready for more, keep up your chosen 10+ upgrades and add 1-3 per month.

OWN YOUR ENERGY
Conduct a Home Environmental Audit using our guide Earth Guardians Audit and invite family, roommates and fellow crew members to conduct an audit of their home. Learn where energy leaks are, how to make natural cleaning products and much, much more.

PROTECT OUR FUTURE
Every season we focus on one element, together, to protect the places we love and live in. In the Spring we focus on Earth, Summer on Water, Autumn on Air and Winter on Climate. For more information, check out our Protect Our Future guide.
As you can see, there are many ways to show up in this movement as an Earth Guardian, and we are thrilled you are answering the call to step up and share your voice as a leader. Follow your passion, focus on what you care about, and commit to meaningful and regenerative solutions.

We truly never know how powerful our impact is and just how far our "ripple effects" can reach...

"WE ARE THE ONES WE'VE BEEN WAITING FOR".
CONTACT US

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CREW ENGAGEMENT MANAGER & YOUTH COUNCIL DIRECTOR
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