**GROUP 1**

**Tips bolded in red are ones the entire committee found more impactful**

**….of Learning**

* Shut the Sash
* Turn off the lights (last one out)
* **Learning about ways to reduce**
* Wolfline/walking/biking
* **Shaving tips/getting involved**
* Spot dripping faucets

**….of Mind**

* How it benefits you
* Benefits the state/community
* New habits

**….of Living**

* Turn off lights
* Laptop
* Unplug appliances not in use
* Shorter showers – from 15-10min. – use metrics to show impact, such as:

8,000 on campus students x 15 min showers = Millions of gallons used per day

* Laundry tips
* Bike/ride buses/walking

**GROUP 2**

**Tips bolded in red are ones the entire committee found more impactful**

* Paws for energy
* Paws across campus – w/walking, biking, etc…times across campus
* Cool off
* **Reduce Your Drip**
* **Drop Your Drip**
* Save Your Bottom
* Save Your Power/Energy
* It’s Up to Us
* Something for reduce of stress e.g. ride bus for personal time….A Gift of Time
* **Watts Up?** – trademarked already
* Tune Into Transportation
* 5% 2011

5% by ‘11

* Manage Your Energy
* Do the Light Thing
* Play up EPA ‘Biggest Looser’ competition theme – copyright infringement

**GROUP 3**

**Tips bolded in red are ones the entire committee found more impactful**

* Change Your State: You can be 1st
* Stand Up…and recycle
* Stand Up…and reduce
* It begins with me/you
* IDEA: use retro imagery; depression-era themes; Rosie the Riveter, Victory Gardens, etc…)
* Dim the Lights
* Do it in the Dark
* **Stop the Glow Before You Go**
* Unplug It
* Pull the Plug

**STAFF**

* Turn off your computer ----Shut it Down
* There’s an on/off switch for a reason
* **Countdown to Shutdown**
* Cut it Off
* **You Don’t Need Once You Leave**

**STUDENTS**

* **Text for Change** – scroll on Billboards around campus and on jumbotrons at games
* Do it in the Dark
* Do it Over and Over – Recycling
* Do it Again

**THERMOSTATS** – Energy

* Set it & Forget it
* Don’t Mess with Me (sticker on thermostat)
* Do it Outside
* **Use Less; not useless**
* Less is More

**WATER CONSERVATION:**

* Don’t be a Drip
* Down the Drain
* Don’t be a Downer
* Showers are over-rated

**GROUP 4**

**Tips bolded in red are ones the entire committee found more impactful**

* **Do One Thing – each month a new one thing – use a calendar to deliver message**
* IDEA: Target males – survey shows women are more bought into sustainability
* Synch Energy & Climate...by using some type of symbol…two hands interlocked, a chain…etc…
* Being a part of something bigger
* Eff. Your Drom!
* More of…less of (ying / yang)
* Survey shows it is important to students that NC State is a a leader in sustainability

Little Changes add Up to Big Impact

* **Little Changes = Big Impact**
* Making an Impact
* Rags to Riches (reuse or recycling)
* Shower with a Friend

Less gasoline

Less natural gas

Less water

+ Less electricity

Better campus

Better world