



## ORGANIZER WORKSHEET

Before creating your campaign on the Carrotmob website, you need to plan your campaign, find a business, and finalize some logistics.

- This worksheet is an **optional guide** to help you prepare the information to create your campaign.
- The next page is a **required agreement** that you need to sign with the business and upload for review.

For more information and helpful tips, visit <http://carrotmob.org/organize>

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### Organizing Team:

Who else (if anyone) will be helping to organize this campaign? Roles could include business liaison, publicity, event logistics, etc. Choose one person to edit campaign information on the Carrotmob site.  
NEC Energy&Environment and Methods of Env.Ed. classes.

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### Campaign Title:

What do you want the title of your campaign to be? This will appear at the top of the page and other places on the Carrotmob site. Keep it short, and unique to your specific campaign. For example: "K&D Market switches to efficient lights"

Henniker Mob to Heat the Book Farm with Biofuels

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### Description:

The description is the main place for you to describe your campaign. You may wish to type it up somewhere, rather than write it out on this page. Explain who organized this campaign, why you chose this issue and how you put it all together. After the campaign is over you will describe the results in another section. To see a good example description, visit <http://carrotmob.org/description>

### Topics:

To help us categorize campaigns you will need to tag your campaign with at least one of the following 10 topics (circle one):

Civil Liberties	Climate Change	<u>Environment</u>	Fair Trade	Food
Health/Safety	Human Rights	Jobs/Workplace	<u>Local Economy</u>	Social Justice

There may be some topics we won't allow, so if you want to make sure your topic is OK, contact us before doing lots of work! Think of what other topics you want to add to your campaign to describe it:

Books

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### If/Then:

Every campaign needs an "if/then" statement. If the mob does X, then the business does Y. You will agree on this with the business (see next page). Learn more about your options at <http://carrotmob.org/ifthen>

### Photo:

Upload a photo to be featured on your page. It can be a photo of the business, the business owners, the Carrotmob organizing team, or anything else creative you can think of. Horizontal photos will work best (photos will be cropped to 432 x 288 pixels).

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Everything else will be determined in the agreement with the business. Once you upload the signed agreement and create your page, we will review it and email you when your campaign page is ready.



## COMMITMENT STATEMENT

Thanks for being part of the Carrotmob movement! This document is meant to align expectations about the upcoming campaign and outline what each person is committing to do. Please be as clear as possible so that anyone can look back and understand exactly what commitments have been made.

This Carrotmob campaign is scheduled to happen 10am-6pm, 10December2013

Date and time range

when members of the Carrotmob community will arrive at Henniker Book Farm

Business name

located at 34 Old West Hopkinton Road, Henniker, NH

Business address

If the Carrotmob community does the following: *List any specific requirements here (eg: a required minimum spending amount)*

Increase profit of the Bookfarm by \$500 over the normal daily  
income.

Then the business commits to do the following:

*Include specific actions, amounts of money which will be invested, conditions and the timeframe the business is committing to meet. The business is only expected to do what is listed here.*

Devote 100% of profits collected on the day of the carrotmob to  
replacing the existing oil-fired furnace with a high-efficiency  
wood burning stove.

### CARROTMOB ORGANIZER:

My full name is

Cynthia Carlson

and I will do everything I can to make sure both of us do what we have committed here.

I will follow-up on behalf of the Carrotmob community.

Cynthia Carlson

Signature

12 November 2013

Date

### AUTHORIZED BUSINESS REPRESENTATIVE:

My full name is

MELINDA McGRATH

my role at this business is

CO-OWNER

and I commit to make sure this business does what we are committing to do in this agreement.

Melinda McGrath

Signature

November 12, 2013

Date

## Description: Henniker Mob for the to Heat the Book Farm with Biofuels

We are so excited to be planning the first Carrotmob in “The only Henniker on Earth”, Henniker New Hampshire! The organization of the event is being done as a class project jointly between two courses at New England College: “Energy and the Environment” and “Methods of Environmental Education” – both are perfect fits for a Carrotmob! Students canvassed the town delivering applications to all locally owned appropriate businesses (i.e. not real estate offices).

The Book Farm (<http://www.hennikerbookfarm.com/>), a locally-owned used book store, proposed the perfect project for us. They want to upgrade their 50-year old oil-fired furnace to a high-efficiency, wood burning stove so that they can be completely free of fossil fuels for heating. They propose to donate ALL of the profits from the day of the mob to the energy improvements. Their enthusiasm and proposal made it easy to select them to be mobbed!

The Carrotmob will be on Tuesday, 10 December, from 10am to 6pm. People can visit The Book Farm at 34 Old West Hopkinton Road, can buy items online at their website (above), or can catch a shuttle from the front of the Simon Center at New England College directly to The Book Farm throughout the day.

We need to raise \$500 to make this project work, so please buy a book for the holidays and help us help wean this local business off fossil fuels!

Thank you.