



Dear Community Sustainability Supporter -

According to the latest data from the Yale Center of Climate Change Communication, adults in Wisconsin's 3rd Congressional District place efforts to respond to climate change squarely on the shoulders of businesses. In fact, 2/3 of respondents feel businesses, more so than individuals, local, state or federal government, should be doing more to address global warming.

Ten years ago, having concrete examples of how your business is supporting efforts to reduce global warming was a "nice to have"; now, it's a "need to have" as customers and other stakeholders simply expect it, particularly among those in the market dominating segments of the Millennials and Gen Z. What is your business doing to meet those expectations, and how are you communicating your commitment to your stakeholders in the Driftless region?

At the Sustainability Institute, we have built our organization and following based on the notion that people don't want to be mired in doom-and-gloom. Rather, they want to be inspired by the local solutions that are already underway; to learn what others are doing; and to have some fun in the process. Is this messaging something your organization would benefit from being a part of? If so, **please consider supporting our programs and becoming a sponsor of the Sustainability Institute.**

We engage residents of the Driftless region through a variety of programming. Our monthly Sustainability Chat series informs participants of climate and sustainability solutions that businesses are undertaking right now; events like our annual Green Goose Chase uses gamification to connect participants to regional sustainability-focused initiatives and organizations; and events like our Inspiring Sustainability Awards gives people a chance to recognize and celebrate individuals and organizations who are walking the walk.



A Positive Promoter \$500 level sponsorship helps to support our Inspiring Sustainability Awards. This event is a celebration that recognizes individuals and organizations who have inspired sustainable action within our community. In addition, the Inspiring Sustainability Awards event creates an atmosphere of hope and motivation to keep this vital work moving forward offering an opportunity to network and share stories. Brands looking to associate themselves with themes focused on a brighter future and celebration could benefit from this sponsorship. This year we will be hosting the event again at La Crosse Distilling Co. - a past award recipient. The energy, camaraderie and celebration during the event is just the type of atmosphere we hope to cultivate to help spur further action.

Supporting at the \$1,000 Cheering Champion level supports both the Inspiring Sustainability Awards and Sustainability Chats. This virtual event series help connect our community to the good work and examples of sustainability happening here in the Driftless. We host seven Sustainability Chats a year with each one being recorded and shared out to our mailing list and social media. This is a terrific opportunity for organizations looking to build on their efforts to connect to and support local organizations and grass-roots sustainability efforts. These events offer a dual purpose. They help raise awareness and exposure of sustainable efforts in our community which educates and inspires our audience, but also helps local organizations and businesses gain awareness, volunteers and support.



By the end of 2023, we will have had 28 Sustainability Chats with over 400 attendees since launching in May of 2020. Over 98% percent of attendees reported that they felt inspired to learn more, share with others or take action towards the highlighted topic after attending a Sustainability Chat.



Becoming a supporting member at the **Committed Advocate \$3,000** level supports all three of our major programs including our extremely popular Green Goose Chase - an interactive mission-based game meets scavenger hunt which has teams from our community exploring nature, experiencing local sustainability, learning about the Good Life Goals and creating a positive vision of what a sustainable community looks like. If you're looking to connect your organization to a vibe of fun and family, here is your opportunity! With the third year of this game under our belt, we are seeing a steady and exciting rise in participation.

This last year we had 63 teams consisting of players of all ages contributing over 1,280 submissions. Just take a look at some of the feedback we have received from teams:

"This is such a cool idea and we loved being a part of it! We learned a lot about how La Crosse can be and is becoming more eco-friendly; and how we can help! Thank you!"

"This was a great way to explore things in community we don't know about. Also it's a great chance for entire family to get out and explore together."

"Keep it up! It gets a lot of people out into the community to learn about new sustainable initiatives they may not have been exposed to if not for this game."

"I want more missions but it's probably because we're competitive and it was fun to discover new things around the city or revisit places we already love!"

"Thank you so much for some free family fun! This was the most fun we have had in a long time, and we will likely be talking about it for many years to come. We loved every mission; there wasn't a mission we didn't like. It was really cool and inspiring to see what other participants were posting, too! We learned, we played, and we explored all together."

Our mission at the Sustainability Institute is to celebrate and advance sustainability efforts within the Driftless region. **The thing is, we need your help to keep this work going. Our work is only possible thanks to the generous support of our members, donors, and sponsors.** When you become a sponsor of the Sustainability Institute, you are helping to communicate your commitment to bring about a cleaner, healthier, and more vibrant community, region, and world. Given consumer sentiment concerning the leadership role businesses should be taking regarding climate change, is this an opportunity you can afford to pass by?

We invite you to visit our website:

www.sustaininstitute.com

and become a member today! You can choose a level of support and pay via credit card by clicking on the **"Become a Member"** button on the top of our homepage. If you prefer to pay by check or need an invoice, please email us at email@sustaininstitute.com.

Your membership support at any level is tax deductible and greatly appreciated! As always, we want to **THANK YOU** for your support and making steps towards a brighter and more sustainable community for all.

	PROMOTER \$500	CHAMPION \$1,000	ADVOCATE \$3,000
What membership support includes:			
Email Alerts for Upcoming Programming	✓	✓	✓
Monthly Sustainability Spotlight Blog Email	✓	✓	✓
Ticket(s) to Inspiring Sustainability Awards Event	3	4	6
Summer & Winter E-Newsletter	✓	✓	✓
Membership Recognition on Website	✓	✓	✓
Logo/Name in E-Newsletter	✓	✓	✓
Logo/Name at Inspiring Sustainability Awards	✓	✓	✓
Logo/Name at Sustainability Chats Virtual Events		✓	✓
Logo/Name on Green Goose Chase Website & at Team Celebration			✓
Green Goose Chase Mission highlighting your Business or Location of Choice			✓

THANK YOU!

Carrie Thompson, Executive Director - Casey Meehan, Director of Programming

The Sustainability Institute Executive Board

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