



PROMOTIONAL TOOLKIT

Thank you for promoting the 2025 Green Schools Conference (GSC), which will be held in Orlando, Florida from March 3-4. Below, you will find sample outreach language to share with your network. If you need any additional resources, please let us know.

SAMPLE DESCRIPTION

For event listings, newsletter inclusions and/or social posts.

The 15th annual Green Schools Conference (GSC) will bring together everyone involved in creating and advocating for green schools, focusing on those leading their schools and school systems toward whole-school sustainability.

Each year, the conference program includes a variety of educational formats that offer a deep dive into the most pressing green school topics within the areas of environmental impact, health and wellness, environmental and sustainability education, and whole school sustainability culture.

Visit greenschoolsconference.org to learn more.

SAMPLE EMAIL

Subject: Join us at the 2025 Green Schools Conference

Our organization will participate in the Green Schools Conference (GSC) on March 3-4, 2025, in Orlando, FL. We hope to see you there!

The Green Schools Conference (GSC) brings together everyone involved in creating and advocating for green schools, focusing on those leading their schools and school systems toward whole-school sustainability. Now in its 15th year, the two-day event provides a platform for the green schools community that inspires and facilitates the progress of the green schools movement.

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{Insert text specific to your audience, such as their relationship with you and why sustainability and green schools are a joint effort or topic of interest.] We hope you'll join us!

For more information and to register, visit greenschoolsconference.org



LOGOS AND GRAPHICS

Images for promotional materials and use on social media are available for download on the [website](#).

SOCIAL MEDIA

We've created sample social media content for you to share with your followers. Please remember to use the official hashtag #GSC25 when creating messaging or covering the event live, and tag us so we can share your posts!

Accounts

- **Center for Green Schools at USGBC:** LinkedIn [@Center for Green Schools](#) | Facebook [Center for Green Schools](#) | Instagram [@centerforgreenschools](#)
- **USGBC:** LinkedIn [U.S. Green Building Council](#) | X [@usgbc](#) | Facebook [U.S. Green Building Council \(USGBC\)](#) | Instagram [@usgbc](#)
- **Green Schools National Network:** X [@GreenSchoolsNN](#) | Facebook [Green Schools National Network](#) | LinkedIn [Green Schools National Network](#)

General messaging

- Have you heard? #GSC25 will be held in Orlando! Join us 3/3-4 to hear from innovators in education, green design and #greenschools. Learn more [greenschoolsconference.org](#)
- Proud to support #greenschools. Learn, collaborate, celebrate! Join us in Santa Fe for #GSC25 3/3-4. [greenschoolsconference.org](#)
- The power is yours. Learn about energy efficiency, social equity & health in schools at #GSC25. Learn more [greenschoolsconference.org](#)
- All the latest #greenschool innovations will be discussed at #GSC25. Register to join this passionate group of educators & advocates to learn & share. [greenschoolsconference.org](#)
- #GSC25 will convene #greenbuilding and #education leaders to discuss the environmental impact, health, well-being, environmental literacy and school district sustainability. [greenschoolsconference.org](#)
- We're all in for #sustainability education for all ages. Join us at #GSC25 to learn more about making green, healthy schools a reality [greenschoolsconference.org](#)