

The Green Quiz - A Grassroots Organizing Tool

by Thomas McGuire (Idaho Greens)

How It Works

Find an event that will draw a lot of green-minded people, such as alternative fairs, Earth Day festivals, concerts, gay pride parades, any event where you can set up a booth. The Green Quiz will help you get people's attention, educate them about green issues, and build your mailing list. When people stroll by your booth ask them: "Do you want to take our Green Quiz?" In my experience most people will agree. If they are still undecided, you can follow up with "You can win a few great prizes, it's fun, and doesn't cost anything." Next you hand people a prepared clip board, with the quiz, a pen, and maybe a trifold or business card for your Green Party. Generally, people will ask whether this is a test or say that some questions are too hard. Emphasize that the quiz is a game, a fun way to learn about issues, and that everybody has a chance to win regardless of whether they got the questions right or not. Give people some time to complete the quiz. When they are done take the quiz sheet and give them the answer sheet. Offer to answer any questions they might have. Well chosen questions should trigger some response. Often people would say something like: "I can't believe *all* fuel rods from the nuclear navy are stored here in Idaho." What a great opportunity to start a conversation on nuclear waste and the Green Party. You do not have to wait at the booth. Take three clipboards, walk around, and ask people attending the event to take the green quiz. If you approach a group ask every individual to take the quiz. Often this will spark a conversation among them about the topics of the quiz. Check to see whether people provided complete contact information. If not, ask them to provide it but make it clear that they will not be added to the mailing list if they so choose. Many people simply forget to provide the information.

The Benefits of the Green Quiz

In our experience, we got a lot more attention with the quiz than we would with petitions or pamphlets alone. People attending an event want to be entertained. At a minimum, people will have spent three minutes thinking about green issues, such as the fuel efficiency of their cars, conservation of energy, democracy, etc. The answer sheet will provide additional information and people will be eager to get an answer. It also offers an opportunity to introduce the Green Party and provide additional information. Keep it short. You can show them that the Green Party has more to offer than environmentalism. By offering a prize you give people an added incentive to provide you with their contact information which in turn helps build a good mailing list. If they are interested in taking the quiz, they will likely be interested in your newsletter. Always provide an opt-out for the mailing list.

How to Prepare your Quiz

The questions and format below worked well, but you must localize the questions to issues relevant in your state or city. Pick topics relevant to the Ten Key values and try to show the variety of green issues. The questions must be very easy. Less than 50% knew what GMO stands for (the options were: Green Media Organization, Genetically Modified Organism, and Geo-Thermal Mix Output). If questions are too difficult, people will feel stupid. Test the questions with a few of your non-green friends. Also, make sure the answer is correct and the answer sheet is well researched. You might consider emailing your question and answer to an organization specializing in this issue. Incorrect answers are frustrating, unprofessional, and reflect very badly on the Green Party. We found that eight questions were better than ten. Try to find some fun facts. Out of the eight questions below we received the most positive feedback on question 7. This is the kind of question people might ask their friends, inspiring even more people to think about these issues. Try to find local business to donate prizes. One prize might be enough. A coupon for food or drinks is most appealing to people as everyone can use it. Use the lay-out below, copy the quiz and the answer sheet on one sheet of paper, and cut it. Remember that you will keep the quiz sheet and people will take home the answer sheet. Let me know how it went!

Thomas McGuire can be contacted at thomas@mcguirebrothers.com or (208)571-8066.



Take the Green Quiz!

First Prize:

\$30 coupon for food and beverages at the Old Chicago restaurant.

Second Prize:

T-shirt and coupons for the Flying M coffee shop in down-town Boise.

Third Prize:

"One Earth" hemp T-shirt

The Idaho Greens want to thank above businesses for generously donating these prizes.

The winners will be randomly drawn from among all participants and contacted on Monday, May 21.

Questions

(1) Which of these two fuel efficiency ratings indicates that the car uses less gasoline?

- 10 MPG 52 MPG

(2) In 2000, Ralph Nader received what percentage of votes in Idaho?

- None, because he wasn't on the ballot.
 2.5%



- 9.1%

(3) What is the goal of the Kyoto Treaty signed in 1997?

- Protection of free speech.
 Preservation of the whale population.
 Reversal of global warming.

(over)

Green Quiz - Answers

(1) Which of these two fuel efficiency ratings indicates that the car uses less gasoline?

52 MPG (miles per gallon). Cars with high fuel efficiency need less gas, save money, and cause less pollution. The most fuel efficient car is the Honda Insight, a two-seater with a rating of 61 MPG. How fuel efficient is your car compared to a Toyota Prius (52 MPG) and a Ferrari 456MGT (10 MPG)?

(2) In 2000, Ralph Nader received what percentage of votes in Idaho?

2.5%. Ralph Nader was not on the ballot, but received the highest percentage for a presidential write-in candidate in U.S. history.

(3) What is the goal of the Kyoto Treaty signed in 1997?

Reversal of global warming. The Kyoto treaty establishes a protocol through which industrial countries would cut carbon dioxide and other greenhouse gas emissions by an average 5.2 percent below 1990 levels by 2012.

(4) Which plant can be used to produce paper, textiles, building materials, food, medicine, paint, detergent, varnish, oil, ink, and fuel?

Hemp. Hemp is among one of the most productive and useful plants known and can be grown in most locations and climates with only moderate water and fertilizer requirements. Industrial hemp is grown specifically for industrial use and thus contains very low levels of cannabinoids (THC). Numerous states have passed legislation supporting industrial hemp.

(over)

(5) True or False: All radioactive fuel rods from the nuclear Navy are stored in Idaho after use.

True. "Spent" fuel-rods are radioactive, contain plutonium and may contribute to the future contamination of water in Idaho.

(6) Of the 395,000 children in Idaho, how many live in low-income families and have no health insurance?

13.4%. 53,000 children (under 19 years) live at or below 200% of poverty without health insurance (three year average for 1997, 1998, and 1999).

(7) Recycling one aluminum can saves enough energy to provide power to your television for ...

3 hours. It takes 95 percent less energy to make new aluminum from used cans - 20 recycled cans can be made with the energy needed to produce one can using virgin ore.

(8) True or false: Two 50-watt bulbs produce the same amount of light as one 100-watt bulb.

False. A 100-watt bulb produces more light than two 50-watt bulbs (approximately the same amount of light as two 60-watt bulbs). You can conserve energy by using less lights with higher wattage while receiving the same amount of light.

A Green Party in Idaho?

The goal of the Idaho Greens is to provide a progressive voice in Idaho politics by supporting candidates for public office. We intent to reach this goal through issue based cooperation with progressive individuals and groups committed to social justice, environmental conservation and citizen participation at all levels of government (grassroots democracy). Local groups are currently forming in cities across Idaho.

Please support the Idaho Greens by offering ideas, volunteering your time and/or a financial contribution.

Idaho Greens
1810 W. State PMB #325
Boise, ID 83702
(208) 381-0521
info@idahogreens.org
www.idahogreens.org

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(4) Which plant can be used to produce paper, textiles, building materials, food,

medicine, paint, detergent, varnish, oil, ink, and fuel?

Hemp Bananas Tomatoes

(5) True or False: All radioactive fuel rods from the nuclear Navy are stored in Idaho after use.

True False

(6) Of the 395,000 children in Idaho, how many live in low-income families and have no health insurance?

3% 13% 33%

(7) Recycling one aluminum can saves enough energy to provide power to your television for ...

3 seconds
 3 minutes
 3 hours

(8) True or false: Two 50-watt bulbs produce the same amount of light as one 100-watt bulb.

True False

Name: _____

Address: _____

City, ZIP: _____

email: _____

Phone: _____

Yes, I would like to volunteer.
 Yes, I would like to become a member.
 No thanks, please do not add me to your mailing list.

Please exchange the quiz sheet for an answer sheet.

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