

Carrotmob
Curriculum
(Grade 6-12 / How to Create a Carrotmob)

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How to Create a Carrotmob

Mission Statement

School based Carrotmobs have a simple mission: foster community between students and businesses while providing a positive vehicle for change. By creating a Carrotmob campaign, where a group of people offer to spend money to support a business, and in return the business agrees to take action that the people care about, students exercise their influence in business as well as a cause they are passionate about. There is a fair exchange. Students agree to spend their collective money at a given business, and in turn the business agrees to an action that the students agree is necessary for their community and world. Win, win.

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Narrative Description

The Carrotmob curriculum begins with analysis of a social issue, a specific problem the students want to address. Next, the class will walk through the process of identifying a business that needs to be mobbed, contacting the business and getting their commitment to host a Mob. Finally they will follow through and hold the Carrotmob with a specific agreement from the business. The lesson will end with a check in with the business to ensure they follow through on their promise and record the success.

Course Concepts and Generalizations (Grade 6-12 / Carrotmob Curriculum)

Unit Plan

Individual Learner Course Plan

- 1.** Call to Action. Students will brainstorm what do specific problem(s) they want to address, educate themselves on the Carrotmob website using videos and the official site. Additionally, they will begin a blog to track progress throughout the course.
- 2.** Research. Students will discuss what type of store they would like to involve (ex. ice cream parlor, pizza restaurants, café) and specific campaign issues.
- 3.** Preparation. Students will create a proposal and present their own to the class, and then to the larger school community, allowing them narrow down the choices between establishments.
- 4.** Action. Students will approach the chosen businesses then allow the top few to participate in the bidding process to win the Carrotmob at their store.
- 5.** Decision. Students will choose a date and time for the Carrotmob with the business. Assign jobs to all different students for the day of the Mob.
- 6.** Promotion. Students will create a visually appealing flyer with engaging information to distribute, as well as a Facebook page for their event (optional for middle school class). Furthermore, students will research and utilize other channels to publicize their campaign. In addition, the class will submit their information on the Carrotmob.org organize page.
- 7.** Follow up. Students will ensure the business followed through on their goals and report their success to Carrotmob Head Quarters.

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Subject Outline

Part 1: Call to Action

1. Warm-up question:
 - a. Ask your students to think about what would cause a company to make decisions about where they buy their paper from, or an ice cream shop and their ice cream supplier. What do they think fuels company's decisions?
 - b. What specific problem do the students want to address. (Brainstorm)
 - II. Ex. Climate crisis and the environment
 - c. Choose the top three possible campaign issues and vote to choose one

Tip Box:

Once the students have chosen an issue to address go online and find some easy information about the topic to share with the students. For example, if you choose the environment you could share information like the "practices" below.

Top ten green restaurant practices

Conserve energy and water:

1. Use low flow pre-rinse spray nozzles at the dish machine, (your water company may provide free low flow pre-rinse nozzles.)
2. Use energy star compact fluorescent lamps (CFLs) instead of incandescent bulbs in store-rooms, break rooms, offices, wall sconces, kitchen exhaust hoods and walk-in refrigerators.

Reduce, Reuse, Recycle

3. Buy products in returnable, reusable or recyclable containers
4. Recycle food, cardboard, paper, glass, metal and plastics. (food waste, along with waxed cardboard paper napkins, paper beverage cartons and wooden crates can be picked up for off-site composting in many parts of the Bay Area.)

Pollution Prevention

5. Keep outdoor waste storage, parking + sidewalks free of litter, grease spills and potential pollutants. Use sweeping/spot cleaning for most clean ups.
6. Use organically or sustainably produced foods in the kitchen.

2. Begin a blog to track progress [www.blogger.com]
3. Educate
 - a. On Carrotmob, show our "How-To" video and site

Part 2: Research

1. Warm-up question:
 - a. Ask students to brainstorm what category of shop they would be interested in mobbing (ex. pizza parlor, ice cream shops)
2. Share the ideas on the front board, write the list for everyone to see
3. Vote as a class on what category of shop you will look at
4. Activity:
 - a. In small groups the class is broken up to research:
 - Group 1. Take the broad campaign topic chosen at the last class and address a specific aspect of the problem (Ex. Environmental Protection → Reducing the amount of CO2 in our atmosphere)
 - Group 2. Brainstorm specific businesses in their community to target (Ex. Joe's Pizza, Pizzeria, New York Pizza) [aim for 4-6 businesses]

Tip Box:

To keep in mind:

Location (accessibility for mobbers)

Type of business (bidding works better with similar businesses for comparative reasons)

Business size (easier with an independently-owned small business)

Value to the business (how will the business profit from the mob, reputation vs. cash)

- Group 3. Determine the type of change you want the business to make (Ex. Stop using plastic bags, start using compostable bags)
- Group 4. Brainstorm how to publicize this event, potential press opportunities (Ex. School newspaper, posting flyers)
5. Keep some people to track the progress, writing little entries for each day of the class and documenting the process. (**Tip:** Video's are a great tool)
 - a. Create a graphic or image for your specific Carrotmob. (Show examples on past campaigns: <https://carrotmob.org/campaigns>)

Part 3: Preparation

2. Warm-up question:
 - a. Ask the students to create an “if...then...” statement outlining the goal of purpose of your Carrotmob, decide what you will ask the business to do. (Ex. IF we collectively spend at least \$2000 on September 20, 2012, THEN Company X will start using all fair trade and organic coffee suppliers)
3. Identify as a class what Group 2’s final list from Part 2 (4-6 businesses).
4. Activity:
 - a. Break up into the same groups: Each group is in charge of 2 businesses from Group 2’s final list from **Part 2**.
 - I. Each group creates a proposal (Average cost per mobber to achieve goal, proximity to school, what needs to change in this organization) and present to the class
 - b. Community of mobbers will vote on the proposals and select the top few, allowing for the “bidding” process to take place

Example of ballot:

	Current Accomplishments	Carrotmob Pledge	Benefits
Pizza Parlor A	<i>What has the business done so far</i>	<i>Carrotmob goal and pledge</i>	<i>Why is their pledge good</i>
Pizza Parlor B	<i>What has the business done so far</i>	<i>Carrotmob goal and pledge</i>	<i>Why is their pledge good</i>
Pizza Parlor C	<i>What has the business done so far</i>	<i>Carrotmob goal and pledge</i>	<i>Why is their pledge good</i>
Pizza Parlor D	<i>What has the business done so far</i>	<i>Carrotmob goal and pledge</i>	<i>Why is their pledge good</i>
Pizza Parlor E	<i>What has the business done so far</i>	<i>Carrotmob goal and pledge</i>	<i>Why is their pledge good</i>
Pizza Parlor F	<i>What has the business done so far</i>	<i>Carrotmob goal and pledge</i>	<i>Why is their pledge good</i>
Choose one letter: (A, B, C, D, E, F) _____			

Part 4: Action

1. Warm-up question:
 - a. Ask the students to put themselves in the businesses' shoes. What traits do they think an owner of a business would like to see in a presentation?
 - I. Ex. Strong eye contact, knowledge of the issue, confidence.
2. Activity:
 - a. Create a script as a class to present via phone or person to the businesses
 - b. Practice the proposal and then present to the chosen businesses (**Tip:** give examples of past mobs)

Tip Box:

To keep in mind:

Make sure you are talking to a decision-maker (owner or manager)

Introduce the agreement (get them excited before pulling out the paperwork)

Trv. trv aaain (don't aet discouraaed)

- c. Allow for the bidding process then determine the winner (**Tip:** Emphasize that the business would be lucky to have this amount of traffic, they are the ones competing for something we have the power to give them)
- d. Identify how to keep track of the process and ensure the business follows through on the improvements agreed upon. (Ex. A follow-up meeting with owner or a energy audit)
- e. Figure out date location and logistics (big "party" like mob, or slow/steady stream of people)
 - I. **Tip:** Maybe you can see if local green/organic/fair trade restaurant will come an sell food (food truck) near your business to help feed the mobbers
- f. Assign jobs to all different students (Ex. help explain what's going on to the public, do crowd control, take photos and videos, entertain the crowd, help the business with random tasks...)
- g. Create a schedule for the day of Carrotmob and distribute it to all.
- h. Create a flyer to distribute, engaging information and visually appealing.
- i. **IMPORTANT!** If a Carrotmob is to be successful, publicity and letting the community know the details is very important. Brainstorm ways to promote the campaign and help people set up an account for Carrotmob in the community.
 - I. **Tip:** Email the flyer to everyone you know. Add some text so that you can make it exciting for people to be a part of! Share the date

and time. Ask folks to save the date. Talk to your parents and get a commitment to take you to the mob (for middle school). (Try to carpool with classmates and friends)

Part 5: Follow up

- 1.** Warm-up question:
 - a. Ask the students to brainstorm what they felt was productive and what was unnecessary in the process of creating a Carrotmob. Have the class write a summary of their experience, identifying the most and least favorite parts.
- 2.** Activity
 - a. Make sure the businesses followed through on their goals, be comfortable asking how much money was made the day of the Carrotmob to celebrate your success.
 - b. Report your success to Carrotmob HQ and to your school so they can learn of and be proud of your accomplishment.