



## **Top 10 Strategies for Promoting Divestment/Reinvestment at Your College or University**

Launching a divestment and reinvestment campaign can seem daunting, or overwhelming. In our experience, discussion about and engagement with deeply held beliefs and values is the best way to get people to jump on board. The Good Steward Campaign is here to help you in any way we can. To start, here are some tips on how to create an effective, meaningful conversation about divestment and reinvestment on your campus and in your student ministries.

1. **Educate** the students in your fellowship group about the suffering created by climate change, and fossil fuel use. Emphasize climate change's role in creating severe storms and droughts, as well as its impact on ecosystems and poor communities. Climate change and continued fossil fuel use will create massive amounts of suffering and loss. Make sure that people are aware of this.
2. **Make the moral case** for divestment and reinvestment. Teach the members of your student group about how our investments reflect our values. While divestment is not specifically addressed in Scripture, the Bible does have a number of teachings about how we are to invest our time, talents, and money. Acknowledging the importance of these passages, many church leaders and denominations have made the case for the circumstances for when divestment is a needed action. Explain the terms involved in divestment. Bringing together theological, economic, and environmental terms is complicated, so it is critical to clearly explain the concepts to all those involved.
3. **Open the topic to discussion.** Invite a student or young adult to lead a discussion of stewardship and divestment at a large group or fellowship gathering. College students and young adults are leading campaigns at hundreds of college campuses nationwide. Use our discussion guide (found on our website) to help guide conversation amongst members of your student ministry.
4. **Pray.** Don't be afraid to mention stewardship, resources, and Creation in prayer. Thank God for the clean air we breathe and water we drink, and ask that others may have access to them as well. You can use a discussion about divestment to help your fellowship group focus on prayers of gratitude for the Earth, prayers of repentance for our environmental irresponsibility, and prayers of hope for socially responsible investing.
5. **Invite a Speaker.** We offer a list of renowned pastors and climate activists that can visit your college or university and talk to students, faculty, and staff about faith, climate change and divestment/reinvestment. First pick the date and location, and then advertise like crazy! Invite friends, classmates, community members, and faculty. A speaking event can serve as the launching pad for a divestment movement.

6. **Engage administrators.** Ask for a meeting with someone at your school who makes financial decisions. Put together a plan beforehand so that you can enter the meeting feeling confident and informed. The Good Steward Campaign will gladly provide any assistance you may need. Explain to this administrator the moral case for divestment and offer up information on financial returns of investments in renewable energy.
7. **Use social media.** Create a Facebook page where you can share information and progress with people in your university community. And on your personal Facebook profile, mention the work you're doing and ask for support. It can be helpful to create a Twitter account for the movement as well. Follow other users who discuss divestment and share related content. Use hashtags (#) to connect with people doing similar work. If your student ministry group sends out a weekly e-mail, include information about the new social media accounts for the divestment movement and suggest people 'Like' the page of 'Follow' the twitter account.
8. **Organize a Creation Care team** within your fellowship group. Select a handful of students who are passionate about environmental issues to spearhead the discussion, organize events, and serve as sources of information. This builds on what you already have in place in your student ministry. If you have a Creation Care or 'Green Team,' get them involved. If you have a person who is interested in organizing, let them run the social media campaign. The more people involved in the process from your fellowship group, the more grass-roots support you can build.
9. **Engage the campus minister or pastor** of your affiliate church and ask him or her to engage divestment and reinvestment in large or small group meetings. Encourage your pastor to speak to these issues and inform the larger congregation. Make sure he or she mentions that this effort is being spearheaded by the college community. Announce divestment activities, meetings, and events during your worship service and have your leadership mention it as a part of the church's mission.
10. **Publish your accomplishments.** Have students write op-eds for the school paper. Send press releases to your local radio stations and periodicals. Reporters in college towns love to hear about student activism, and you deserve some recognition for your hard work! Also, the more publicity the movement gets, the more people talk about divestment and reinvestment!