



8 Reasons Your Investment in GreenTown Will Create a More Sustainable World

- ✓ **Support the objectives of the GreenTown affiliate in Joplin, Missouri.** GreenTown Joplin is taking a leadership role in helping weave sustainability into the rebuilding of this tornado-ravaged community, while also demonstrating the value of the first GreenTown model in a location outside of Greensburg, Kansas.
- ✓ **Develop and sustain the Green Initiative in Greensburg.** Every day GreenTown introduces people to the world of sustainability in a way that inspires and excites them to become more actively involved and solution-oriented in the challenges our country (and our world) faces.
- ✓ **Build awareness of, and demand for, sustainable products and technologies.** The world of sustainable products has expanded dramatically in recent years and can be overwhelming to navigate and understand. GreenTown offers a place to help others learn about the many new and exciting options available today.
- ✓ **Replicate GreenTown's success of engaging people to actively solve the challenges related to our natural environment.** We have had great success depoliticizing the conversation about the environment, while also helping people connect their personal self-interest with the well-being of the planet.
- ✓ **Reinforce the model of integrating sustainability into the rebuilding plans of communities recovering from natural disasters.** The story of Greensburg has proven the benefits of rebuilding sustainably after disaster. We will continue our work in other communities through our Sustainable Disaster Recovery Handbook and Initiative and other avenues.
- ✓ **Grow GreenTown's Chain of Eco-Homes program.** The Chain of Eco-Homes offers an innovative way to engage people and give them an immersion learning experience in sustainable building and green living. In addition to the Silo Eco-Home, in operation since of May of 2010, we have exciting demonstration projects in development both in Joplin and Greensburg.
- ✓ **Engage volunteers and supporters who have not previously been involved in the sustainability sector, and expand our positive presence in the world.** The story of "everyday" people in Greensburg making the decision to build back as a model green community continues to inspire and motivate people from around the world. We continue to harness that energy and provide an outlet for people to make an impact in their own communities.
- ✓ **Change the ways we as a culture discuss our relationship to the natural environment.** This is what is needed to get many more people involved in problem solving. How we frame the issues we are facing determines whether or not people feel empowered, or even interested, to take action at a personal level.