 **The**

**Virginia Green Travel Chapters Program**

**Virginia Green**

**2022 CHECKLIST FOR VIRGINIA GREEN TRAVEL CHAPTERS**

* **Virginia Green program will provide an annual update on how many certified Virginia Green partners are in your region / locality, including any award-winning facilities.**
* **Chapters will be asked to fill out this simple checklist annually, and it can serve as your “chapter plan” for that year.**
* **Virginia Green program staff will follow up to discuss ideas for reaching goals and assisting with plan implementation in any way that it can.**

**CHAPTER NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**CHAPTER CONTACT PERSON(s):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**CONTACT PH#/Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**ORGANIZATIONS INVOLVED: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Baseline # of Participants in Your Chapter \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**(This will be updated annually / provided by Virginia Green program staff)**

**GOAL(s) for 2022:**

* **Increase # of participants overall by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **Increase #’s in specific sectors:**

**\_\_Hotels / Lodging by # \_\_\_\_\_**

**\_\_Restaurant participants by # \_\_\_\_\_**

**\_\_Attractions by # \_\_\_\_\_**

**\_\_Festivals / Events by #: \_\_\_\_\_**

**\_\_Other / Details: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* **Improve the “quality” of green practices by chapter participants through educational events or partnerships with local environmental groups. Details?**

**HOW To Get There (Please check areas of interest):**

* **Co-host a workshop for recruitment.** Virginia Green staff will contact you and plan a workshop that involves existing Virginia Green partners and engages other green-minded businesses.
* **Website Promotion of Your Chapter**
* **Use Virginia Green logo with links that allow for visitors to search through the** [**VirginiaGreenTravel.org**](http://www.virginiagreentravel.org/)
* **Create a webpage that lists the Virginia Green participants in your region and that your region is a recognized “Virginia Green Travel Chapter”.**
* **Provide details on your general plans for helping to market your community as a “Virginia Green Travel Destination”.**
* **Other (details):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **Publications, E-Newsletters, Social Media, etc.**

**Details: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* **Encouraging Festivals & Events in your community to become “Virginia Green Travel Events”**

**Details: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* **Referrals to Virginia Green good local candidates to join as new partners**. Referrals make it easy sell for us to help them become Virginia Green.

**Details: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* **Reach Out to Local Sustainability Programs and Organizations within your community** to let them know that your chapter exists and that your Virginia Green Travel partners are ready to complement existing efforts to make your community more sustainable.

**Details: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* **Bicycle-Friendly Tourism / Communities.** Linking Virginia Green participants with local efforts to support and expand biking opportunities.

**Details: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* **Green Getaways & Packages**. Work to link 2 or more local Virginia Green Travel partners together to entice green-minded visitors to your region by register them as a [Virginia Green Getaway](http://www.vatc.org/emarketing/getawaysform/) or perhaps even an official [Virginia Green Travel Package.](http://www.virginia.org/directory/packages/?categories=191&start=1/8/2014&end=4/8/2014&view=list)

**Details: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* **Other?:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Please Email this form to** [**VirginiaGreenTA@gmail.com**](mailto:VirginiaGreenTA@gmail.com) **or call 804.986.9119 with any questions.**