The GLOBE Program Global Campaigns

What is a Global Campaign?

Global Campaigns are designed for GLOBE students and open to all GLOBE countries. Global Campaigns originate only from GLOBE community members (individual or group) and are developed in collaboration with professional and/or citizen scientists, educators, US Partners, Country Coordinator(s), GLOBE Regional Coordination Office(s) and the GLOBE Implementation Office (GIO) Campaign Team. These campaigns must focus on science and education goals that align with existing GLOBE protocols and should be designed to examine data collection and analysis. Additionally, Global Campaigns are themed campaigns and provide new products or activities that promote GLOBE student learning. Global Campaigns usually span several years, depending on the proposed idea, GIO approval and subsequent program approvals.

Criteria Checklist Overview

The GIO requires that each Global Campaign proposal has clear explanations and details that address the criteria listed below. Once submitted, the GIO will review the proposal and contact the proposer within one week to acknowledge the proposal submission. Initial feedback will be communicated within one month from the proposal’s submission date. If you have any questions regarding campaign criteria, please reach out to the GIO Campaign Team at: globecampaigns@ucar.edu.

The proposal must include:

1. A detailed description of the campaign, including a preparation plan, date of launch, date of completion, type of data collections, estimated data volume collected, target audience, participants and frequency of data collections (for example, the measurements to be taken and/or observations to be made three times a day, for one week, each month, for three years);
2. A clear Communications Plan, including social media, webinars and online presence needs (including requests for webpages, following specific style guidelines provided by GIO); this should include regular updates on the use and analysis of the data;
3. A clear Science and Educational Plan. For example, what are the science and educational objectives of the GLOBE Country Campaign? Please provide details for a theme and related educational products that integrate into student learning (new and updated learning activities, webinars, student reports and associated activities);
4. The GLOBE Program highly encourages Diversity, Equity and Inclusion (DEI). Please provide information on any DEI objectives you plan to include in your GLOBE Country Campaign. For example, how you plan to ensure accessibility, language access and diverse participation;
5. The proposed involvement of at least fifty GLOBE schools across at least three GLOBE regions;
6. The proposed involvement of professional and/or citizen scientists,
7. The proposed support from GLOBE educators and GIO staff;
8. The conduct of at least two measurements per year; and,

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9. Updates sent to GIO on at least a quarterly basis (see details below).

**GIO Support for Global Campaigns**

GIO is here to facilitate the success of the campaign and will provide support based on available resources, including financial, technical and personnel support. Resource availability may impact GIO’s efforts in communications outreach and technology updates. To provide this assistance, GIO requires updates about the campaign and its progress (see below). GIO will share monthly updates externally through social media, in the GLOBE News Brief or on the GLOBE website. These updates will also be used internally for keeping track of, and reporting on, campaign progress.

**Global Campaign Updates for GIO**

As mentioned above, GIO requires updates about the campaign for external and internal purposes. Please send the following updates to the GIO Campaign Team on at least a quarterly basis:

- The type of participants (for example, students and teachers);
- A list of the participating schools from each participating country;
- The number of observations collected per protocol used (by user type, if applicable)-U;
- The number of observation sites (by user type, if applicable); and
- Information regarding the achievement of education, science and/or DEI goals.

To submit all the required information for your GLOBE Global Campaign proposal, please complete this [Google Form](#) once you have all the information ready.