

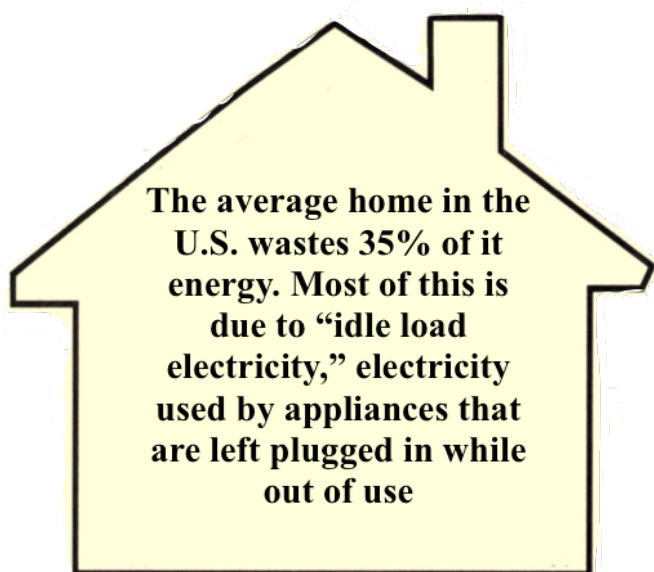
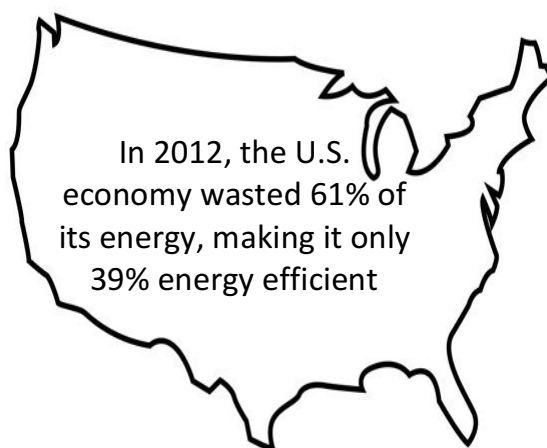
ENERGY FUNDRAISING CHALLENGE
A Guide for Fundraising:
How to Turn Energy Efficiency into Donations

Fundraiser for youth organizations, school clubs and sports teams & non-profits

Campaign for in-home energy efficiency to raise money for your club or organization. Here are just a few of the financial, educational and environmental benefits of promoting energy efficiency:

You will...

1. Teach others how energy savings can contribute to financial savings
2. Reduce our usage of fossil fuels
3. Reduce our contribution to the emission of greenhouse gases
4. Educate yourself and others on the environmental impacts of climate change
5. Raise money while helping others to save money via in-home energy savings



That's a waste of approximately \$165 per U.S. household per year



ENERGY FUNDRAISING CHALLENGE

Challenge people to save energy and invite them to donate their savings

Campaign Template: Energy Fundraising Challenge
Easy steps for raising money with limited funding

1. What is the project or cause for which you are raising money? Who will benefit from the fundraiser? How much money do you hope to raise? Keep these questions, and their answers, in mind.

2. Create a timeline:

- Decide whether you would like the fundraiser to last for 1 or 2 months. Depends in part whether you want to get savings/donation pledges at the beginning based on estimated savings, or track actual progress.
- Preparation:
 - Decide on who or what groups will be involved.
 - acquire permission from organization or school to go ahead with fundraiser.
 - print the “Save Energy Worksheet” and the signs on the following pages to give to each participant. (Attached)
 - put together an email or letter to send to students’ parents with information explaining the project, its goal, and how they can be of assistance. (Sample attached)
 - Decide how you will collect and manage the funds.

3. The fundraiser begins: A sample model: Based on a 1-month fundraiser

- Week 1: announce your goal
 - teach students about energy efficiency and the environment, with resources such as videos, pictures, and group activities
 - hand out the “Save Energy Worksheet”, “Pledge” sheet, and letter to parents to each student. (Attached)
 - ask each student to fill out the “Save Energy Worksheet” at home and to decide on a few changes they (and their families) can make to save energy in their homes
 - ask each student (and their families) to fill out Pledge Sheets – with plans for who to do what –to make certain changes in their homes to save energy or use energy for efficiently and bring Pledge back to school.
 - Set deadlines when materials are due.
- Week 2: Support students and keep track of your progress.

- Review Worksheets and answer questions. Identify questions that need more research and have students seek answers.
- Help students fill out Pledge form with next steps.
- Publicly track Pledges and funds received on a poster or big thermometer.
- Week 3: continue to keep track of your goal
 - Have students/class calculate their energy savings so far, using the “Save Energy Worksheet”
- Week 4: continue to keep track of your goal
 - Have students calculate their energy savings, using the “Save Energy Worksheet”
 - Have students calculate their total energy savings (by converting the energy saved to kilowatts and then to the reduction of CO₂ emissions – use the “Carbon Dioxide Savings: Calculation Worksheet”)