



Change the World, Start with **ENERGY STAR®** Campaign: Understanding the Pledge Taker Experience



Learn more at energystar.gov

The Pledge Taker Experience

A screenshot of the Energy Star website, specifically the page for National Grid - Rhode Island. The page features the Energy Star logo, a navigation bar with links like "PRODUCTS", "HOME IMPROVEMENT", "NEW HOMES", "BUILDINGS & PLANTS", and "PARTNER RESOURCES". The main content area includes a "Campaign Resources" section with a "TAKE THE ENERGY STAR PLEDGE" button, a "National Grid - Rhode Island" section with a description of the company, and a "Cumulative Savings" table. The table shows the following data:

Cumulative Savings	
Greenhouse Gas Emissions (lbs.)	850,026
Dollars	\$66,501
kWh	484,916
BTUs	686,038,968

Each partner has a unique URL that takes the pledge taker to the pledge driver's page on energystar.gov

* Don't know the URL for your pledge driver page? Choose your organization from [the complete list of pledge drivers](#) to access your page.



The Pledge Taker Experience

A screenshot of the Energy Star Pledge Taker Experience web form. The form is titled "Take the Pledge: ENERGY STAR" and includes a progress bar at the top showing "6,114,618,823 kilowatt hours of electricity saved". The form is divided into several sections: "GET YOUR ORGANIZATION INVOLVED" with a "BECOME A PLEDGE DRIVER" button; "Assess Your Home" with buttons for Lighting, Electronics, Appliances and Water Heaters, Heating and Cooling, and Seal and Insulate; "I PLEDGE TO MAKE THE FOLLOWING:" with checkboxes for Product Changes (Replace lightbulbs, Purchase ENERGY STAR light strings) and Other Energy-Saving Changes (Turn off lights when not needed); "SIGN YOUR PLEDGE" with fields for First Name, Last Initial, Email, and Zip; and "MAKE A CHANGE" with buttons for "At Home" and "At Work". A "TAKE THE PLEDGE" button is at the bottom left. A sidebar on the right shows "CURRENT ENERGY STAR ACTIVITY" with a list of pledges and a "SELECT STATE" dropdown.

- The pledge taker is taken to a page with five possible pledge items (lighting, electronics, appliances and water heaters, heating and cooling, sealing and insulating) and an option to “Assess Your Home”
- The pledge taker can pick one pledge item—or all five
- EPA collects the pledge taker’s first name, last initial, email and zip code
- A statement appears above the “Take the Pledge” button letting pledge takers know that their information will be shared the EPA partner associated with the unique URL.

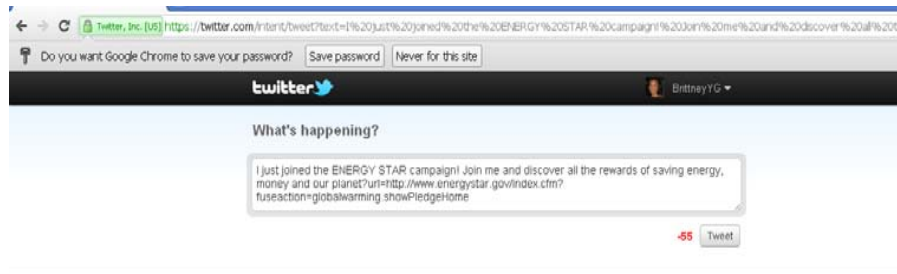
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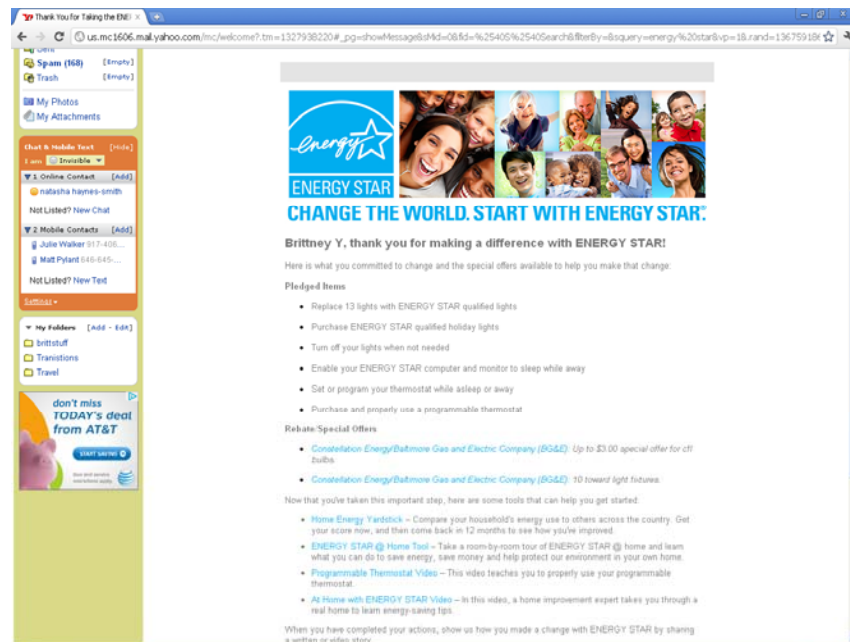
- Thank you page offers a chance to share your pledge on Facebook and Twitter
- Your Rewards Section: Partner rebate links are offered to all pledge takers based on the zip code entered (via partner pledge page, or standard web entry)

A screenshot of the ENERGY STAR Pledge Taker Experience page. The page is titled "Join the Fight Against Global Warming" and features a navigation menu on the left with options: "Take the Pledge", "View Our Map", "Make a Change", "Get Your Organization Involved", and "Share Your Story". The main content area includes a "PLEDGE MORE" button, a "Thank you for making a difference with ENERGY STAR!" message, and a "Share your pledge:" section with social media sharing options. Below this is a "Share your energy-saving acts!" section with a "Share Your Story" link. The "Inspire others to take the Pledge!" section contains a form with fields for "Their email address", "and first name", and "Your name" (pre-filled with "Brittney G"). A "SUBMIT" button is located below the form. The page also features a "YOUR PLEDGE ITEMS" section with a list of items, a "YOUR REWARDS" section with a list of rewards, and a "YOUR TOOLS" section with a link to "ENERGY STAR @ Home".

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- The pledge taker has the option to spread the word about their pledge taking via Twitter and Facebook.



- EPA sends an email follow-up to the pledge taker, reminding them of their pledge actions and of the promotions being offered by the pledge driver who facilitated the pledge interaction.