



CHANGE THE WORLD, START WITH ENERGY STAR®

All tools mentioned in this document are accessible from the Change the World, Start with ENERGY STAR website at www.energystar.gov/pledgedrivers. Explore the "Getting Started" and "Event Toolkit" pages.

How Your Organization Can Get Involved in the ENERGY STAR Change the World, Start with ENERGY STAR® Campaign

There are many ways for you to leverage your campaign participation. We've included a few ideas below, but feel free to contact us at changetheworld@energystar.gov if you would like help in developing your customized campaign or have an idea to share.

To help you maximize your participation, we suggest taking a two-pronged approach: collecting pledges and testimonials, and publicizing your success.

Collect Pledges and Testimonials. Now that you are a pledge driver, we would like to help you collect as many pledges as you can. The ENERGY STAR Pledge is for individuals 13 or older. Start by promoting the pledge on your website. Place our **Web Buttons** and **Web Banners** in prominent places on your site and other sites with which you are affiliated. Include your organization's unique pledge driver linking URL on your website and in newsletters and e-mail signatures to provide people with easy access to take the pledge.

In addition to driving pledges, you can collect stories, either through text, photo, or video, about how pledgers are saving energy. Visit energystar.gov/changetheworld to submit your energy-saving video, photo, or written stories. We'll showcase them on the ENERGY STAR website, Facebook, Twitter, and YouTube pages. We'll also feature videos on the interactive ENERGY STARs Across America (ESAA) map. ESAA is a grassroots effort taking place between Earth Day 2012 and the end of Energy Awareness Month in October 2012. It is designed to facilitate your organization's outreach and energy efficiency-related events by providing you with a featured spot on the ESAA map. Please visit energystar.gov/changetheworld to view the map and see what events are happening near you.

EPA has a new, youth engagement initiative this year. Teaming up with Universal Picture's Dr. Seuss' The Lorax, EPA developed Team ENERGY STAR to inspire kids to help their families save energy. For pledge drivers that see a lot of families with kids at their events or are interested in engaging families in general, Team ENERGY STAR is a perfect opportunity to do that. Using the tactics outlined below, you can encourage families to sign their kids up for Team ENERGY STAR and promote the online resources at energystar.gov/team.

Below are some tactics for driving both pledges and testimonials:

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Send an E-mail Blast. Sending a message to your employees, sales associates, members, customers, students, etc. is an easy and popular way to get the word out. Your audiences will appreciate your commitment to the environment and, because our message is inspiring, EPA-driven, and simple to do, it will not be misconstrued as spam.

You can also time your mass e-mail with relevant energy-saving seasons (Earth Day in the spring, summer cooling, fall preparation for winter heating, etc.), as well as focus your content on the products of most interest to customers during that season (lighting or home sealing products in the fall, or electronics in the winter around gift-giving time, etc.). Our campaign offers Sample E-mail and Web text to make sending a message easy.

Promote Your Involvement Through Your Organization's Social Media Channels. If your organization has a blog, Facebook, or Twitter presence, consider sending - messages about your involvement with the ENERGY STAR program. Utilize ENERGY STAR's messages as well -- "Like" our [Facebook](#) page, follow us on [Twitter](#) and join the social conversation by re-tweeting or sharing energy efficiency information with your networks. Keep an eye out for our Twitter parties—online gatherings where we invite our partners and other followers to all tweet about the same topic at a specified time. It's an easy way to promote your association with ENERGY STAR. If you're a pledge driver, social media is also a great way to drive pledges because you can use your unique URL to link people to your pledge page. For more information on becoming a pledge driver, contact your ICF or Cadmus Account Manager. Encourage your customers to make a commitment by taking the ENERGY STAR Pledge and share the link with their friends.

ENERGY STAR Social Media Links Include:

- Facebook: www.facebook.com/ENERGYSTAR
- Twitter: www.twitter.com/ENERGYSTAR
- YouTube: www.youtube.com/EPAENERGYSTAR

Draft an Article for One of Your Company's Publications. An article in your company's publication can help promote your participation in the campaign and the pledge. The nice thing about leveraging an article is that you can tuck the pledge message into an existing broader article about saving energy and helping protect environment. Whether it is an employee newsletter or a customer magazine, the pledge is an easy, positive element to promote. It has the extra advantage of driving visits to your website, as well. Use our **Sample Newsletter** to help craft your campaign article.

Host a Pledge Contest. Including an incentive for taking the pledge is a great way to encourage your audiences to participate. You can organize a contest based on actions taken and pollution prevented, or, if you want to encourage others to gather pledges, you can have a contest based on the total number of pledges collected. Whether it is among employees, teachers, or customers, a contest is a fun way to get participants involved. And, the prizes could be anything from company-wide recognition, a mention in a publication, or something bigger, like taking home an ENERGY

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STAR qualified product. In addition to a pledge contest, you can also host a [video testimonial](#) contest. The prize could be to feature the best stories in a high-profile medium, like a magazine or in-store TV broadcast. You could even create a video compilation and use it at various events, such as on Earth Day (April 22), or create an environmental advertisement from it. Submit your testimonials at energystar.gov/changetheworld to be featured on EPA's ENERGY STARs Across America interactive map, as well as the ENERGY STAR website and Facebook page.

Hold an Event. Holding events, especially if you are part of a local organization, is a great way to spread the word and personally engage with your audiences to demonstrate your environmental leadership. You can hold your own event or run a table or booth at an existing event. Consider targeting your internal audience to educate your employees, your external audience to engage customers, members, etc., or both. Make sure others know about your efforts by participating in the ENERGY STARs Across America initiative and becoming a star on our map. To help support your ESAA event, EPA is very excited to provide your organization with event materials, upon request. Depending on the event size and subject to availability, participating organizations may receive a maximum of 250 buttons, 250 tote bags, 500 window clings, 500 kids' activity brochures featuring the Lorax, and 1,000 stickers—all of which are ENERGY STAR branded. Please note EPA reserves the right to amend the number of provided items, based on the size and number of event(s). The event materials are meant to serve as an incentive for people at your event to participate in the Change the World, Start with ENERGY STAR campaign and sign up for Team ENERGY STAR.

Event Materials:

- **ENERGY STAR 20th Anniversary Window Clings**

Publication #: 430E12003

- **Team ENERGY STAR/Lorax Brochure**

Publication #: 430F12008

- **Team ENERGY STAR/Lorax Stickers**

Publication #: 430E12005

- **ENERGY STAR 20th Anniversary Bags**

Publication #: 430E12004

- **Team ENERGY STAR/Lorax Buttons**

Publication #: 430E12002

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To Order Materials:

To order event materials, please place your request through the National Service Center for Environmental Publications (NSCEP) by e-mailing nscep@bps-lmit.com or calling 1-800-490-9198. Be sure to include:

- Your organization's name
- Event date/title
- Complete address and contact person for delivery of items
- The publication number for each event material ordered
- Number of items requested (see maximum quantities above)

You may also use the resources available in the **Event Toolkit**, including the ENERGY STAR Event Booth. The booth is a free solution for holding an educational event promoting energy efficiency. Check out the [Key Event Booth Information](#) for additional information about shipping, staffing recommendations, etc. To request the event booth, simply [download the order form](#), fill it out and e-mail it to changetheworldbooth@sbd.com. Please submit your request in advance, as the booth is available on a first-come, first-served basis.

We have **Paper Pledge Forms** available if you want to promote the pledge but do not have Internet access at your event. E-mail changetheworld@energystar.gov for more information about paper pledges.

Advertising. Feel free to use our **Web Banners** and **Campaign Graphics** to promote EPA's pledge on your website or in advertising—yet another easy way to get the word out and associate your organization with this growing environmental movement.

Publicize Your Participation. Reach out to the media, either in conjunction with an event or promotion developed around the pledge or simply to tout the number of pledges you have gathered and the collective impact in terms of energy and the environment. EPA has a **Sample Press Release** to help you craft your story. We also have a **Key Messages** document with helpful campaign messaging, as well as a **Facts and Assumptions** document, to provide you with everything you need to educate your audiences about the pledge and your accomplishments.

These are just a few of the many ways to get involved with EPA's Change the World, Start with ENERGY STAR campaign. Feel free to contact us at changetheworld@energystar.gov if you would like additional help in developing your customized campaign.

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