

Energy Saving Campaign Challenge

Want to save the planet? Then don't just talk about it, campaign about it! Recruit energy-saving pledges from friends, family and your local community, and commit to reducing the amount of energy you all use.

Campaigning is an important way to bring about change – whether it's a political party seeking election or a group of people coming together through websites like change.org to challenge the laws that govern us. You can make a difference to climate change by reducing your own energy use, but you can have an even bigger impact by launching a campaign to persuade others to commit to reducing their usage too, by making an energy-saving pledge at www.jointhepod.org/energypledge.

Here are some tips to plan your campaign



- ▶ **Know what you're standing for and why people should pledge.** Have a look at the Pod's [Energy information pack](#) to understand why saving energy is important.
- ▶ **Think about the best campaigns you've ever seen or heard about.** What made them stand out? Often it's the way they've promoted their message: President Obama's use of social media or Lord Kitchener's eye-catching World War I poster.
- ▶ How can you promote your campaign – and where? You can find **posters, flyers and logos** in the Campaign Resources section. Know what you want people to do. It sounds obvious – you want them to make a pledge in your name – but have you been to the pledge page (www.jointhepod.org/energypledge) and checked what information people need to give?
- ▶ **Make it easy to join in.** Most people want to do the right thing but struggle for time or resources. So make it easy by having some sample energy pledges that they can adopt. Visit www.jointhepod.org/energypledge for ideas.
- ▶ **Help people stick to their pledge by leaving them with some energy-saving advice.** The Pod's [Energy Efficiency factsheet](#) has lots of tips for using less energy around the home.

For more advice on running an effective energy-saving campaign, see page 3

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Once you've grabbed people's attention with your energy-saving campaign, you need to tell them how to make their pledge. Why not photocopy and cut out these print-outs, then fill them in with your details and hand them out to people you recruit?

Thanks for pledging to save energy!

- Visit www.jointhepod.org/energypledge and make your pledge
- Include your name and address
- Mention who inspired you and their school: _____

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Don't forget to include your name and school's details on the print-outs!

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Not sure how or where to begin recruiting energy-saving pledges?
Here are some top tips to get you started on the campaign trail!

The power of a pledge

They say ‘actions speak louder than words’ – and that’s why asking somebody to make a pledge is so powerful. By getting somebody to write down what he or she will do to save energy, you’re not just asking them to say that saving energy is important, but getting them to commit to using less energy in their life. And that’s powerful – because that’s when change happens. If we all used less energy everyday, then together we could have a real impact on climate change.

1. Finding pledgers

- ▶ Not sure who to recruit to make an energy-saving pledge? Start with who you know: your friends (classmates, other year groups, friends from clubs, mates outside school) then move onto your family (siblings, parents, grandparents, and the rest of your family tree). Next, consider your local community: try your neighbours, friends of your parents and anybody that you know who works for a local business.
- ▶ Are you on Facebook? Promote what you’re doing to your friends on social networks to see if they’re willing to make a pledge. The benefit of using social media is people are already online and more likely to click straight through to www.jointhepod.org/energypledge, so make sure the web link is easy to find in your status update or post.
- ▶ Do you have a blog? Why not use it to write about what you’re doing? You could also use the Comments section on other people’s blogs to promote your cause – but make sure you’re only commenting on blogs that are relevant to the topic; you don’t want to be seen as a spammer!

2. Stake your position

- ▶ Do you know what you’re standing for and why people should pledge? Jot down the key principles behind your campaign and learn it off by heart.
- ▶ Be prepared for anybody asking, ‘So what?’ Take a look at the Pod’s [Energy information pack](#) to understand why saving energy is important and have a few eye-popping, energy-saving facts up your sleeve to strengthen your cause.

- ▶ Be clear about what you want people to do. Visit www.jointhepod.org/energypledge and check what information people need to give, so you’re prepared for any questions. You want to make it as easy as possible to take part, otherwise they might not bother.

3. Promote your message

- ▶ Think about the best campaigns you’ve ever seen or heard about. What made them stand out? Often it’s the way they’ve promoted their message – President Obama’s use of social media or Lord Kitchener’s eye-catching World War I poster, or example. Think about how you could promote your campaign – and where.
- ▶ You can find lots of [posters, flyers and logos](#) to use on the Pod. Why not print these out and put up around school or in your local shops?
- ▶ Ask the school if you can promote the campaign on their website, or use social media channels (like Facebook) to talk about what you’re doing and tell people where they can go to pledge.
- ▶ Don’t forget to photocopy, cut and hand out the print-outs on [page 2](#). Remember to fill in your name and school.

4. Secure their pledge

- ▶ Make it easy to pledge. Most people want to do the right thing, but struggle for time or resources. So make it easy by having some sample energy pledges on hand that they can use.
- ▶ Visit www.jointhepod.org/energypledge for examples of past pledges, or make up some of your own.
- ▶ Help people stick to their pledge by leaving them with some energy-saving advice that they can use in everyday life. The [Energy efficiency factsheet](#) has lots of tips you can share for using less energy around the home.
- ▶ And finally, people remember good manners and a smile. You’re asking somebody to do something for you, so be courteous, respect their time and don’t be demanding.