



OPERATION CHANGE OUT MILITARY CHALLENGE

Promotional Tips

There are a variety of ways — large and small — to promote your involvement in *OPERATION CHANGE OUT* and celebrate your energy-efficiency achievements. Promotional activities are an important way to educate your community about energy efficiency and to reward outstanding efforts to save energy, money, and help protect the environment.

Fire up the troops—and the civilians

- **Announce** your participation in *OPERATION CHANGE OUT* with a special mailing or e-mailing to your servicemen and women, affiliate organizations, and community partners.
- **Launch** your participation in *OPERATION CHANGE OUT* at a local community event.* Send announcements and reminders to make it easy for individuals on and off base to take the Online pledge and change out inefficient light bulbs to ENERGY STAR qualified models.
- **Spotlight** your participation in *OPERATION CHANGE OUT* through all of your available communications channels, such as your Web site, Intranet, and newsletters (see "Sample Text for Communications").
- **Send a press announcement** to local media highlighting that you've joined *OPERATION CHANGE OUT* and identifying specific community benefits of saving energy (see "Sample Press Release").

Use ENERGY STAR resources

- **Use *OPERATION CHANGE OUT* savings numbers and talking points** to tell your community about the benefits of ENERGY STAR qualified lighting, and the impact your base can have on the planet by joining the effort. Create your base-specific savings facts using your change-out goal and the online calculator at www.energystar.gov/CFLs (the Excel file in the column on the right.)
- **Post *OPERATION CHANGE OUT* posters** around the base.
- **Leverage the ENERGY STAR community** to help achieve your goals. Utilities, energy-efficiency programs, light bulb manufacturers, and retailers are all part of the ENERGY STAR community. The ENERGY STAR *OPERATION CHANGE OUT* Campaign staff can help connect you with ENERGY STAR partners!
- **Buy ENERGY STAR qualified bulbs in bulk.** Be sure to specify ENERGY STAR qualified bulbs from your current suppliers or visit www.energystar.gov/QuantityQuotes to receive quotes on large orders from ENERGY STAR supplier partners.

Educate and engage your servicemen and women and your community

- **Integrate energy-efficiency education** into an existing community event or hold workshops to educate residents about the benefits of energy efficiency.
- **Help your community learn** about ENERGY STAR qualified light bulbs through an interactive online tool www.energystar.gov/choosealightguide.
- **Use interactive teaching tools** to educate your base about ENERGY STAR qualified CFLs.*
- **Dedicate a portion of your annual report** to sharing information about your ENERGY STAR efforts, your savings to date, and what this means for the environment.
- **Participate in other ENERGY STAR campaigns**, such as "Change the World with ENERGY STAR" and ENERGY STAR Recycle My Old Fridge Campaign, to increase understanding of energy efficiency.

*See "Event Planning Tips" in the Toolkit Section at www.energystar.gov/OCO for guidance.

For assistance with ENERGY STAR promotions and events, contact campaign staff at OperationChangeOut@drintl.com.