

Volunteer Instructions

Buy Green Power Campaigns

Thank you for volunteering to serve as a Buy Green Power Campaign Coordinator! Feel free to contact Jeff Ledermann with concerns/questions at 651-215-0236 or jeff.ledermann@moea.state.mn.us.

GOAL: Statewide, our big goal is to achieve 5% participation in utility green power (green pricing) programs. Prior to our efforts, sign-up rates were just under 1% participation. A suggestion for a local, community campaign goal would be to see if you can “Build a Turbine” and provide prizes or other incentives to sign-up. It takes about 500-1,000 new green power customers to build a new turbine. *Please be sure to report new sign-up and pledge totals to Jeff Ledermann. Results will be used to track environmental benefits and to report the successes of the campaign statewide.*

VOLUNTEER INSTRUCTIONS:

Materials, Usage and Tracking – the following campaign materials are available for local implementation:

- **Posters** – these will be available for campaigns on our website (<http://www.moea.state.mn.us/energy/greenpower.cfm>) and can be downloaded and customized to promote your campaign. For large events, we have a set of 8 foot tall displays. Please call for availability.
- **Factsheets** – provide these to your targeted campaign audience. The factsheet should answer most questions of why we are promoting this program and the important benefits. Available to download from the website. For large numbers, contact the OEA regarding availability.
- **Buttons** – please wear one throughout the challenge, which will provide another opportunity to remind people of the challenge. Limited supplies of buttons are available by contacting the OEA. Extras provided for any other staff or volunteers that will regularly wear them and help you promote the challenge.
- **Pledge sheets** – these are to get a “commitment” of participation and are tied to the window clings and available for download. Encourage everyone to sign the pledge (even – especially - if they already buy green power) and stress them to spread the word to their friends, families and neighbors. It is also another tracking element for us and a way for those already buying green power to participate.
- **Window clings** – Contact OEA for availability. These are used during campaign events and are only provided to those that sign the pledge form. Encourage participants to put them up in a window by the front door of their home or in their car window.
- **Utility sign-up forms** – Available from your local utility, or the OEA may be able to provide you with copies of forms for the utilities that service most of your targeted audience. If someone is serviced by a utility that you don’t have forms for, please contact Jeff as I may be able to get them for you. For non-Minnesotans or non-utility paying (renters, etc.) individuals, encourage them to purchase REC’s (renewable energy certificates, or “green tags” - a list of providers is available at <http://www.epa.gov/greenpower/locator/mn.htm>). During your campaign, **stress we want people to sign-up and LEAVE FORMS WITH YOU!** Not only will we save them a stamp by mailing it for them, but this is the purest data we can get about participation in the program and gives us hard numbers to measure the environmental results. Many people may need to discuss it with spouse, roommate, etc. If you’re at a public, one-time event, send them off with the form and encourage them to mail it in soon. If you’re able to do follow-ups, (i.e. a club/church member or staff challenge) make sure they return later the form at a later time. Please collect all completed utility sign-up forms (and pledge forms) and return to me. Let me know if you need more forms.

If you get any really tough questions, please let me know. Information is available from our website at <http://www.moea.state.mn.us/energy/greenpower.cfm>

Thanks and have fun!!

Jeff Ledermann, MN Office of Environmental Assistance, 651-215-0236, jeff.ledermann@moea.state.mn.us