



Marketing Tips

While Junior Energy is NOT a for-profit organization, we want to be sure that your school raises as much money as it can during your CFL fundraiser. We've collected ideas, experiences, tips and suggestions from other schools in order to give you ideas of how best to implement Junior Energy in your school. After all, your success is our success!

1. Network Effects: some schools have said to us that they don't have enough students to make an impact. Rest assured, EVERYONE can make an impact. Think about how many staff and teachers there are in your school and also think about how many people each student knows and can teach about energy savings. This doesn't mean going door to door, but entails students educating friends and family about the issues and encouraging them to change bulbs to help save energy and the planet. You could multiply your orders by a magnitude of 5 or 10 times what they might have been.
2. Information vs. Misinformation: Make sure parents are REALLY informed about these bulbs. Use our information and information you find online to educate students and parents about the myths of CFL bulbs and incandescents. Encourage students to show their families online how much money they can save by making the switch. See <http://juniorenergy.org/LightBulbFacts.aspx> for CFL facts.
3. Communication: Use every way possible to communicate the information to your students and parents; the curriculum, video and other information are all available online for students to share with their parents. Use school websites, newsletters, memos and other media to send the message out. Get students to make posters promoting CFLs and put them up around the school so that staff, teachers and parents can see what a difference they can make. Call the local paper and have them write a story about your fundraiser or try to get on the local cable channel.

4. In School Sales: Kick off your fundraiser by ordering 100 or 200 packs of bulbs to have for sale in school so parents and students can see and touch the bulbs before they go online to buy. Do this at parent teacher night or at a school fair. Have students man a booth to teach the adults about CFLs and their benefits.

5. Goals: Set a goal for your school. If your students have something to strive for it will foster team work and a sense of real accomplishment. Plus, you'll raise more funds this way. This goal could be a dollar amount, a bulb number or could be the cost of the environmental project you hope to implement.

6. Set End Dates: The deadline helps keep up the excitement of the fundraiser---with an open end parents can forget or kids can lose motivation.

7. Get Creative: Have students do skits for parents about CFLs and energy savings; have students write stories about CFLs, construct dioramas or create posters. Have older students teach younger students about energy savings or have students send letters home to their parents about the bulbs.

8. Talk to Other Schools: Ask other schools what has worked for them in the past or read about their programs on our website. You can also talk to other PTA organizations in your area to brainstorm about effective marketing.