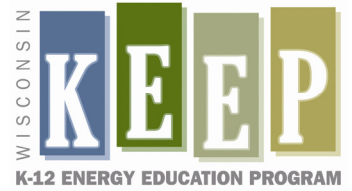


Bright Idea Fundraiser Guidelines

Wisconsin K-12 Energy Education Program
2009 – 2010 School Year



About the Bright Idea Fundraiser

During the 2008–2009 school year, 89 student organizations sold 20,765 CFLs and 8,264 LED holiday lights. These groups raised \$66,322 for their schools! This money was used to purchase classroom equipment, take class trips and fund special projects such as

developing a rain garden on school grounds. These groups saved their customers \$1,119,799 in electrical costs, and reduced carbon dioxide emissions by more than 13 thousand tons over the life of the bulbs.

About ENERGY STAR Qualified CFLs

By choosing ENERGY STAR qualified CFLs and LEDs you are making a lasting difference on the world in which we live.

ENERGY STAR qualified CFLs are made through advanced technology producing superior energy efficiency and high quality lighting at a very cost effective price. CFLs last up to 10 times longer and use up to 75 percent less energy than standard bulbs. CFLs save more than \$30 in energy costs over their lifetime. Because CFLs produce the same amount of light while using less energy, they produce less heat making houses less expensive to cool in the hot summer months.

ENERGY STAR qualified LEDs offer many benefits over standard incandescent lights. LED holiday lights use about 90% less energy than incandescent string lights and can last up to 200,000 hours when used indoors. The LEDs offered through the *Bright Idea* Fundraiser are available in 12 foot, 35 bulb strings, in white and multi-colored strings. If one bulb stops working, the rest stay lit so replacement is fast and easy. LEDs produce almost no heat and stay cool to the touch. Unlike traditional lighting, LEDs are almost impossible to break.

Why Organize a Lighting Fundraiser with Your Students?

Students Earn Money

In these challenging financial times, this fundraiser can be a valuable way to supplement student activities in a productive and profitable way. For every CFL sold, \$2 will be donated to your student group. For every LED holiday light (fall only) \$3 will be donated.

Your Community Saves Money

Since CFLs use up to 75 percent less energy than standard incandescent light bulbs, their use results in savings of over \$30 in energy costs over their lifetime. The people who purchase CFLs will reduce their utility bills for every light bulb they replace. LED holiday lights use up to 93 percent less energy than standard mini

lights and up to 99 percent less energy than standard C-7 holiday lights. Imagine the long-term savings!

Everyone Helps the Environment

Your students will be promoting a simple change that helps protect the environment while they gain a better understanding of the role of energy in their lives. Since CFLs and LED holiday lights use less energy, their use results in fewer fossil fuels being burned. Burning fossil fuels such as coal releases carbon dioxide or CO₂ (a greenhouse gas that contributes to global climate change).

*Research by PA Government Services for Focus Programs

Criteria for Participation:

Any K-12 student organization based in a Wisconsin territory that receives its electricity from a utility participating in the statewide Focus on Energy – ENERGY STAR program is eligible for the Bright Idea Fundraiser. *(A complete list of participating utilities is included on the last page of these instructions.)*

To earn \$2 per bulb, students must sell the bulbs to households that are eligible to participate in the Focus on Energy – ENERGY STAR program. Details are included on the order form.

Note: This fundraiser is limited to the first **125** student organizations on a first come, first serve basis for those who qualify.

How it Works:

Conduct the *Bright Idea* Fundraiser as you would any other school-based product sales. Contact KEEP to reserve a place in the fundraiser. You will receive the fundraising packet two weeks prior to the start of the event. After receiving the fundraising packet, take orders from teachers, friends, neighbors or family using

the order form KEEP provides. When the selling period is complete, submit the order form to KEEP. In 4-6 weeks you'll receive the CFLs to distribute to the buyers. LEDs are shipped directly from UWSP and will arrive separately from the CFLs.

Fundraising packets include order forms, posters, and sample CFLs and LEDs. Additional education materials are available on the KEEP Web site at www.uwsp.edu/cnr/wcee/keep/StudentInvolvement/CFL_Fundraiser/BIF.htm

Awards:

KEEP would like to highlight the outstanding efforts put forth by each group. The following awards will be distributed during the event.

- KEEP will send each student organization a Certificate of Participation.

- KEEP will award every student who sells over 100 items with a \$50 US savings bond. These students will also be honored at the Energy Awards Ceremony in April 2010.

Step by Step Fundraising Guide

Start Now!

Sign up for the fundraiser by going to www.uwsp.edu/keep. Click on Student Involvement and then on Bright Idea Fundraiser to get to the Bright Idea Fundraiser Web page. Print the Fax sheet, fill it out, and fax it to KEEP to reserve your spot in the 2009/2010 fundraiser. Following an eligibility check based on the criteria for participating, the fundraising packet will be mailed to you about two weeks before your fundraiser is scheduled to begin.

1. Plan a Meeting

Hold a meeting to talk about the fundraiser and educate participants about CFLs and LEDs.

Develop a timeline for the event and set a goal to sell 100, 500 or over 1,000 items.

2. After Receiving the Fundraising Packet

Distribute order forms and information packets. Coach your student volunteers on selling strategies.

3. Advertise

Hang posters provided by KEEP in your school or community.

4. Sell to and Educate Your Community

Educate your community through the sales of CFLs and LEDs. KEEP suggests hosting a fundraiser for two or three weeks. Please do not exceed four weeks of fundraising.

5. Following the Fundraiser

Collect the order forms from each student and make a copy to keep for yourself.

Fill in the group order form and send it to KEEP along with the payment and copies of all the student order forms.

6. Distribution

Your product will arrive about six to eight weeks after your order has been processed. LEDs and CFLs arrive separately. Distribute and deliver the ordered CFLs and LEDs to your customers.

Bright Idea Fundraiser Project Manager:

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Background Information about ENERGY STAR®

Products that have the ENERGY STAR label have the highest rating a product can earn for energy efficiency. In other words, they're less expensive to use! Because they use less energy, these appliances are better for the environment. The ENERGY STAR label makes it easy for consumers to identify energy efficient products.



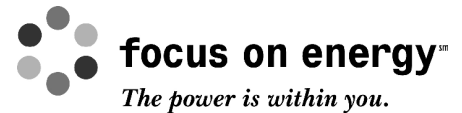
To receive an ENERGY STAR rating, a product has to exceed the federal government's minimum standards for energy consumption and efficiency standards by considerable amounts. ENERGY STAR CFLs are more efficient and effective than regular incandescent light bulbs. One CFL uses up to 75% less energy and lasts up to 10 times longer; therefore, they reduce CO₂ emissions in the environment and ultimately reduce dependency on fossil fuels.

You can learn more about ENERGY STAR by visiting energystar.gov.

Whose bright idea is this?

Fundraiser Host: Wisconsin K-12 Energy Education Program

Fundraiser Sponsor: Focus on Energy



KEEP is administered through the Wisconsin Center for Environmental Education and funded through Focus on Energy. This document is in part is the property of the State of Wisconsin, Public Service Commission, and was funded through the Focus on Energy Program. Focus on Energy, a statewide service, works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects. We provide technical expertise, training and financial incentives to help implement innovative energy management projects. We place emphasis on helping implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Our efforts help Wisconsin residents and businesses manage rising energy costs, protect our environment and control the state's growing demand for electricity and natural gas. For information about Focus on Energy services and programs, call 800.762.7077 or visit focusonenergy.com.

Schools are eligible for this contest if they purchase their electricity from one of the following Wisconsin utilities:

Adams-Columbia Electric Cooperative
Algoma Utilities
Alliant Energy
Arcadia Electric Utility
Argyle Electric & Water Utility
Bangor Municipal Utility
Barron Light & Water
Belmont Municipal Light & Water
Benton Electric & Water Utility
Black River Falls Municipal Utilities
Bloomer Electric & Water Utility
Boscobel Utilities
Brodhead Water & Light
Cadott Light & Water Department
Cashton Light & Water
Cedarburg Light & Water
Centuria Municipal Electric Utility
Clark Electric Cooperative
Clintonville Utilities
Columbus Water & Light
Consolidated Water Power Company
Cornell Municipal Light Department
Cuba City Light & Water
Cumberland Municipal Utility
Dahlberg Light & Power Company
Eagle River Light & Water Utility
Eau Claire Energy Cooperative
Elkhorn Light & Water
Elroy Electric & Water Utility
Evansville Water & Light
Fennimore Municipal Utility
Florence Utilities
Gresham Water & Electric Plant
Hartford Electric

Hazel Green Light & Water Utility
Hustisford Utilities
Jefferson Utilities
Juneau Utilities
Kaukauna Utilities
Kiel Utilities
La Farge Municipal Utilities
Lake Mills Light & Water
Lodi Utilities
Madison Gas & Electric
Manitowoc Public Utilities
Marshfield Utilities
Mazomanie Electric Utility
Medford Electric Utility
Menasha Utilities
Mount Horeb Utilities
Muscoda Utilities
New Glarus Light & Water
New Holstein Utilities
New Lisbon Municipal Light & Water
New London Utilities
New Richmond Utilities
North Central Power Co. Inc.
Northwestern Wisconsin Electric Company
Oakdale Electric Cooperative
Oconomowoc Utilities
Oconto Electric Cooperative
Oconto Falls Municipal Utilities
Pardeeville Public Utilities
Pierce Pepin Cooperative Services
Pioneer Power & Light Co.
Plymouth Utilities
Prairie du Sac Utilities
Price Electric Cooperative

Princeton Light & Water Department
Reedsburg Utility Commission
Rice Lake Utilities
City Utilities of Richland Center
Richland Electric Cooperative
River Falls Municipal Utilities
Rock Energy Cooperative
Sauk City Utilities
Scenic Rivers Energy Cooperative
Shawano Municipal Utilities
Shullsburg Electric Utility
Slinger Utilities
Spooner Municipal Electric Utility
Stoughton Utilities
Stratford Water & Electric Department
Sturgeon Bay Utilities
Sun Prairie Water & Light
Superior Water, Light & Power
Two Rivers Water & Light
Vernon Electric Cooperative
Viola Municipal Electric Utility
Waterloo Utilities
Waunakee Utilities
Waupun Utilities
We Energies
Westby Utilities
Westfield Electric Company
Whitehall Electric Utility
Wisconsin Dells Water & Light Utility
Wisconsin Public Service Corp.
Wisconsin Rapids Water Works & Lighting Comm.
Wonewoc Water & Light Department
Xcel Energy