

ShopIPL.org



Dear Team Captain,

Thank you for organizing a congregational sale of energy saving light bulbs and water conservation tools. Whether this is for your women's or men's group, choir, youth group, etc., this is a great opportunity to help your faith community save money and become better stewards of God's creation.

Who is GWIPL? Greater Washington Interfaith Power and Light (GWIPL) is a non-profit initiative that empowers faith communities in the Washington, D.C., area to act as stewards of creation. We help congregations learn about climate change, and take practical steps – in their buildings, their members' homes, and their communities – to lighten the impacts of their energy use. Together, we can put our faith into action toward a healthy, just, and sustainable world.

How does the fundraiser work? You'll earn \$1 for every item you sell (except for one light bulb where the margin is too slim). And shipping is free! GWIPL will pay for all shipping costs. To be candid, this sale will not raise a huge amount of money so your primary goal should be to raise environmental awareness and save energy.

What tools will I need? We have designed the enclosed forms to make your job easy.

- A. Group order form for team leaders to collect multiple orders
- B. Bulletin insert with an individual order form on the back
- C. Product list with details about the ten sale items (if you want to find more on the products, look them up on www.shopIPL.org)
- D. Answers to Frequently Asked Questions about CFLs – you can print this on the back of the Product list or just have a couple copies available at your table
- E. Team Captain's Order Form (this form indicates the wholesale price you'll pay us, as opposed to the higher retail prices listed on the order forms and product list)

What do I need to do?

1. **Get organized.** Map out your overall timeline and set the deadline for orders. Determine who checks should be written to (the congregation or you personally). If you plan to table after services, request a kit of sample items to display - simply email Allison@gwipl.org or give the office a call at 202-885-8684.
2. **Customize order forms** (documents A and B) to include your congregation's name, your contact information, and deadlines. We highlighted these sections in green so you know where to look.



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3. **Set goals** for how many items you want to sell and how much money you want to raise (in the past congregations have raised between \$60 and \$400.) What do you want to accomplish with the money raised?
4. **Advertise!** Below are some Best Practices you might consider. Generally, just be creative. The more fun your advertisements and announcements are, the more effective they will be.

- Put a blurb in your newsletter like this one :

We at <OUR CONGREGATION> are dedicated to caring for creation. We believe that we are called as stewards of God's creation to stop global warming. We also believe that we should be good stewards of our finances. <THE ___ TEAM> will be selling high-quality compact florescent light bulbs (CFLs) and water conservation tools at discounted prices from <DATES> at <TIME> in <LOCATION>. CFLs use up to 66% less energy than incandescent lights and last up to 10 times as long. We have flood lights, dimmable flood lights, standard spiral bulbs, and ones for candelabras. In addition we have water saving devices for showers. You can see samples at our table. Come learn and take action to cool the planet and protect God's creation.

- Make announcements at congregational services. Here's a sample script.

Start by introducing who you are and why you care about this issue.

My name is _____ and I believe that as people of faith we have a responsibility to be good stewards of creation. However, we in the U.S. are 5% of the world population and consume 20% of the world energy resources.

I know that we can do better. That is why I am a part of an effort at this congregation to help us all be better stewards of creation. Thanks to the help of GWIPL, this month we are holding a sale of energy efficiency light bulbs and water conservation tools so everyone in our community can take part.

Explain your Experience with CFLs

I use Compact Fluorescent Light bulbs (CFLs) in my own house and have already seen 5% savings on my energy bills. CFLs are 75% more efficient than standard incandescent lights, save an average of \$30 over the life time of the bulb and will last on average 5 years. As a part of this sale we have regular spiral CFLs and some harder to find ones including flood lights, dimmable, and decorative shapes. Yes, you pay more money up front, but when they eventually burn out, you will have saved lots. CFLs are a great investment in our future.

Address mercury and other common misconceptions



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I know many of you have heard that CFLs have mercury. But there is more mercury in my watch battery than a CFL, and because they use less electricity, it means that less mercury emissions will come out of coal-fired electricity plants, allowing all of us to be healthy and safe. When CFLs burn out simply take them to county recycling or Ikea stores and they will be disposed of properly. Does any one else have any questions?

Then go over the logistics of your sale

We can take your order now and are collecting forms until _____. We have these great sheets that list all the products so you can go home and look at what you need. We also have sample products. You can make check out to _____. This is a small fundraiser. All of the profits will go to _____. Thank you so much for helping to protect creation. We look forward to a great sale.

- Ask others to help you spread the word.
 - Create an attractive and informative display board that highlights the benefits of using CFLs (using less energy and cutting costs) and what the money you raise will fund.
 - Put fliers around the building (creating signs could be a good youth group activity).
 - Host a contest to see who can prevent the most greenhouse gasses from being produced with the products they buy or sell (e.g. men's group vs. women's group or junior high vs. high school).
 - Emphasize messages like: With ten products including five specialty bulbs, there is something for everyone. Or, These bulbs save the environment and save money; who can argue with that?
5. **Collect orders and payments.** Set up a table after services, religious school, or events and have members fill out the forms with the products they want to order and pay for them at this time. You can also distribute the bulletin insert order forms during services with instruction about when to turn them in by. Have your members submit a check with their order.
 6. **Tally the orders.** We recommend creating a master Group Order Form in alphabetical order to make distribution easier. Then complete the Team Captain's Order Form with the total number of each item your congregation is ordering.
 7. **Mail the Team Captain's Order Form and your payment** for the total wholesale amount to GWIPL at the address on the form.
 8. **Distribute your order.** You should receive your order within 7-10 days. To distribute it, we suggest organizing ordering forms you received alphabetically to hand back to folks. Then set out your products, organized by type, and let them pack their own order. You'll want to provide shopping bags.



9. **Send us a picture** of your distribution and let us know how it went.

Here are a few other good ideas that congregations have recommended:

- Hold your sale around an effective time of year like Earth Month (April) or an appropriate religious holiday.
- Add these products to your alternative gift sales and Fair Trade gift fairs.
- Include light bulbs in your care packages to needy families.
- Buy some products in advance to sell at your table. (We recommend purchasing 4-5 packs of the Four Pack 75-Watt Equivalent Spiral.)
- Run the sale for a month. Use this time to focus the congregation around energy use.

Thank you for your work to organize this sale and care for God's creation. We hope it is a great success. Know that your efforts directly impact the environment and help us equip more religious people to become good stewards of the earth. If you have any questions or feedback on how these forms can work better, please call me at 202-885-8684

Sincerely,

Allison Fisher,
Program Director



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