

ATTENTION ALBERTA 4-H CLUBS!



CAMPAIGN UPDATE

February 1, 2008 - Last fall, the Project Porchlight initiative was introduced to 4-H clubs as a way for you to assist with a rural Alberta environmental awareness campaign by delivering Compact Fluorescent bulbs (CFLs) in your area. Our initial plan was to provide additional funding for 4-H groups that organized and completed a light bulb delivery campaign in their rural community.

This campaign has grown and drawn the interest of local municipalities who have expressed an interest in becoming involved. As a result, many municipal and community groups are now taking the lead and working directly with Porchlight to co-ordinate bulb delivery in their locations. **A new approach for 4-H club involvement in the Project Porchlight campaign has been developed.**

We continue to believe this is a very worthwhile community service and encourage 4-H Clubs to join their local campaigns, working alongside other community organizations. Interested 4-H clubs should now work with Project Porchlight directly to participate. Clubs will no longer be eligible to receive funding for their involvement in the Project Porchlight campaign.

Steps to working directly with Project Porchlight:

1. Determine the town or county where your club would like to participate in the campaign. Visit www.projectporchlight.com see if volunteers are needed in the area you have selected.
2. If volunteers are needed, your Club Leader should register your club as a volunteer group with Project Porchlight. This can be done via the registration tool on Porchlight's website. Note: When registering, Porchlight will request only the name of an adult 4-H Club representative and the total number of youth volunteers who will be involved.
3. If your club has specific questions that a website visit won't answer, your Leader is invited to contact Project Porchlight's Alberta campaign manager, who is familiar with Alberta 4-H club involvement to date (see contact information below).
4. Once your Club is successfully registered, a Project Porchlight Regional Coordinator will contact your Leader and arrange to provide you with:
 - a. CFL Bulbs
 - b. Route Maps and delivery tracking sheets
 - c. Delivery Bags
 - d. Volunteer training and identification buttons, toques, caps, etc.
 - e. Liability Waiver forms that must be completed/submitted by all campaign volunteers (or their parents/guardians).

5. Your club will then execute bulb delivery within a specific time frame, and is responsible for submitting delivery data to update the campaign's national database (by telephone, fax or online).
6. After your deliveries are complete, your Club will make arrangements with Porchlight's Regional Coordinator to return leftover Project Porchlight inventory (extra CFL Bulbs, route maps, delivery bags, etc.) and to provide feedback you wish to share from your Club's perspective.

Where communities do not have a group identified to lead the local bulb delivery campaign, Project Porchlight may ask 4-H to take the lead in organizing deliveries - which may or may not include a community event. Porchlight will work through the 4-H Foundation of Alberta if/when this situation occurs.

Thank you for your patience and continued interest in this campaign. It is very important that your Club engages your community and participates in activities which impact the environment with a positive approach.

Contacts:

Project Porchlight

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