



2009 is our year to make a difference on climate change in the U.S. ... but only if we seize the opportunities before us! The 1Sky campaign is thrilled to be partnering with United We Serve to bring service projects to your community that will create change.

Canvas Your Community for Energy Conservation!

Canvassing – going door to door in your community – is a powerful way to engage people... who aren't yet involved in greening their lifestyles and their country. Don't worry if you haven't done this before – all you need is your commitment to spreading the word. This guide will walk you through all the steps, and it also includes a list of sustainability tips to give to people so you can increase awareness and action. Throughout the summer, we will also work with you through conference call trainings and connecting you with other organizers in your community.

Don't forget that this is just the first step. After we take steps to improve our own communities, it is our responsibility to reach out to our elected leaders and tell them to do the same.

Go to <http://local.1sky.org> to get more involved!

Ready to go? We are! If you have any questions, contact Ada Aroneanu at 301-270-4550, ext. 223 or email serve@1sky.org. We look forward to working with you!

Step 1: Build a team:

Canvassing on your own is definitely effective – but you'll have a bigger reach and more fun if you do it with friends. If you get a lot of people involved, you can even split up into teams and hit a bunch of different neighborhoods. Here are some quick tips to getting folks involved:

1. FLYER: Type up a short blurb inviting people to get involved in your canvas effort, and be sure to put your contact information. Post the flyer in high-traffic areas all over town.
2. ONLINE: Are you on Facebook, MySpace, Twitter, or another social networking site? These sites are great for reaching out to people you wouldn't ordinarily see. You can also send a blurb inviting people to get involved to local listservs and online calendars.
3. PERSONAL: Email and phone all of your friends and co-workers to get them involved!

Once you've gotten the word out, be sure to call people the night before to make sure they remember to show up on time!

United We Serve

SERVE.GOV

grist

WWW.GRIST.ORG

Step 2: Identify where and when to canvass

The best places to canvass tend to be densely populated residential areas. Chart out a route in your community – an easy way to do this is by going to <http://maps.google.com> and zooming in on your town or city. If you put it on “satellite view” and zoom in enough, you can count how many houses or buildings are in a specific zone. Here are some tips for effective canvassing:

1. In a densely populated residential area, generally about 60-70 houses for people to hit in pairs is good for 5 hours of canvassing. That doesn't mean everyone will be home, but that's about as many as you can walk between in that time. In rural areas, aim to hit 25-30. Apartment buildings are great because you can reach more people in less time. Usually you will have time to go back to knock on doors you missed the first time.
2. Aim to go any time between 4-9 pm on weeknights or 2-7 pm on weekends – we are looking to knock on doors while people are home, comfortable, and ready to listen.

Step 3: Organize Materials

In this guide you will find a list of sustainability tips to give to the people you canvass, as well as a petition calling for action from elected officials. Be sure to have clipboards and pens to track all this information. Key things to remember are:

1. Make sure you have enough copies of the materials for each canvasser or canvassing team. You can print materials at a public library or copy shop if you don't own a printer.
2. Tracking: Be sure to ask your neighbors to sign your petition so you can get their contact information and keep them engaged with the 1Sky Campaign. This will also enable us to influence decision makers add up the numbers of houses reached across the country.
3. Bring water!

Step 4: Hit the Streets

Here is a sample script to use when talking to neighbors. Remember to smile, and be warm and friendly to people. If someone doesn't want to talk, don't worry – there are plenty more people out there who will!

“Hi, my name is ___ and I'm out here with 1Sky and United We Serve to help President Obama achieve our national goals of energy independence and conservation. How are you? (allow them to answer)”

Great! Well I wanted to swing by to share some tips on how we can reduce our own energy consumption in our community. (Show them the tips.) Here we have some tips that we're recommending people commit to in order to reduce our community's overall contribution to climate change. Can you commit to taking any of these steps to reduce your footprint?”

If yes: Excellent! Please sign our petition to encourage our community and members of Congress to get onboard with conservation. Once you've taken steps to conserve, report back to www.1sky.org/energysavings so we can tally up total savings. Be sure to get their phone number and e-mail address so we can follow up with them with more information about ways to get involved.

Step 5: Report Back

1. Send an e-mail to serve@1sky.org to let us know how your experience went.
2. When you're done, send copies of your petitions to: 1Sky Campaign; 6930 Carroll Avenue, Suite 1000; Takoma Park, MD 20912; Fax: 301-270-4588
3. Hop on to one of our biweekly conference calls to tell others about your progress. Find out more and sign up to take more ongoing action at <http://local.1sky.org> – Climate Precinct Captains across the country are working to transform these conservation practices into institutional change.



6930 Carroll Avenue, Suite 1000, Takoma Park, MD 20912
p 301-270-4550 f 301-270-4588 www.1sky.org