

— HOW TO ORGANIZE A — PLEDGE DRIVE

If you are inspired to share what you have learned about vehicle idling with others and want to encourage them to join you in taking action, consider hosting an anti-idling pledge drive. This page provides a quick overview of the basic steps in organizing a successful pledge drive in your community.

1. FIND A LOCATION

There are many different locations that could be great spots for a pledge drive including school or workplace cafeterias, driving schools (a great spot to reach new drivers early!), farmers markets/craft markets, community events, after-school programs, libraries, church gatherings — really any high-traffic area where people will have the time and capacity to stop, learn and pledge. All you need is a spot to put a small table (and possibly a tent if you are outdoors). You can also have people walking around with clipboards instead of setting up a spot with a laptop or tablet, or ideally, do both! The main point is to find a high-traffic and highly visible location where you can reach the largest number of people.

2. RECRUIT VOLUNTEER HELP

When engaging crowds, it is always a good idea to have at least one other person on hand to help you talk to interested parties, answer questions and take pledges. A volunteer will also be a big help in setting up and tearing down after an event or covering your table when you take a break. Whatever the task may be, it is always a good idea to have some extra help at hand.

3. GATHER PLEDGES

Once you are set up to attract prospective pledgers, make sure you are ready and able to collect their name and information. Whether you have a tablet, computer or a clipboard, it is important that people have a place to put their name, email address and ZIP code. Online pledges can be collected at: iturnitoff.com/pledgedrive.html. Printable pledge sheets can be downloaded at iturnitoff.com/pledgedriveform.html. Be sure to congratulate new pledgers and consider rewarding them with a handy Turn It Off window decal reminder or a Turn It Off bumper sticker available for purchase at iturnitoff.com/resources.

4. EDUCATE YOUR COMMUNITY

Whether your pledge-drive station has infographics or you give out a brochure, make sure pledgers know what they are signing up for. People will not give out their information unless they understand the cause. Make sure you give them something to take home as a reminder. Download our handy infographics and flyers at iturnitoff.com.

HAPPY PLEDGING!



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