

## Lights for Learning Fundraiser

### Frequently Asked Questions



The fundraiser, sponsored by the Energy Trust of Oregon, Inc., helps schools earn funds by selling energy-efficient, ENERGY STAR® qualified Compact Fluorescent Light bulbs (CFLs). The school will earn a **50% profit** on every CFL sold and the chance to **earn bonus dollars of up to \$1,000**. Schools can receive instructional materials and customized interactive presentations about energy efficiency at no cost.

#### 1) **Why sell CFLs?**

Everyone needs to buy light bulbs! Here are some reasons they will want to buy CFLs:

- They use up to 75% less energy while emitting the same amount of light.
- Each CFL can save you, on average, \$30, for each one that replaces an incandescent
- They last up to 10 times as long as incandescent bulbs.
- Using less energy means lower utility bills month after month.
- CFLs can be used wherever incandescent bulbs are used – indoors or out!

#### 2) **What is ENERGY STAR?**

The ENERGY STAR label is awarded to products that have exceeded federal energy efficiency standards – simply put; they are the most efficient product on the market today.

#### 3) **Who is the Energy Trust?**

The Energy Trust is a public-purpose organization that promotes energy efficiency and renewable energy generation. Currently, the Energy Trust is delivering residential energy efficiency programs to customers of Portland General Electric, Pacific Power and NW Natural in the state of Oregon.

#### 4) **Why are they sponsoring this fundraiser?**

The Energy Trust sees the fundraiser as a way to solve two tough problems; helping schools raise much-needed funds while raising awareness of energy efficiency throughout the state of Oregon.

#### 5) **How much do the CFLs cost through the fundraiser?**

The CFLs sold through the fundraiser are priced from \$4 - \$12. Your school keeps 50% of the purchase price for each bulb sold. The CFLs sold through the fundraiser are priced competitively with ENERGY STAR qualified CFLs sold at retail.

#### 6) **How do we earn bonus dollars?**

Lights for Learning staff will develop achievable bonus goals for your school. When you meet it, you will receive a check for the amount, up to \$1,000. That's in addition to the profits you earned. The staff will help you achieve your goals, providing you with marketing materials such as press releases, newsletter articles and leave-behind pieces for the students. Field representatives are available for interactive presentations about energy efficiency and the benefits of CFLs.

#### 7) **What is involved in placing our order?**

At the end of the sales period, compile the number of bulbs in the spreadsheet provided to you by LFL staff. Fax, mail or e-mail in the spreadsheet along with a check for half of the amount raised – keep the other half. The bulbs will be sent to you for distribution within two weeks.

#### 8) **How are the CFLs packaged?**

Each CFL will come individually packaged, either in plastic or in a sturdy cardboard box. Any broken bulbs will be replaced at no cost to you.

#### **For more information:**

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