



# Green Market Fundraising (GMF) & NJCEP

- ***Fundraising with CFL light bulbs – Schools & other groups***
- ***Donations with CFL light bulbs***
- ***Goals***
  - *Help communities reach energy + greenhouse gas reduction targets*
  - *Educate children & families*
  - *Reach broad, diverse universe of NJ residents*





## 2008 GMF Results for New Jersey

- **Worked with 31 NJ communities**
  - 17 Clean Power Choice Communities
  - Residents in 400+ NJ Towns
- **Reached over 9,600 NJ residents**
  - 39% never used CFLs before
  - 1,246 asked for more information from NJCEP
- **2008 Fundraising Accomplishments**
  - 17 schools in 16 NJ communities
  - 4,000 students and families
  - Over \$17,000 raised for schools
  - Diverse set of schools & communities





## Spotlight on Fundraising:

Cranford, NJ

Orange Avenue School

Cranford Contact: Nelson Dittmar

*Orange Avenue School*



- **Fall 2008**
- **Sold 3,862 CFLs**
- **Raised almost \$4,000**
- **87 students participated**
- **353 customers (117 or 33% never used CFLs before)**
- **Testimonial from Orange Avenue School**

– “... (we were) extremely pleased with the fundraiser as well as with working with all of you... The products are great, you all went out of your way to try and make it easy... The delivery was exceptional, having everything packaged by child was wonderful. All in all a very successful fundraiser and an extremely worthwhile cause.”



Your Power to Save

[njcleanenergy.com](http://njcleanenergy.com)

New Jersey Board of Public Utilities



## Spotlight on Donations:

Englewood, NJ

Englewood Sidewalk Sale

Englewood Contacts: Crystal Brown & Carolyn Stenzel

- ***July 24-26, 2008***
- ***327 residents***
- ***104 (32%) never used CFLs before***
- ***39 (12%) signed up for more NJCEP info***



GMF w/ Englewood Mayor





## Spotlight on Donations:

Red Bank, NJ

Red Bank Sidewalk Sale & Summer Concert Series

Red Bank Contacts: Louis DiMento

- **595 residents**
- **227 (38%) never used CFLs before**
- **83 (14%) signed up for more information from NJCEP**



Red Bank Sidewalk Sale





## Exciting Work with Communities for 2009

- ***Work with 60+ schools (vs. 17 in 2008)***
- ***Increase community awareness of NJCEP programs***
  - E.g., *Home Performance with ENERGY STAR* program
- ***Expand variety of CFLs offered for sale***
- ***Continue to work with Community Partners closely***





## In closing...

- ***View us as a resource - we're here to help you realize your energy efficiency and environmental goals***
  - *Working to hold donation events in your community*
  - *Working to fundraise with your schools*
- ***Call us at 1.866.645.2402 or call me directly at 773.517.7516***
- ***Sign up online at [greenmarketfundraising.com](http://greenmarketfundraising.com)***
- ***Pick up fundraising packet at end of presentation***

