

ACTIVITY 3

KIDS KNOW HOW TO HELP OTHERS SAVE ENERGY

You've learned a lot about energy use and the choices involved in generating electrical energy. Now, be an advocate and share what you've learned with others in your community. Use your communication skills to create a public awareness campaign that informs Virginians about what they can do to save energy and how saving energy means saving money and helping the environment. Encourage everyone to pledge to reduce their energy consumption by taking the **10% Challenge** pledge at the Virginia Energy Sense website.

First, visit www.virginiaenergysense.org/challenge to learn more about the **10% Challenge**. Then use this sheet to plan your public awareness campaign. Work in small groups and brainstorm how you will spread the word about energy conservation. You might script and produce a video or radio spot, plan a digital or social media campaign, design posters and flyers, write letters to the editor (op-ed), or develop a PowerPoint presentation for a school assembly or PTA meeting.

BE PERSUASIVE

Here are some important steps in creating an effective and persuasive campaign:

1. List some ways everyone can help Virginia reduce energy consumption. Decide which ideas you will feature in your campaign.

2. How will you communicate your message? Consider the talents and resources of your group as you choose between making a video, for example, and writing an op-ed piece.

3. Brainstorm how to make your campaign persuasive. What words, images, and facts will you use to persuade your audience that energy conservation is important?

4. Come up with a "call to action" — a phrase or slogan that will motivate Virginians to reduce their energy consumption and take the **10% Challenge** pledge at the Virginia Energy Sense website.

Call to Action: _____

5. Get organized! Outline the steps required to create your campaign. Set dates for completing each step and decide who in your group will be responsible for getting the task done.

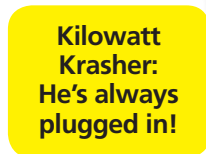
Steps	Due Date	Task Master
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

6. Here are some helpful tips for developing any effective public awareness campaign:

- Focus on a clear, persuasive message. Don't overload the viewer or listener with too many details.
- Check your facts. Document your sources.
- Make sure you leave your audience with the most important point of your message and what you want them to do.

When you complete your campaign, work with your teacher and classmates to launch it in your school and community. Your teacher might even choose

to submit your campaign to Virginia Energy Sense for the chance for your campaign to be shared with others across the Commonwealth.



VALUE YOUR POWER
VIRGINIA ENERGY SENSE