

***Light Bulb Fund Raiser***  
***Group Coordinator Orientation***  
***for the Orlando Utilities Commission***



*The Reliable One*®

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***Market Development Group***

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# *Agenda*

- Program Description
- Define Success
- Product Description
- Timeline



## ***Program Partners***

- Community Non-Profit Group (Groups)
- Orlando Utilities Commission (Sponsor)
- Market Development Group (Administrator)



## ***Light Bulb Fund Raiser Program Description***

1. Recruit local non-profit groups
2. ENERGY STAR and OUC promote value
3. Groups take orders & collect payment
4. Market Development Group orders bulbs
5. Groups deliver bulbs
6. Groups earn \$2 per bulb

# Who Can Participate?

**Any Locally-Based, Non-Profit Community Group**

- **Youth**
  - Schools, 4H, Scouts
- **Seniors**
  - Senior centers, Meals-on-Wheels, Historical societies
- **Civic**
  - Rotary, Lions, Knights of Columbus
- **Church**
  - Youth, Missions
- **Neighborhood**
  - Homeowner's Associations, Libraries, Garden Clubs



# *How Much Could Your Group Earn?*

<u>25</u>	"Salespeople" who sell an average of...
<u>25</u>	Bulbs each to a total of....
<u>625</u>	Energy-Saving Light Bulbs Sold
X \$2.00	

**\$1,250.00 Dollars Earned**



## ***Defining Program Success for OUC***

- Dollars raised by organizations for their fund-raising causes
- Bulbs installed in OUC service territory
- Energy saved
- Operations cost savings
- Carbon emission reductions

## ***CFL Product***

- 100W, 75W and 60W equivalent
- 9-year warranty
- Toll-free customer service
- Higher quality, longer lasting





# *Timeline*

- **March/April 2008** - Orientation for all Fund-Raising Group Coordinators to answer your questions about the fund raiser and distribute sales campaign materials.
- **April 21, 2008 (Earth Day)** - Sales Campaign will begin and go through the entire month of May during which time your group may take bulb orders and collect advance payments.
- **May 31, 2008** –Sales Campaign Ends
- **June 2, 2008** - All group bulb orders are due from Group Coordinators.
- **June 15, 2008** - Bulbs will be available for pick-up by Group Coordinator. Full payment is due when you pick up the bulbs. Make checks payable to Market Development Group.
- **Sales Territory.** OUC is offering this program to benefit its central Florida service territory. Participating groups should be based in these areas and focus their sales activities accordingly.



***Step 1:  
Group Orientation  
in March-April***

- Group Orientation Presentation
- Group Coordinator Sales Script
- Individual Sales Script
- Frequently-Asked Questions



## ***Group Coordinator Orientation Talking Points***

- Why Our Group is Raising Funds
- Distribute flyers and order envelopes
- Review Individual Sales Script
  - Pay \$5 to save \$50
  - Save 75% energy
  - Last 10 times longer
  - Reduce Utility Bill
  - Lower Carbon Emissions
  - Save Replacement Cost
  - Help our group raise money
- Review Frequently Asked Questions
- Review timelines for sales campaign



## ***Step 2: Sales Campaign Kick Off in April 21-Earth Week***

- Flyers to friends, family
- Posters at meeting site, workplace
- Order Envelopes
- Take Orders from **April 21- May 31**
- Make checks payable to your group





***Step 3:  
Sales Campaign Refresh  
on May 15***

- MORE Flyers to friends, family
- MORE Posters at meeting site, workplace
- MORE Order Envelopes



## ***Step 4: Group Order Collection on June 2***

- Collect Order Envelopes
- Deposit Checks and Cash
- Place bulk order to Market Development Group via:
  - Online link to utility web site
  - Email
  - Fax
  - Phone
- About Sales Tax



## ***Step 5: Group Order Delivery on June 15***

- Notified that group order is ready
- Make check payable to Market Development Group
- Bring order envelope copies
- Pick-up group order and prizes
- “Break down” into individual orders
- Individuals pick-up and deliver “their” bulbs
- Award prizes to individuals



## ***Next Steps to do Today***

1. Verify How Listed on OUC Participating Group List
2. Schedule Group Member Orientation
3. Train Members and Distribute Flyers and Order Envelopes
4. Erect Posters
5. Prepare to Kick-off Sales Campaign

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