

Sample Service Project Idea



In March 2006, Avery Hairston was 14. He had just seen the Oscar® winning documentary “An Inconvenient Truth” and felt compelled to help the environment. Together, Avery and his friends created and launched relightNY – a project to switch New York City buildings over to CFL bulbs.

relightNY:

- Spreads awareness of environmental issues and helps people understand the benefits of lowering energy usage.
- Reduces carbon emissions, energy used and energy costs (economy CFL bulbs last up to 10 times longer than standard light bulbs).
- Empowers people and helps them fight global warming.

EVERY'S IDEAS

Project Idea Builder • PART I

STEP I - See Avery's ideas in the pictograph.

STEP II

Which “outside” themes interest you the most? *Global warming*

For your favorite theme, what could you do to help?
Write down your ideas! *Decrease CO2 emissions*

Project Idea Builder • PART II

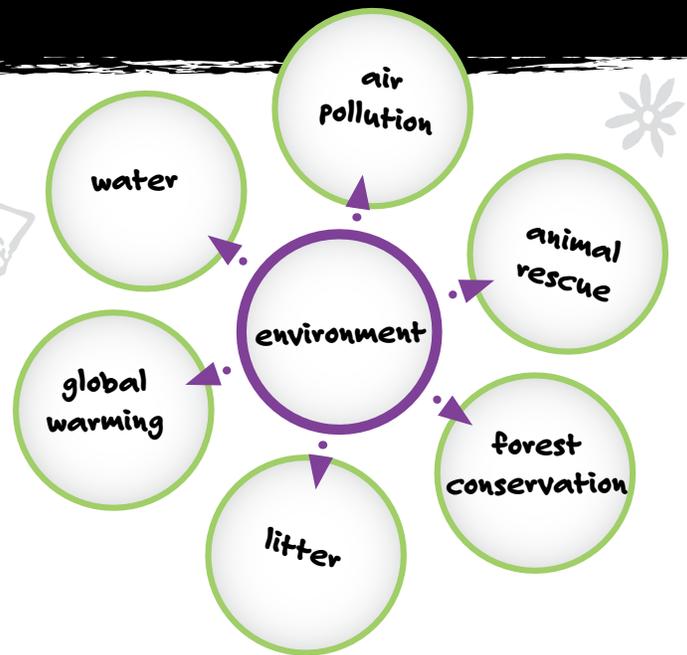
Why is your idea important?
Carbon dioxide causes global warming

What facts and research support your idea?
It traps heat from the sun in the atmosphere

What would happen if no-one addressed this issue?
Glaciers are melting and plants and animals are being displaced from their habitats

Why do you care? *We need to create a better environment and future for us all.*

- Why should others care?**
- *The weather is being affected, storms and droughts are increasing*
 - *We need to protect our environment*
 - *We need to make sure we don't disrupt animals and plants*



Where on Earth?

- Which is the best location?** *Everywhere! Online!*
- Why is this location best?** *Because everyone can access it*
- Do you have to travel to this location?** *No, work from home*
- What are the costs of this location?** *Web development costs*
- How long will you be there?** *At least until I go to college*
- Any alternative locations?** *Library, friends' homes, school*

continued... →

Sample Service Project Idea continued...

Who Benefits and Who Can Help?

Who or what can you help?

People in the community, who can save energy costs by switching to CFL bulbs. People everywhere will benefit from having a more stable environment.

How will these people be affected?

- They will have decreased energy bills
- They will have longer-lasting light bulbs
- They will decrease global warming

How many can you help in:

3 months? 100 6 months? 500 1 year? 5000

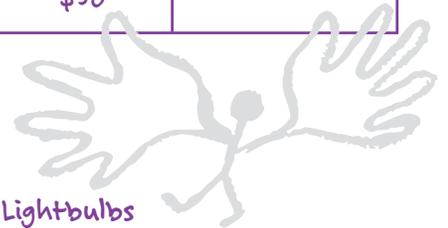
Who can help you?

- My friends
- Ask Home Depot for a sponsorship

Money You Need

Item	Quantity	\$ Cost	Donated?
Lightbulbs	5000	\$15,000	
Website	1	\$500	
Printed Materials	50	\$50	

Total Cost: \$15,550
 Less: Donations (so far!) \$1,000
 Net Cost to Fund: \$14,550



What materials can you get for free? Lightbulbs

Who will you ask for sponsorships/donations? Home Depot - I will ask them for a sponsorship

How else will you raise the money? I will ask for donations on the website. I will also ask friends to buy switchplates that I have decorated

Go Public

Write a title and slogan for your project.

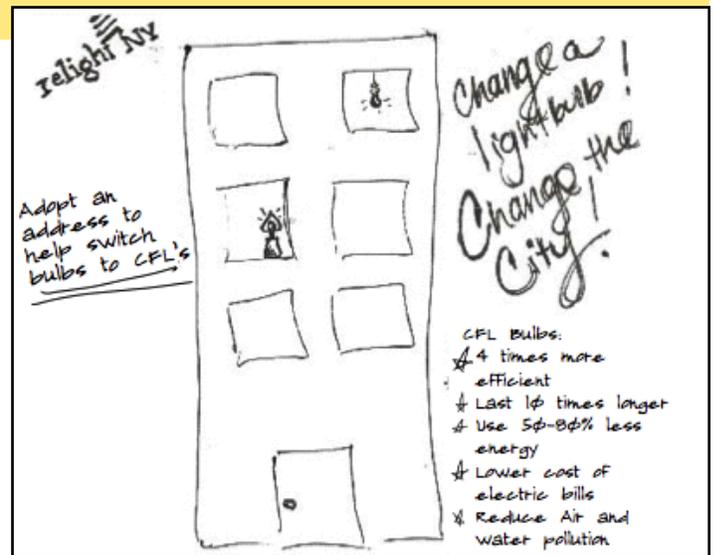
relightNY - Change a light bulb! Change the city!

Write 1 or 2 concise, persuasive paragraphs to inspire people to donate money to your project

I will get donations of light bulbs so that I can help change light bulbs and educate the public on the importance of decreasing CO2 emissions.

How will you get the word out? List five things:

- Email my friends
- Post it on Facebook
- Put flyers up at school & ask to do a presentation
- Talk to local environmental groups
- Make posters
- Design a website



Schedule Your Time

Task	Deadline	Helpers	Date Completed	Notes
Design Website	July 18	my brother	July 20	Launched July 27
Design Poster	July 30	mom		