

Charlotte Area

NC Air Awareness

[HOW TO: LIGHTS OUT! CAMPAIGN]

This two-phase approach encourages employees to turn off lights in unoccupied areas. Learn how to play the “Crab, You’re It!” game or start an Adopt-a-Light program at your office.

Step 1. Acquire management level support.

Step 2. Optional, select campaign team to help with campaign administration.

Phase 1: “Crab, You’re It” Game

Step 3. Purchase roughly one crab per two people, alternative: print, cutout, and laminate image of crab

Step 4. Identify locations of “Crab Shacks” or stockpile

- Majority of employees should have access to stockpile within close proximity (may have to distribute several shacks throughout office)
- Not in public/customer areas

Step 5. Email from management to express support

Step 6. Email roll-out with Game instructions

Step 7. Mass crabbing by campaign team

Phase 2: Adopt-a-Light Campaign

Step 8. Optional, identify which lights each light switch controls

- Post blueprint or layout of the floor above the light switch, highlight areas that the light switch controls

Step 9. Post Adopt-a-Light signs above each light switch in common areas

Step 10. Email coworkers with instructions and rewards for adopting light

Step 11. Compile names of Adopt-a-Light volunteers, enter names into prize raffle

Measuring Success (optional but encouraged)

Step 1. Prior to campaign roll-out conduct a baseline audit

- Obtain blueprint or layout of workspace
- Walk through marking workspaces/common areas that have lights on
- Conduct after business hours—request security escort to gain access to all areas
- Conduct another daytime audit—repeat walk through after 15 minutes to see if occupants have returned to those spaces marked unoccupied with lights on

Step 2. Set goals in regards to behavior

Step 3. Conduct follow-up audits, one week, one month, and six months following campaign conclusion