



## More Information about Lighten Up, Frankfort!

### **Why should my organization join in the Lighten Up pilot this fall?**

In addition to helping members of your organization learn how to save money by conserving energy, Lighten Up, Frankfort! is a fun way to build and strengthen relationships within and between community groups. It also provides a unique opportunity for your organization to demonstrate its commitment to caring for the earth and enriching the Frankfort/Franklin County community.

Climate change presents serious risks to human health and safety, but fortunately, it's a problem we can do something about. Thousands of people throughout the country have already used The Low Carbon Diet to significantly reduce their household greenhouse gas emissions (which contribute to climate change), and Lighten Up, Frankfort! will put this tool to work in our community. By participating in the pilot this fall, the first effort of its kind in Kentucky, your organization will be able to provide valuable feedback to help us ensure a successful community-wide campaign next year.

By participating in the pilot, your organization will be a leader in our community and help our city and county become leaders in the state in combating climate change.

### **How do we get started?**

Once your organization agrees to participate in the fall pilot of Lighten Up, Frankfort!, you will need to name a point person within your organization to coordinate your activities. FrankfortCAN will organize a meeting of the point people from all of the ten to twelve organizations participating in the pilot to allow them to share their plans, get ideas from each other, and get fired up about the project.

FrankfortCAN will help you develop a launch plan to educate your members about Lighten Up, Frankfort! and motivate them to participate. We can help your organization by putting on a Climate Change Café, a presentation and forum for discussion about climate change and the project guide booklet, The Low Carbon Diet.

Then, volunteers within your organization who agree to act as team leaders will form teams of five to eight households. Each household will need a copy of the The Low Carbon Diet. Each team will follow the program laid out in the book, meeting together at least four times over the course of one to three months. FrankfortCAN will also offer training for the team leaders from all the Lighten Up, Frankfort! pilot organizations.

### **When do we start?**

FrankfortCAN will have Lighten Up program materials ready by August 1, 2009 so you can start any time after that. The pilot program will run throughout the fall, but you can launch your campaign on a schedule that works for you. We plan to announce the results by the end of November, so your plan should provide for teams to finish their activities and turn in their results to FrankfortCAN by Thanksgiving.

### **How many teams should we form?**

When you agree to participate in the fall pilot, we ask that you commit to forming at least one team but aim for as many as possible. Your point person might set a goal for your organization to help encourage participation. Healthy competition between the pilot participants could also be part of the picture.

### **Can people participate who don't live in Frankfort or Franklin County?**

Yes. There are many people who commute here to work or attend church, and we certainly want to include them if they're interested. We will simply report our results for both local and outside the county using the address information on the Team Signup Sheets.

### **Where do we get the Low Carbon Diet books?**

The Low Carbon Diet books are available from a variety of sources. They retail for \$12.95. Here in town, Poor Richard's Books in Downtown Frankfort is offering a 20% discount if you mention that you are participating in the Lighten Up, Frankfort! initiative.

### **How will the Frankfort Climate Action Network support us as we participate in this initiative?**

FrankfortCAN will:

- Provide a liaison to each organization to answer questions about Lighten Up, Frankfort!
- Meet with members of your organization to develop a plan for your organization's involvement in the initiative.
- Put on a Climate Change Café presentation and discussion forum at your organization to help educate your members about climate change and The Low Carbon Diet.
- Provide Team Leader Packets and offer training for team leaders.
- Provide e-mail updates to all participants about how the pilot is proceeding—with information about the organizations, how many teams and households are participating, events being held by the organizations, etc.
- Collect and tabulate data about carbon savings resulting from the pilot.
- Publicize the project.
- Conduct an evaluation in order to learn lessons from the pilot that will help make the 2010 community-wide Lighten Up, Frankfort! initiative a huge success.

For more information, please contact your FrankfortCAN liaison or FrankfortCAN Lighten Up Coordinator Tona Barkley at 502-320-3275 or [lightenupfrankfort@gmail.com](mailto:lightenupfrankfort@gmail.com)

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