PROJECT Porchlight

A success story

ONECHANGE

Simple actions matter.™

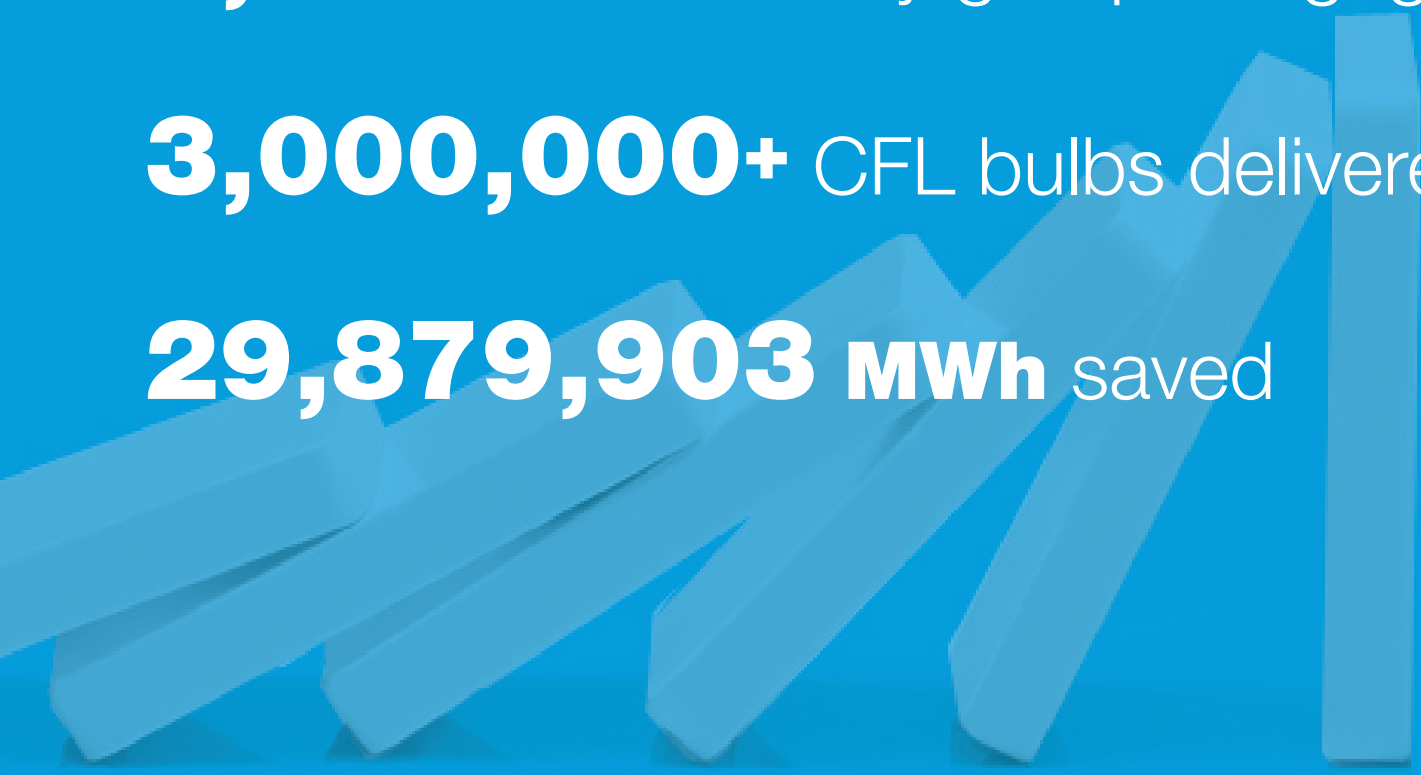
900+ communities reached

12,000+ volunteers mobilized

3,000+ community groups engaged

3,000,000+ CFL bulbs delivered

29,879,903 MWh saved



From just **50** bulbs in 2005
to **over 3 million** delivered to date,
One Change's Project Porchlight
has evolved from a simple idea
to become a transformative force,
converting awareness to action.

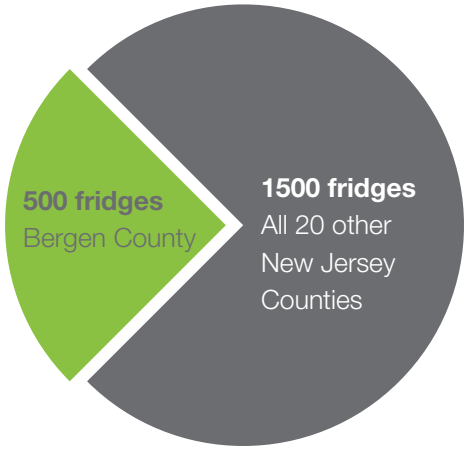
Bringing change to the door

By mobilizing people in their own communities to go door-to-door, One Change overcomes the barriers that limit the reach of traditional awareness campaigns. We engage first adopters and existing community networks to extend the reach of state, provincial, corporate and utility program messages. Project Porchlight builds a strong grassroots movement for positive, measurable change and creates the momentum required to meet ambitious energy conservation targets.

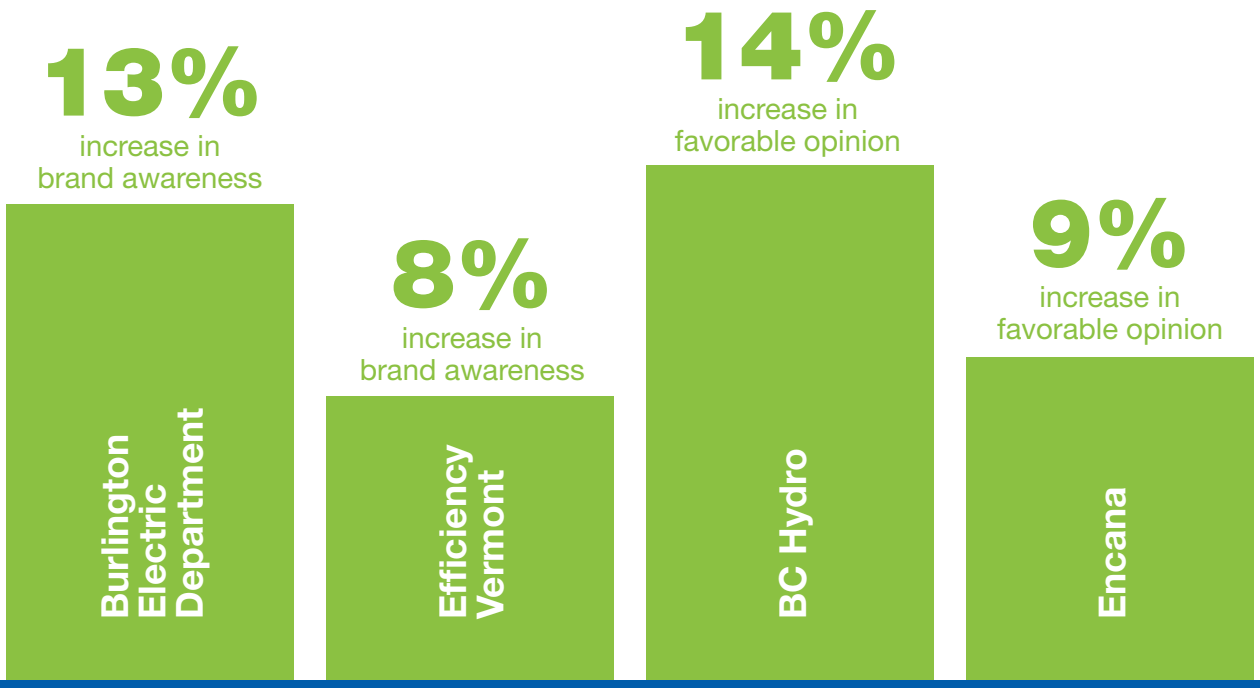
The bulb is the catalyst. It's the trigger for long-lasting support and participation in future energy conservation programs.

By connecting residents to a simple action, Project Porchlight motivates customers to participate in other sponsor programs, leading to the adoption of more significant energy-efficiency measures.

Project Porchlight staff and volunteers promoted Jaco's Refrigerator and Freezer Recycling program at the door to residents of Bergen County, one of 21 New Jersey counties. Refrigeration recycling partner Jaco reported that **of the 2,000 fridges** that were picked up statewide, **500 were from Bergen County.**



Changing perceptions



"One Change is a **branding machine.** Funding partners gain significant favorables in the opinion of those who were exposed to One Change campaigns. By partnering with One Change, funders have the potential to gain the kind of social capital required to make difficult or controversial decisions that affect the communities in which they operate."

— Greg Lyle,
Innovative Research Group

Project Porchlight sponsors get noticed

One Change's New Jersey campaign has resulted in over 175 earned media stories which mention sponsor support.

Sponsor logos appear on all Project Porchlight campaign materials, including the bulb box, T-shirts, delivery bags and informational literature.

Sponsor representatives are invited to speak at campaign launches, community events and various other events that attract media attention.

One Change
empowers people
to believe that
simple actions matter,
and to make
smart choices
that protect the
environment.

onechange.org

ONECHANGE
Simple actions matter.™