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Community and Volunteer Handbook

Thank you for supporting Earth Hour™! As a volunteer, you will be part of the team that is vital to the success of Earth Hour. So get ready to have a fun and exciting time, all while making a difference in the fight against climate change!

Earth Hour is a global event led by WWF. This year we want to make Earth Hour even bigger to show the world that Canadians care about action on climate change. We need your help to spread the word and to get your community involved. This handbook is designed to give you recommendations on how to make Earth Hour a success in your community - no matter what the geographic location or size.

To get started, please answer what best describes you?

1. [My Town or City is Listed on www.EarthHourCanada.org](http://www.EarthHourCanada.org)
2. [Resources](#)
3. [My Town or City Has Not Signed Up to Participate in Earth Hour](#)
4. [I Want To Plan An Earth Hour Event!](#)
5. [What do I say? Earth Hour Message and Script](#)
6. [One Step Further](#)

My Town or City is Listed on www.EarthHourCanada.org

Earth Hour is looking to get as many cities and municipalities in Canada as possible to participate. These cities and municipalities will be listed on the www.EarthHourCanada.org website after a municipal employee confirms participation by emailing earthhour@wwfcanada.org. Cities have to commit by agreeing to turn off lights in municipal buildings and to promote Earth Hour to their residents and businesses.

All cities are in need of passionate, personable and committed volunteers to help build awareness of Earth Hour at the grassroots level. This can be anything from soliciting support from local businesses to spreading the word in street teams. Please see [section 2](#) for resources available to you to help promote Earth Hour.

If you are in the Toronto, Ottawa, Halifax, Edmonton or Vancouver area, WWF-Canada is in need of volunteers in the 6 weeks leading up to Earth Hour. Please note that these volunteers must be able to work a minimum of 8 hours per week as well as attend a training session. If you are interested in becoming an Earth Hour volunteer, please email earthhour@wwfcanada.org

Resources

There are many resources available online that will help you to promote Earth Hour in your own community. These are all available on the download section of the Earth Hour Canada website at www.EarthHourCanada.org. These resources can be passed on to the city, organizations or businesses that you are working with.

Resources Available:

- Communications Toolkit – including:
 - Logos
 - Posters
 - Logo Guidelines
 - Countdown Clock for Web
 - Earth Hour Summary Document
- Business Toolkit – including:
 - Scripts for approaching businesses
 - Summary and Frequently Asked Questions documents
- Facebook Community – www.facebook.com/EarthHourCanada
- Twitter - @EarthHourCanada or @WWFCanada

My Town or City Has Not Signed Up to Participate in Earth Hour

In order for your city to be recognized as a participant and supporter of Earth Hour, a municipal employee must email earthhour@wwfcanada.org and agree to turning out lights in municipal buildings and promoting Earth Hour to residents and businesses. Names will be added to the Earth Hour website until Monday, March 22 – so please have the city confirm **ASAP**.

To begin this process, write a letter to your local councilor and/or Mayor asking that your city or town officially support Earth Hour. Only one Councilor needs to champion Earth Hour and send an email confirming the city or municipality's support.

I Want to Plan an Earth Hour Event!

Earth Hour can be celebrated at any level - from a small event with friends and family, to a neighborhood block party or even a larger community event. The following information is for people who are interested in organizing an event of their own.

WWF-Canada has many tools available for public download on how to organize, promote and execute an Earth Hour event. Please see [section 2](#) for a list of resources.

If you want to spread the word and encourage other people and businesses to sign up to participate, please see [section 5](#) for the Earth Hour message and script and for available resources

please see [section 2](#). When signing up businesses, think about utilizing associations such as tourism boards, trade boards, property management companies, etc. because these associations will have a larger reach to other businesses and organizations with less effort.

The Earth Hour team has also set up a Facebook group where people can share their experiences with the rest of the country. This site is a place to ask questions, post ideas, share photos and much more. We encourage you to join this community and invite your own network to do the same at www.facebook.com/EarthHourCanada you can also follow both WWF-Canada and Earth Hour on Twitter to get up to the minute update @WWFCanada and @EarthHourCanada

If you are an organization interested in donating your services or sponsoring a local event, contact your local city or town officials. Determine if they are a supporting city and if they are hosting any events of their own. If they are not signed up, see [section 3](#) for details on how to confirm their participation and have them recognized by the Earth Hour team. If they are, contact the local government and begin to collaborate.

We also ask that you communicate your successes, challenges and photos with the Earth Hour Facebook group, Twitter feed or the Earth Hour Canada team at earthhour@wwfcanada.org

What do I Say? Earth Hour Message and Script:

Hi, my name is _____

I am here to tell you about Earth Hour happening on Saturday, March 27 at 8:30 pm. Earth Hour is a global lights-out initiative led by WWF that encourages people to turn off their lights for one hour to show they want to be a part of the fight against climate change.

Last year, Earth Hour was a huge success with more than 80 countries participating worldwide and in Canada, over 10 million people participated in more than 275 cities from coast-to-coast.

This year, we want to make Earth Hour even bigger to show the world that Canadians care about action on climate change. Millions of people across Canada turning off their lights together sends a strong message to government that can't be ignored.

We would like you to participate in Earth Hour. That means you will:

- Turn off your non-essential lights on March 27 at 8:30 pm (being mindful of lighting needed for safety, of course) including external signs. This will let the public know that you're supporting Earth Hour.
- Sign-up at www.EarthHourCanada.org
- Then think about what else you can do to reduce your energy use beyond Earth Hour. For example, unplug electrical appliances, lower your heat, and switch to energy efficient lighting and appliances.
- Consider any other activities or promotions you can engage in to let the public know that you're involved in Earth Hour. For more ideas, visit www.EarthHourCanada.org

One step further

The world is up against a deadline to stop dangerous climate change. In 2012, the Kyoto Accord, the most significant international agreement to control greenhouse gas emissions, will expire. In June 2010, Canada will host the G8 and G20 Summits – meetings where the most powerful heads of state come together to discuss the world's most pressing issues including climate change. It is important to come to a new climate agreement which extends past Kyoto. The process needs to be started now because it will take 2-3 years for ratification and to ensure a seamless transition.

Climate change is a global problem that requires global cooperation. Our nations' leaders must work together to achieve a fair, effective, science-based treaty. We must dramatically cut global greenhouse gas emissions by 25-40% by 2020 and by at least 80% by 2050 compared to 1990 levels. By participating in Earth Hour, you are demonstrating to the world's leaders that you want to see them take immediate action to reduce greenhouse gas emissions.

Here are some suggestions for leveraging your own passion and support for Earth Hour to help bring action to the issue of climate change.

- Sign up for Earth Hour at www.EarthHourCanada.org. Visit and join the Earth Hour Facebook page at www.facebook.com/EarthHourCanada to see what others are doing around the globe. On Twitter, follow @WWFCanada and @EarthHourCanada. Post pictures, talk about successes and challenges and meet like-minded people.
- Encourage your personal network to do the same, email and talk to your friends, family and/or employers to get them involved. Consider what else can be done within your home and workplace to drive change in behavior and practices to reduce greenhouse gas emissions. For ideas regarding further advocacy, please visit www.wwf.ca.
- Make every hour Earth Hour and join the [Living Planet Community](#). The Living Planet Community is an action-oriented campaign that enables and encourages Canadians to make changes to their everyday lives to reduce their environmental footprint. This includes a wide range of actions from easy to hard – for everyone who wants to live more “green”.

Thank you!

Last and most importantly, thank you! WWF-Canada really appreciates your dedication and enthusiasm to help with this project.

Should you need any help please contact earthhour@wwfcanada.org. Due to a very high volume of emails we will do our best to respond as soon as possible but delays are possible.

Please note: All volunteers are representing WWF-Canada and are expected to interact with others in a positive, friendly and professional manner. Volunteers must always keep in mind that our purpose is to provide a high-quality and enjoyable experience for all Earth Hour participants. All volunteers must be: trustworthy, reliable and focused on providing excellent customer service to Earth Hour participants and to members of the public.