

EARTH HOUR HOW TO GUIDE

I WILL IF YOU WILL – ORGANISATIONS & COMMUNITY GROUPS

What would your organisation be willing to do to get 10,000 people to recycle?

The campaign, called **I Will If You Will**, uses a dedicated YouTube platform to empower people to share a personal challenge with the world to help create a sustainable future, in the lead up to Earth Hour on 31 March 2012.

How can your organisation participate?

We have included below a step-by-step guide to help you create your challenge and make it come alive in your workplace and community. Don't forget to use the other tools and downloads from the earthhour.org website to learn more.

1. Choose your audience for the challenge – customers, staff, members, clients or maybe the world?
2. Create your challenge by identifying what your company will do (“I Will”) for the challenge. Select your “You Will” from the pre-populated list of environmental outcomes on www.youtube.com/earthhour If you would like to create a unique “You Will” contact us on the email below.
3. Record your challenge on video using a camera, webcam, mobile phone or whatever you can get your hands on.
4. Go to www.youtube.com/earthhour and you will find the I Will If You Will page. Login using your YouTube, Facebook, Twitter or Gmail account details and follow the simple instructions to register your challenge.

What else do I need to know?

When you register your dare, here are a few tips:

- The login username will be the identity for the challenge and will be the “face” of your challenge
- Use #tags to tag your organisation name on your challenge so people can find it
- Your challenge will have its own unique link, so don't forget to note it down

Share your commitment with your audience – promote it through your own channels including website, social media, intranet, press release or email. You can also download a widget that can sit on your own website.

**Don't forget to fulfil on your end of the deal when your challenge target has been met!
If you make a promise, you have to keep it.**

For more information or if you have any questions, email contact@earthhour.org