



Hawaiian Electric Company

Home Energy Challenge Early Adoption Benefits

Schools turning in their signed Letter of Intent early* are able to make plans for events at the very beginning of the school year and increase enrollment in the Home Energy Challenge. Below are 3 advantages for early sign up and early planning:

1. First Day of School
 - a. Include the Home Energy Challenge application form with the first day of school's take-home paperwork. This increases readership and response.
2. Open House
 - a. Principal can mention the program and encourage parents to participate.
 - b. Incentivize parents/students to sign up at Open House and receive a free HECO token (pencil or tattoo). Parents must come with their HECO account number and account holder's name in order to sign up and receive free token.
 - c. Invite HECO spokesperson to speak for 5 minutes to motivate and encourage parents to sign up. (Because many open houses are on the same night, availability of the spokesperson will be first come, first served.)
3. Energy Conservation Awareness Evening
 - a. Plan for and arrange an Energy Conservation Awareness evening with the parents and children; led by a HECO spokesperson. (This is a 45 minute alternative to the 5 minute Open House presentation.) The Energy Conservation Awareness meeting is a lively 45 minute program that is packed with energy tips, interactive games, and a special energy conservation DVD made especially for Hawaii's children and their families. This meeting can be used to boost enrollment in the Home Energy Challenge and then teach the families how to conserve energy in an effort to win cash prizes for the school. All families are welcome to attend and learn, even those that don't have a HECO account or don't wish to formally enroll in the Home Energy Challenge.

*Schools may sign up any time between now and August 13, 2010 by submitting the Principal's Letter of Intent document to fax # 543-7412.