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AYEA is a program of the National Wildlife Federation (www.nwf.org)

Demonstration Project: Pump 'em Up!

Problem: The Pump 'em Up project addresses the Global Warming and Carbon Emissions issue. It deals specifically with the problem of under-inflated tires causing poor gas mileage in

cars.

Goal: This project's goal is to increase awareness of the benefits of proper tire inflation. This in turn will decrease carbon emissions from cars due to their improved gas mileage. The goal for a certain Pump 'em Up campaign could be to hand out X amount of brochures and tire gauges, or to have X number of booths around town, etc.

Activity: This project is carried out by small groups or individuals dispersed around a town or city. The groups hand out brochures and tire gauges while talking to people to educate them about the issue. The groups set up in a place with good pedestrian traffic flow, like a gas station (works well with the pumping tires part), or the entrance of a supermarket, etc. They can either set up small booths or just stand and talk to people. Usually this system works well in one day, with lots of groups simultaneously handing out the items around town. If enough volunteers were found, it could be done over an entire week. The volunteers usually take shifts of 1-2 hours.

Inventory: The main resources needed are Tire Gauges, Brochures, and Volunteers. Lowe's and Home Depot are potential sources of funding for getting donated tire gauges.

Promotion: The project's main goal is promotion, and you need people to show up at the event in order to get your message across. It is essential to gather volunteers to give out the gauges, also, so promotion is very important within environmental groups and also youth groups (e.g., Boys and Girls Club, Girl Scouts, church youth groups, etc.). If you have contacts within other volunteer groups, use them to spread the word, or attend a meeting yourself.

You can attract the media by sending out a public service announcement 2 weeks before the event; you can also send out a press release the day before the event and assign one youth to talk to reporters if they show up. This event makes a great "visual" for photographers to include in the paper! Posters, radio ads, newspaper coverage, etc, are a good to get the word out to the public about the Pump 'em Up day.

Celebration: One way to evaluate this event is to keep track of the number of tire gauges given out. That way you know how many people the event has reached. Then, you can compare that number to your goal to see if you succeeded. Have a party!