

**Subject Line: To Save Our Planet: Take One Small Action. Repeat. Repeat.....**

Hi <Name>,

*Congratulations* -and thank you for getting involved! You have just taken your first action against one of the greatest dangers that life on earth has ever faced.

When you look at the effects of global warming – polar ice caps melting, rising seas drowning coastlands, rivers and lakes drying up, catastrophic drought decimating harvests – it’s easy to lose hope. How can any one human being have an impact on something so, well, *planetary*?

But the amazing thing is – *you can*. The decisions of individuals created this situation over time, and the decisions of individuals can help to reduce – or even stop – it!

You don’t need to have super powers to be a hero for the planet. With just *one simple action at a time*, you can eliminate hundreds or thousands of pounds of greenhouse gas emissions from your household, your car, or your place of business. Imagine the effect of those decisions over time – especially if your friends follow your good example, and then tell *their* friends!

We’re not talking about major things here...you could certainly choose larger, more ambitious actions! But I’ll be sharing small, simple tips with a big impact on the environment...like this one:

Did you know that you can begin removing 5,000 pounds of CO<sub>2</sub> from the air with one simple action that takes a few moments and costs you \$10 or less?

What is that action? Planting a tree that’s native to your area!

Just go to Free Trees & Plants ([www.freetreesandplants.com](http://www.freetreesandplants.com)) and buy a tree for less than \$8.00 (to cover processing and shipping). Your purchase won’t just clean up the atmosphere – it will support healthy plant rescue and provide work for disabled persons across the U.S.

Or, if you’re more ambitious, a \$10 donation to the National Arbor Day Foundation (<http://www.arboday.org>) will give you 10 free trees to plant or pass on to your friends and neighbors! This is just *one* of the many tips I’ll be sharing with you! So come with me on this 30-day journey, and learn about some of the small, simple steps you can take to stop this planetary danger while there’s still time.

And from the bottom of my heart, on behalf of the Earth and all the living beings who make the Earth their home....*thank you*.

**Subject Line: Light Up Your World – And Help Cool the Planet!**

Hi <Name>,

Any day now, you're going to flip on a light switch, hear a pop and see a flash – and then darkness. Another light bulb out. At that moment, stopping global warming may be the last thing on your mind...but *this is your prime opportunity!*

For each incandescent bulb you replace with a compact fluorescent ("CFL") bulb, you can save *100 pounds of carbon dioxide per year* – not to mention \$20!

The savings add up quickly, and you'll see other benefits, as well...

- The same quality of light as an incandescent bulb, for 25% of the energy...
- A 5 to 10-year lifetime for each bulb, with normal use...
- A reduction in electric bills, so your CFLs pay for themselves...

In fact, Energy Star estimates that *just one* CFL in every American household would...

- save enough energy to light more than 3 million homes for a year...
- save more than \$600 million in annual energy costs...
- Save enough CO<sub>2</sub> to offset the emissions of more than 800,000 cars...

With benefits like these, you may be asking – where can you find CFLs, and how much do they cost? They're about \$3.00 in almost any store these days – and I recommend ....

**Subject: The Steamy Facts – How Your Hot Water Heats Up the Planet**

Hi <Name>,

Maybe you love the thought of a *really* hot, soothing shower...stepping out through billows of fragrant steam looking like a boiled lobster and feeling every muscle blissfully relaxed. Or maybe somebody told you that your dishes get cleaner if you wash them at 140°F....

There are a lot of myths out there that say hotter is better...but the truth is that very hot tap water is not only *dangerous* for you and your family, it's also dangerous for the planet!

According to doctors at the Shriners' Hospitals for Children:

- *It only takes three seconds* to get a second-degree burn at 140°F.
- *It only takes five seconds* to get a third-degree burn!
- For children, or the elderly, it can take *even less time*.

That's one *very* short, *very* dangerous shower!

For safety's sake, some states require by law that water heater thermostats be set to 120°F at the factory. And most household safety classes urge homeowners to keep the factory setting.

This won't just keep you and your loved ones safe – it will also reduce your energy consumption and your carbon emissions. You see, to maintain that high temperature in its storage tank, your water heater needs to work harder, consume more energy...and release more greenhouse gases.

Bottom line: keeping your water heater at 120°F will yield *a cool savings of 500 lbs. of carbon dioxide and \$30 per year!*

You may be thinking that setting your water heater to 120°F will help reduce your global warming impact, but that it is still only a small dent in the total carbon dioxide that you emit from your home...and you're exactly right!

To reduce the carbon footprint of your home even further you can go to [Terrapass.com](http://Terrapass.com) , calculate your home's carbon output, and purchase carbon offsets to balance it. This will allow you to counteract your greenhouse gas emissions by helping to fund clean energy projects throughout the USA!

**Subject: The Toxic Secrets Of Bright-White Virgin Paper**

Hi <Name>,

Did you ever get the temptation to hire a front-end loader to shovel the paper off your desk? These days it seems like most offices and homes are practically snowed in with endless forms, printouts, newspapers, junk mail, on and on.

I've read that every year enough paper is thrown away to make a 12' wall from New York to California...and statistics show that , on the average, *40% of every city's municipal waste stream is likely to be paper* - with 5% of that paper probably junk mail!

What you throw out stays in landfills for years, while the pulp and paper mills – the third most energy-hungry industry in the U.S. – churn out more fresh paper from trees every day! And along with the paper they're churning tons of greenhouse gas emissions into our air and deadly toxins like PCBs, dioxin, and other compounds into our water.

*But you can change this!* When you recycle your paper, it goes through a far less toxic process that helps to stop global warming while protecting life on Earth.

- Even if you and every American recycle *only one newspaper a day*, you'll be: *Saving 50 pounds of CO<sub>2</sub> per person, per year*
- Saving *25 million trees* per year - another major factor in fighting global warming, as our forests absorb much of the carbon dioxide in the atmosphere, and transform it into life-giving oxygen
- Saving 70% of the energy that would be used to manufacture paper from virgin wood

In addition, you'll be helping to save our waterways...many recycling facilities use manufacturing processes that do not produce the toxic byproducts released by chlorine bleaching.

Just imagine your impact if you seriously commit to recycling all your mail and office paper...

And don't forget – recycling is the planet-saving action that gives back! Your recycled paper can show up as newsprint, art paper, or high-quality office paper, suitable for laser-printing or copying, from sources like *(link)*. And for every ream of printer paper you buy with 100% post consumer recycled content, *you'll save yet another 5 lbs. of carbon dioxide* .

Offhand, it's hard to think of another simple action that has so many powerful impacts for the environment!

## 5 Load Up Your Dishwasher and Run Shorter Cycles

### **Subject: How Many Pounds of CO<sub>2</sub> Do You Take to Get Your Dishes Sparkling?**

Hi <Name>,

If you and your house-mate have ever debated which uses more resources – a dishwasher or hand-washing – here’s the definitive answer from the Department of Energy:

Washing dishes by hand can use up to 16 gallons of hot water. An Energy Star-certified dishwasher, on the other hand, can use as little as *four gallons* per load.

But here’s the real question: *what about the energy it takes to heat the water?*

This accounts for *roughly 80%* of the energy a dishwasher uses! And if you’re heating your household water to 140°F to sanitize your dishes, you could lose even more. To maintain that high temperature in its storage tank, your water heater needs to consume more energy...and release more greenhouse gases.

What to do? Here’s one solution: run your dishwasher only when you have a full load, and use shorter cycles (and therefore less water). You’ll be *saving 200 pounds of carbon dioxide emissions and \$40 per year* just by doing this!

Depending on your dishwasher, you may have additional energy-saving options, such as a “booster” heat setting that lets you turn your household water temperature down to 120°F (safer for you and your family, too!). Check your manual or

<http://www.consumerenergycenter.org/home/appliances/dishwashers.html> for more information.

Don’t have a dishwasher? No problem! Just set up “wash” and “rinse” basins in your sink, and don’t run the water constantly. This will cut your water *and* energy consumption considerably.

Of course, if you *really* want to make a difference, do as much as you can to cut your carbon output. Then go to [Terrapass.com](http://Terrapass.com), calculate your home’s remaining output, and purchase carbon offsets to balance it.

You’ll be fighting global warming because your carbon offsets will balance your greenhouse gas by helping to fund clean energy projects throughout the USA!

**Subject: Flabby Tires Balloon Your Payments at the Pump – And Your CO<sub>2</sub> Emissions**

Hi <Name>,

If you're like most of us, you've probably been feeling a cramp in your wallet at the gas pump. No matter what kind of vehicle you're driving, gas prices have been rising for everybody over the years! The only question is – *how much gas are you using, and how efficiently?*

I'll be talking about ways of cutting down on the gas you use later on...but right now I want to clue you in on the simplest, least expensive way of making sure you get the most out of every gallon of gas you buy.

Just get a tire gauge (link), and make sure that your tires are properly inflated. If they aren't, check for leaks and fill 'em up. Then, check them every month to be sure they stay that way!

Believe it or not, it's really that simple. Underinflated tires reduce fuel efficiency, *wasting up to two billion gallons of gasoline a year across the U.S.!*

Just by taking a couple of minutes to make sure that your tires are at the correct pressure, *you can save 250 lbs. of carbon dioxide and \$840 in gasoline per year.* And that's not even mentioning the amount of excess wear and tear you'll save on your tires...

But then, you've probably been noticing from this week's tips that small actions can give big results when you commit to fighting global warming!

7 Report Card & Invite

**Subject: What Have You Done This Week Against Global Warming?**

Hi <Name>,

So how are you doing? If you've been taking one action per day, you've probably saved hundreds – or even thousands – of pounds of carbon dioxide emissions. How much of a difference have you made?

<b>Doing This...</b>	<b>Saves This Much per Year...</b>		<b>Congratulations! You've Saved</b>	
	<b>Lbs. of CO<sub>2</sub></b>	<b>\$\$\$</b>	<b>Lbs. of CO<sub>2</sub></b>	<b>\$\$\$</b>
Installing one compact fluorescent bulb	100	\$20		
Setting your water heater to 120°F	500	\$30		
Recycling your daily newspaper	50			
Purchasing 100% post-consumer recycled content paper	5 per ream			
Running your dishwasher with a full load and shorter cycles	200	\$40		
Inflating your tires to the correct pressure	250	\$840		
Purchasing carbon offsets	(how many offsets did you purchase?)			
<b>Your Grand Totals</b>				

Pretty amazing, isn't it – how little you really need to do to *stop* adding to the problem, and *start* adding to the solution!

And remember, *you're not alone!* All across the nation – and the world – people are taking actions like yours to reduce their carbon output. One by one, with each of us taking small steps, you can make a difference.

And by sharing the difference you've made with others, you can increase your results exponentially....

Do you remember when you felt hopeless and helpless against global warming – how could you make a difference against such a planetary danger? And here you are today, having saved – how many? – pounds of emissions!

The view looks a little bit different from where you are now, doesn't it?

This is your opportunity to help your friends take action against those feelings of hopelessness. [Click here to share with them](#) about the difference you've made already...and how they can do the same!