



AWARENESS COMPETITIONS

Power the Force. Fuel the Fight.



WHAT IS AN AWARENESS COMPETITION?

Awareness Competitions encourage individuals to actively partake in energy education through contests that involve Total Force Airmen, their families, and the community.

There are two main types of Awareness Competitions:

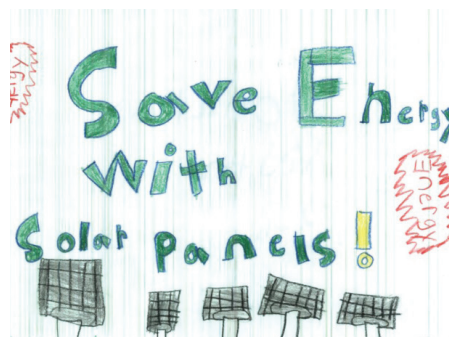
1. Polling Events
 - Contestants submit an essay, drawing, or poster to illustrate their understanding of the Air Force's energy priorities
 - Submissions are displayed publicly, and then the public votes on the winner
2. Outreach Events
 - One-time event for Total Force Airmen and/or community to gather, compete, and receive energy information
 - Competitive component can be fitness-based, such as a fun run, or skill-based, like a chili cook-off or battle-of-the-bands

Who is involved?

For Awareness Competitions, the more participants the better. Individuals can participate as a contestant, judge, or spectator. They are not limited to the Airman population. Awareness Competitions present ideal opportunities to build partnerships with the outside community such as schools or local businesses.

How do you measure success?

Success is measured by the number of participants, judges, and spectators who get involved and hear the Air Force energy message. In Polling Events, there is a tiered opportunity to maximize participation first by recruiting contestants to submit an entry and then by encouraging individuals to cast votes to select the winner. In Outreach Events, the energy message can reach both active contestants and attendees of the competition.



INSTALLATION SPOTLIGHT

Aviano AB partnered with Aviano Elementary School in 2012 to host an "I Am Air Force Energy" Drawing Contest.

Airmen from Aviano AB worked with the principal and teachers at the school to develop an energy curriculum that included a checklist of how to save energy in the different rooms of their house. Civil engineers from the base even went to the school to provide hands on education opportunities for kids.

Part of the curriculum included the drawing competition where the kids were encouraged to depict what they were learning in school and then the photos would be judged by Airmen.

In total, sixty-nine students drew their interpretation of Air Force energy and energy conservation and then 248 Airmen voted to select the winning drawing.

“Our Airmen are innovators. They have identified new policies, processes and technologies to improve the ways we use energy. We will look to their continued creativity and focus on energy to obtain an assured energy advantage in air, space and cyberspace.”

Secretary Michael Donley; National Clean Energy Summit, 7 August 2012

STEPS

1. Define the Rules (~60 days prior)

- ☐ Set the Duration of Competition
- ☐ Identify Eligible or Targeted Participants
- ☐ Designate Competition Officials
- ☐ Determine Award

2. Get Leadership Buy In (~45 days prior)

- ☐ Provide Overview of Competition Parameters
- ☐ Formulate “Asks” for Leadership Involvement

3. Promote the Competition (~30 days prior)

- ☐ Announce the Competition
- ☐ Leverage Leadership to Encourage Participation
- ☐ Leverage Mascots to Elevate Interest
- ☐ Provide Tools for Success (ex: Factsheets, Education, Training)
- ☐ Advertise Participant Incentives

4. Implement the Competition

- ☐ Kick-Off the Competition
- ☐ Continue Active Promotion to Encourage Participation
- ☐ Monitor Open-Polling or Evaluation Period

5. Announce the Winner

- ☐ Publicly Acknowledge All Participants
- ☐ Engage Leadership to Present Award to Winner
- ☐ Leverage Public Affairs Platforms (Base Publications, Local News, Social Media) to Cover Event/Results

6. Measure Performance Metrics

- ☐ Track How Many People Received Promotional Correspondence
- ☐ Record the Number of Participants
- ☐ Tally the Total Votes Cast (Public Polling Event Only)
- ☐ Capture Attendance at the Event or Award Ceremony

Broad participation across all target audiences including Airmen and neighboring communities is greatly encouraged. The more people who hear the Air Force message on energy the better!

In a public polling event, the competition remains open for a set amount of time. Two weeks was ideal to maximize participation without losing interest and momentum.

Continued active promotion can help encourage participation throughout the duration of the competition.

Awards can be certificates or trophies that acknowledge participation in the competition. Coupled with recognition from Air Force leadership, a non-monetary award provides prestige and honor to winners.

Polling Events that took place over a one-month period were able to maximize participation by building awareness without losing interest, and allowing ample time and opportunity for individuals to get involved.

When seeking leadership, know what to ask for:

- One promotional email sent from Wing Commander to encourage participation
- Two email updates during the competition
- One public appearance to present award to winner

Participation at a public event can be tracked through a sign-in sheet, raffle, or silent auction. While you may not capture 100% of the attendees, those who do sign in are the most engaged. Knowing who they are allows you to stay in touch and continue energy outreach in the future!

