

Northeast South Dakota Community Action Program
Sisseton, SD
NESDCAP Green Living Campaign
Budget: \$13,500



[Northeast South Dakota Community Action Program](#) (NESDCAP), a NeighborWorks Organization based in Sisseton, South Dakota, is using its NESDCAP Green Living Campaign to inform its community about the benefits of going green and about the incentives available to help finance green efforts.

As a primary component of the campaign, NESDCAP distributes conservation kits to clients who seek emergency utility assistance and to residents who attend regional home shows. The kits contain educational materials and items such as compact fluorescent light bulbs and low-flow shower heads that reduce resource consumption

in the home.

On March 25, 2009, the organization hosted a community event with its local utility company to raise awareness about simple, cost-effective ways to improve a home's efficiency. NESDCAP's Chief Executive Officer Marcia Erickson says the event included free energy efficiency seminars in which attendees each received two compact fluorescent light bulbs so that they could use one and "pay it forward" by giving the second bulb to a friend. The event, which was in celebration of [Otter Tail Power's 100th anniversary](#), also featured a NESDCAP open house attended by the power company's mascot, Ollie the Otter.

In addition to the above efforts, NESDCAP uses its [quarterly newsletters](#) to publicize information about available financial incentives for going green such as weatherization assistance programs and federal tax credits. The organization's homeownership counselors also make sure their clients are aware of these opportunities to green their homes on a budget.