How can we support your outreach?

Xcel Energy offers a portfolio of programs and services to augment your energy initiatives. Partners in Energy tailors support where you need it, which could include these examples.

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Xcel Energy Partners in Energy Support</th>
<th>Possible Deliverables</th>
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</table>
| **Micro-grants** *(ability to award funding within the community to support projects)* | ▪ Help identify possible sources of funding to develop a pool  
 ▪ Work with team to identify potential program structure | ▪ Community administered program  
 ▪ List of possible sources of micro-grants  
 ▪ Support with completing grant applications |
| **Grants** *(large capital award to pursue an investment in the community)* | ▪ Support defining project parameters and financial modeling  
 ▪ Assistance with identifying potential funding sources and technical assistance with completing applications | ▪ Large community project funded all or in part through third party  
 ▪ List of possible funding resources to pursue as capital intensive projects are identified |
| **People and resources to help deliver programs** | ▪ Support with developing systems to coordinate volunteers  
 ▪ Assistance with identifying where resources would have the greatest impact  
 ▪ Support developing promotional materials.  
 ▪ Help you identify volunteers or prepare them to serve | ▪ Geographic identification of where 1:1 contact would be most effective  
 ▪ Establishing a web portal for volunteer sign-ups  
 ▪ Training for volunteers |
| **Marketing materials** | ▪ Support with designing post cards, door hangers, posters, emails or other collateral  
 ▪ Assistance with identifying the best target market for a program or offering  
 ▪ Translation services for collateral for non-English speaking audiences  
 ▪ Newsletter content development | ▪ Collateral development based on your tactical objectives  
 ▪ Emails with educational materials on possible rebates or energy efficiency measures  
 ▪ Educational poster development to educate employees and customers  
 ▪ Ongoing column or blog leveraging existing community outlets |
| **Media relations** | ▪ Templates and content ideas for press releases or articles  
 ▪ Support developing a targeted outreach plan | ▪ Press releases  
 ▪ Articles for local media |

xcelenergy.com/PartnersInEnergy
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<td>Community data/activity tracking</td>
<td>• Information on energy use and program participation for neighborhoods or communities <em>(within constraints of data privacy rules)</em>&lt;br&gt;• Combine Xcel Energy information with other community data to get a more robust profile&lt;br&gt;• Recognition tools for participants</td>
<td>• Analysis of neighborhoods to identify opportunities&lt;br&gt;• Activity updates to support tracking program participation (tracking progress to goal)&lt;br&gt;• Recognition programs for residents or businesses who participate</td>
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<td>Education</td>
<td>• Develop communication collateral&lt;br&gt;• Identify expert resources&lt;br&gt;• Assist with developing training curriculum&lt;br&gt;• Provide information on associated utility programs&lt;br&gt;• Assist with developing a presentation</td>
<td>• A seminar or training for community members, trade or government employees&lt;br&gt;• A website to help inform or provide user support&lt;br&gt;• Trainings for community leaders on outreach topics&lt;br&gt;• Presentation and materials at local business association meetings to promote the community’s plan</td>
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<td>Events</td>
<td>• Assist with designing and developing invitations, agendas or other collateral&lt;br&gt;• Identify steps of an action plan to support a community’s event&lt;br&gt;• Assist with developing a communication plan to build awareness of the event</td>
<td>• A community trade fair to promote weatherization, renewables, community resources, etc.&lt;br&gt;• Open house to inform community members about the Energy Action Plan and solicit input and implementation support&lt;br&gt;• Event fliers, posters and signage</td>
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<td>Resource center</td>
<td>• Support developing web content&lt;br&gt;• Suggest potential organizations, programs or Web links that provide expertise in focus areas&lt;br&gt;• Case studies highlighting success stories with results associated with an Energy Action Plan&lt;br&gt;• Data visualization with energy-related data mapping to represent community use&lt;br&gt;• Free small business energy efficiency advisors</td>
<td>• Community website management that provides a portal to the Energy Action Plan and/or “how-to” steps to implement improvements&lt;br&gt;• Collateral that provides non-biased information on energy efficiency or renewable projects&lt;br&gt;• Bilingual information on how to participate in energy-related programs&lt;br&gt;• Provide list of possible financing options for large capital options</td>
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<td>Ongoing program communication</td>
<td>• Support with scheduling and coordinating team meetings&lt;br&gt;• Social media support – Tweets, Facebook, etc.</td>
<td>• Facilitating quarterly meetings for the implementation leaders to review plans and progress updates&lt;br&gt;• Facebook posts giving energy tips, updates on progress to goal, recognition and event announcements.</td>
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