

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.

Tactic	Xcel Energy Partners in Energy Support	Possible Deliverables
Micro-grants <i>(ability to award funding within the community to support projects)</i>	<ul style="list-style-type: none"> ▪ Help identify possible sources of funding to develop a pool ▪ Work with team to identify potential program structure 	<ul style="list-style-type: none"> ▪ Community administered program ▪ List of possible sources of micro-grants ▪ Support with completing grant applications
Grants <i>(large capital award to pursue an investment in the community)</i>	<ul style="list-style-type: none"> ▪ Support defining project parameters and financial modeling ▪ Assistance with identifying potential funding sources and technical assistance with completing applications 	<ul style="list-style-type: none"> ▪ 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	<ul style="list-style-type: none"> ▪ 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 	<ul style="list-style-type: none"> ▪ Geographic identification of where 1:1 contact would be most effective ▪ Establishing a web portal for volunteer sign-ups ▪ Training for volunteers
Marketing materials	<ul style="list-style-type: none"> ▪ 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 	<ul style="list-style-type: none"> ▪ 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	<ul style="list-style-type: none"> ▪ Templates and content ideas for press releases or articles ▪ Support developing a targeted outreach plan 	<ul style="list-style-type: none"> ▪ Press releases ▪ Articles for local media

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Community data/activity tracking	<ul style="list-style-type: none"> ▪ Information on energy use and program participation for neighborhoods or communities (<i>within constraints of data privacy rules</i>) ▪ Combine Xcel Energy information with other community data to get a more robust profile ▪ Recognition tools for participants 	<ul style="list-style-type: none"> ▪ Analysis of neighborhoods to identify opportunities ▪ Activity updates to support tracking program participation (tracking progress to goal) ▪ Recognition programs for residents or businesses who participate
Education	<ul style="list-style-type: none"> ▪ Develop communication collateral ▪ Identify expert resources ▪ Assist with developing training curriculum ▪ Provide information on associated utility programs ▪ Assist with developing a presentation 	<ul style="list-style-type: none"> ▪ A seminar or training for community members, trade or government employees ▪ A website to help inform or provide user support ▪ Trainings for community leaders on outreach topics ▪ Presentation and materials at local business association meetings to promote the community's plan
Events	<ul style="list-style-type: none"> ▪ Assist with designing and developing invitations, agendas or other collateral ▪ Identify steps of an action plan to support a community's event ▪ Assist with developing a communication plan to build awareness of the event 	<ul style="list-style-type: none"> ▪ A community trade fair to promote weatherization, renewables, community resources, etc. ▪ Open house to inform community members about the Energy Action Plan and solicit input and implementation support ▪ Event fliers, posters and signage
Resource center	<ul style="list-style-type: none"> ▪ Support developing web content ▪ Suggest potential organizations, programs or Web links that provide expertise in focus areas ▪ Case studies highlighting success stories with results associated with an Energy Action Plan ▪ Data visualization with energy-related data mapping to represent community use ▪ Free small business energy efficiency advisors 	<ul style="list-style-type: none"> ▪ Community website management that provides a portal to the Energy Action Plan and/or "how-to" steps to implement improvements ▪ Collateral that provides non-biased information on energy efficiency or renewable projects ▪ Bilingual information on how to participate in energy-related programs ▪ Provide list of possible financing options for large capital options
Ongoing program communication	<ul style="list-style-type: none"> ▪ Support with scheduling and coordinating team meetings ▪ Social media support – Tweets, Facebook, etc. 	<ul style="list-style-type: none"> ▪ Facilitating quarterly meetings for the implementation leaders to review plans and progress updates ▪ Facebook posts giving energy tips, updates on progress to goal, recognition and event announcements.