Welcome Advocates!
LIHEAP Action Day 2019
Energy Nerd Humor

SOMETHING IS
DIFFERENT ABOUT
YOU...

I GOT A PERM! ...DO
YOU LIKE IT?
Agenda – Wednesday, February 27

Thank you to the American Gas Association for hosting us!

12:00 – 6:00 P.M. Registration

1:00 – 3:00 P.M. State Team Meetings and Training
   1:00 -- 1:15 P.M. – Welcome, overview of agenda and packets
   1:15 -- 1:30 P.M. – LIHEAP Policy Update
   1:30 -- 2:00 P.M. – Effective LIHEAP Advocacy: Telling the Story and Making it Count
   2:00 -- 2:30 P.M. – Anatomy of an Advocacy Meeting Group and Role Playing Exercise — What Would You Do?
   2:30 -- 3:00 P.M. – Assign Roles for all Team Members, Practice for Hill Meetings
   3:00 -- 5:00 P.M. – Networking Reception at AGA, Extra Mile Award Presentation (pending availability of awardee)
Agenda – Thursday, February 28

7:30 – 11:00 A.M. Registration

7:30 – 9:00 A.M. LIHEAP Action Day Breakfast
   (courtesy American Gas Association)
   8:00 -- 8:15 A.M. – Welcome
   (Mike Bradford, Board President, NEUAC)
   8:15 -- 8:30 A.M. – AGA Chair Welcome
   8:30 -- 8:45 – NEADA Update (Mark Wolfe, Executive Director)
   8:45 -- 9:00 A.M. – Group Photo

Disburse to Hill Visits

9:00 – 5:00 P.M. Visit Congressional Offices on Capitol Hill
   (Lunch - on your own)
NEUAC membership

Let's do this together
this year...

- Yay! An App! (sponsored by Entergy)
- New advocacy packets – new design, new information
  - Weatherization Talking Points for LIHEAP
    - Thank you NASCSP and Eric Behna!
  - Client Stories
  - Core Message
  - Elevator Speech
Policy Update

Dan Alderson
Director of Energy Assistance

ATMOS energy®
Your natural gas company
Effective LIHEAP Advocacy: Telling the Story and Making it Count

Brian Caudill,
Managing Director
Governmental Affairs and Public Policy

American Gas Association
Telling the Story and Making it Count
Brian Caudill, AGA
Who Will You Meet With?

Maybe...
Who Will You Meet With?

More likely...
Congressional Staff

• Subject Matter Experts
• Eyes and Ears
• Conduit to the Boss
• Their Recommendations Matter
• Some of Us Were Staffers...
Jessica Franks, EEI
Chris Hickling, EEI (Mr. LIHEAP)
This Guy. Not the Puppy.
And You Never Know...
And You Really Never Know...
How **Not** to Approach a Meeting:  
A Collection of Staff Pet Peeves:

- Not “Just Staff”
- Nobody Reads Your 300-Page Report
- Make an Appointment. Arrive On Time
- Not Asking for Anything
- Arguing. Threatening.
- Inaccurate or Deceptive Information
- No Local Connection
Distinguish Yourself

Get the Logistics Right

• Know Your State Team

• Show Up Prepared

• Have Your Materials Ready

• Be Flexible – It’s Gonna Be Busy
Distinguish Yourself

Get Your Story Straight (15 Minutes..)

• Who Are Your Messengers?
• Facts, Figures and Data
• Make it Personal (Stories Work)
• Make it LOCAL
• Ask For Support
Distinguish Yourself

What if You Get Stumped or They Need More Information?

• Don’t Struggle, Argue or Evade.

• The Lobbyists Mantra: I Don’t Know the Answer to That, But I Will Follow With You ASAP.

• All Contact is An Opportunity.
Distinguish Yourself

Follow Up

• You Are There to:
  ṣ Tell the LIHEAP Story
  ṣ Ask For Support
  ṣ Make Relationships

• Nobody Sends Thank You Notes Anymore...
Distinguish Yourself

Don’t Be This Person. There is No Excuse.
Miscellaneous Planning

- Long Lines
- Bling, Shoes, and Weapons
- Odd Meeting Situations
- Social Media
- Reception Invitation
Questions? Comments? Obscenities?

Brian Caudill
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Anatomy of an Advocacy Meeting

¿ Who is present?
¿ How do we begin?
¿ What are the components we should cover during a meeting?
¿ What SHOULDN’T we say or do in a meeting?
¿ How do we end the meeting?
Who is in charge of...
What is the role of...

- State Team Leaders
- Nonprofit professionals
- LIHEAP or Fuel Funds Providers
- Stakeholders at other nonprofits
- Utility professionals
- Legislative Staff
- Support Staff
- LIHEAP grant recipients
  - Older Americans, veterans, single parents
- Lobbyists
Anatomy of an Advocacy Meeting

- **Introductions**
  - Brief, make a personal connection if you have one

- **Answer:** What is LIHEAP?

- **Present how LIHEAP serves constituents in their district/state**

- **Answer:** What made YOU come here today to support LIHEAP?

- **What do you want from the member?**

- **Ask:** Do you have any questions for us?

- **Thank them**
  - Sign the approps letter? Meet with you last year?

- **Repeat back any action items or outstanding questions if applicable, and the plan to address them**
Work in your groups...
What shouldn’t we say or do?
Energy burden

Definition: The percentage of household income spent on energy.

Example 1: $5,000/month income
$250/month energy costs
Energy burden is 5%

Example 2: $1,667/month income
$250/month
Energy burden is 15%
How does LIHEAP help reduce energy burden?

- Help households meet their home energy costs
  - Pay part of utility bills

- Assist when households face an energy crisis

- Low-cost weatherization measures
  - 15% pass-through allowable, up to 25% with a waiver
  - Furnace and HVAC replacement allowable

- To provide services to reduce the need for energy assistance
LIHEAP Impact

More than half (54%) of 2018 recipients in the National Energy Survey said LIHEAP helped them maintain a safe temperature inside their homes, and that they would have resorted to unsafe temperatures without it.

59% said they would have had their electricity or home heating fuel discontinued if it had not been for LIHEAP.
Social Media Education

The Low-Income Home Energy Assistance Program (LIHEAP) helps the most vulnerable American families afford their home energy bills.

LIHEAP helps keep our neighbors safe and warm in their homes.

#ProtectLIHEAP

Source: 2018 National Energy Assistance Survey
Social Media Education

One in three households helped by LIHEAP has at least one child younger than 18.

LIHEAP helps keep children from doing their homework in the dark.

#ProtectLIHEAP

Source: 2018 National Energy Assistance Survey
Social Media Education

Nine out of ten households helped by LIHEAP has at least one elderly person, child, or person with a disability.

LIHEAP helps keep our most vulnerable neighbors safe.

#ProtectLIHEAP

Source: 2018 National Energy Assistance Survey
More than half of households helped by LIHEAP have a disabled family member.

LIHEAP helps keep our most vulnerable neighbors safe.

#ProtectLIHEAP

Source: 2018 National Energy Assistance Survey
Social Media Education

One out of three households helped by LIHEAP went without food for at least one day in the past year.

LIHEAP helps keep our most vulnerable neighbors safe.

#ProtectLIHEAP

Source: 2018 National Energy Assistance Survey
Three out of ten households receiving LIHEAP used their kitchen stove or oven to provide heat.

LIHEAP helps keep our neighbors safe and warm in their homes.

#ProtectLIHEAP

Source: 2018 National Energy Assistance Survey
Social Media Education

Four out of five households helped by LIHEAP has an annual income below $20,000.

LIHEAP helps keep our most vulnerable neighbors safe.

#ProtectLIHEAP

Source: 2018 National Energy Assistance Survey

neuac
LIHEAP Postcard Project
Thanks for keeping us warm in the winter. I'm thankful for everything you doing for us. We would be cold.
Are you an expert yet?
Then let’s…

RolePlay
How is funding distributed for LIHEAP?

Your response?
“Tell me about someone in my district who was helped by this program.”

Your response?
How do you know the program is successful? Are there performance indicators for LIHEAP?

Your response?
Aren’t there moratoria in place? Why do we need LIHEAP if we have that?

Your response?
I know LIHEAP pays utility bills, but what does it do to help with affordability long-term? Can we pay for renewables with LIHEAP?

Your response?
What are you asking from me? What can I do to be supportive?

Your response?
Questions?

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NEUAC 2019 Extra Mile Awardee