OPERATION FUEL ENSURES EQUITABLE ACCESS TO ENERGY FOR ALL BY PROVIDING YEAR-ROUND ENERGY ASSISTANCE, PROMOTING ENERGY INDEPENDENCE, AND ADVOCATING FOR AFFORDABLE ENERGY.

• 9 full-time staff
• We provide year-round residential energy assistance for all energy sources, including water utilities
• Grants up to $500 for electric and gas utilities, all deliverable fuels and water utilities
  • We partner with 109 intake sites in the state
  • We reimburse intake sites for each approved application ($25 for energy and water grants and $10 for utility arrearage forgiveness program enrollment and or activity)
• Home system repair or replacement grants up to $5,000 (furnaces and hot water systems)
OPERATION FUEL’S MISSION MOMENTS

“The need, not the system, dictates the action and the timing.” – Father Thomas Lynch

• Add-A-Dollar
  • Collaboration
  • Policy

• Systems Benefit Charge
  • Impact of Policy

• Marketing
  • Constant gardening
ADD-A-DOLLAR

1983 CT General Assembly mandates electric and gas utility companies serving 75,000 or more establish Add-A-dollar program

• Collaboration
  • Governor’s office
  • Legislature – Energy and Technology Committee
  • Utility Companies

• Amount Raised in 2018
  • $600,000 – latest estimate is 3% statewide participation

• Marketing – Easiest Way To Give
  • Press releases
  • Radio
ADD-A-DOLLAR
SYSTEMS BENEFIT CHARGE

Surcharge on electric bills, also known as the Combined Benefits Charge. The CPB is 5% of customers' bill and generates about $60 million a year. [https://www.cga.ct.gov/2015/rpt/pdf/2015-R-0047.pdf](https://www.cga.ct.gov/2015/rpt/pdf/2015-R-0047.pdf)

- Years of Policy Work
  - As of 2015, $2.1 million allocation to Operation Fuel in perpetuity

- Identify Effective People
  - Lobbyist
  - Policy-maker on the rise
  - State agency
  - Utility company
MARKETING IS AN ONGOING ACTIVITY...FOREVER!

• Media and Marketing Policy
  • Schedule for the year
  • Have a plan, staff identified to represent agency
  • Talking points for Board and Staff

• Seasonal Campaigns
  • Fall – back to school, impact on children
  • Winter – keep families warm
  • Spring – end of winter protection
  • Summer – refrigeration, food, medicine, MS, Asthma

• iHeart Media
  • Monthly interview
    • Invite partners to share spotlight
  • 3 PSAs per year
MARKETING IS AN ONGOING ACTIVITY... FOREVER!

• Media Outlets
  • Social media (FB, LinkedIn, Twitter)
  • Post Op-Eds
  • Events
  • Newsletters
    • Staff Promotions
    • New Programs/Initiatives

• Press Releases
  • Pre and post events
  • Study releases
  • New Programs/Initiatives
  • Legislative breakfast
MARKETING IS AN ONGOING ACTIVITY... FOREVER!

- Be Seen and In The Know
  - Legislative Office Building
  - Energy Policy
  - Attend Member Events

- Education
  - Teachers/Board’s of Education
    - When students go to dark or cold homes
    - Add-a-Dollar in newsletters
  - Higher Ed
    - Public Health, Social Work programs
    - Community Police
  - House and Senate Staff program training
WHAT'S NEXT FOR OPERATION FUEL?

• Marketing
  • Agency name and/or logo change?
  • Review of newsletters
  • Hire a digital media consultant

• Policy
  • Legislative Breakfast late fall
  • Bring lobbying in house

• Borrow from sister organizations
  • Ice House Fundraiser
  • Television / Video Testimonials
  • YouTube
  • Public access television
  • Traditional television