

NEUAC Workshop

Successful Promotion & Fundraising Practices

June 22, 2015

- Huey Battle, Washington Gas, Regional Manager
- Kelly Caplan, Washington Gas, Community Outreach Manager
- Jeff LaBonte, PRR, Director

WAFF

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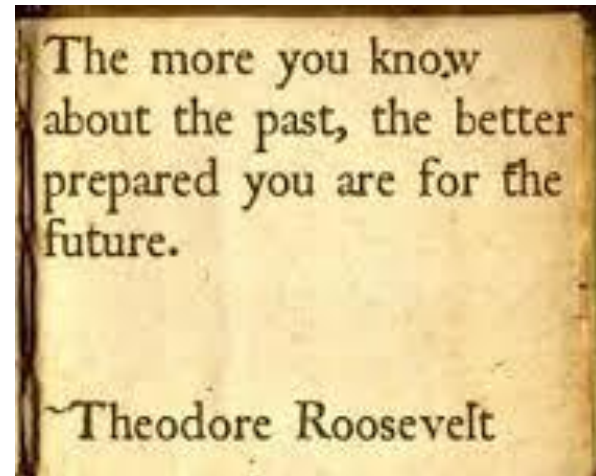
Agenda

- WAFF History
- Building Blocks
- Employee Giving Campaign
- Sponsorships
- Retailers
- Future
- Break-out Session
- Q&A



WAFF History

- Numbers, Salvation Army, why hire firm?
- Where we started
 - Research
 - Key findings
 - Audiences
 - Overall strategy



Building Blocks

- PRR – strategy assessment
- PRR strategy & implementation
 - Corporate video
 - Testimonial video
 - Website
 - Infographic

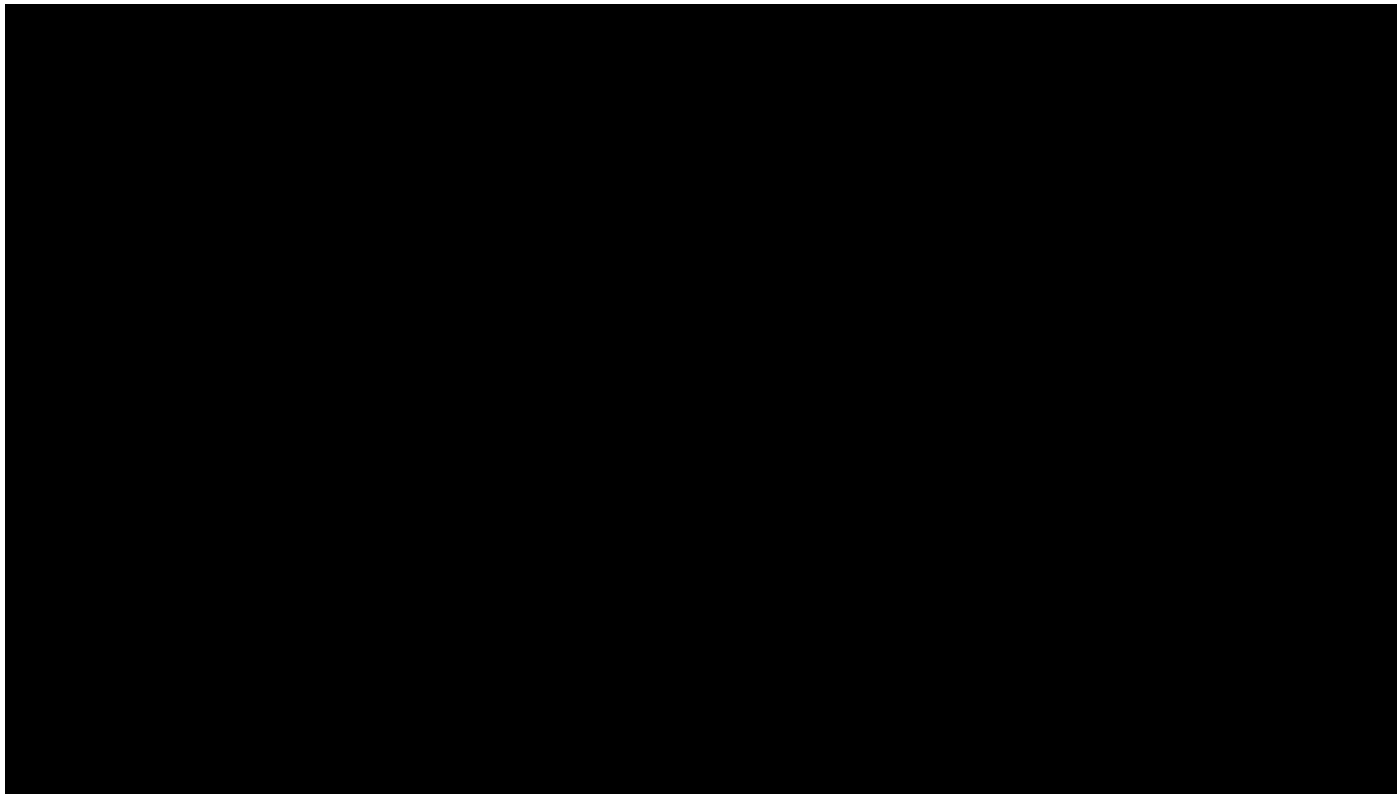


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WAFF Corporate Video

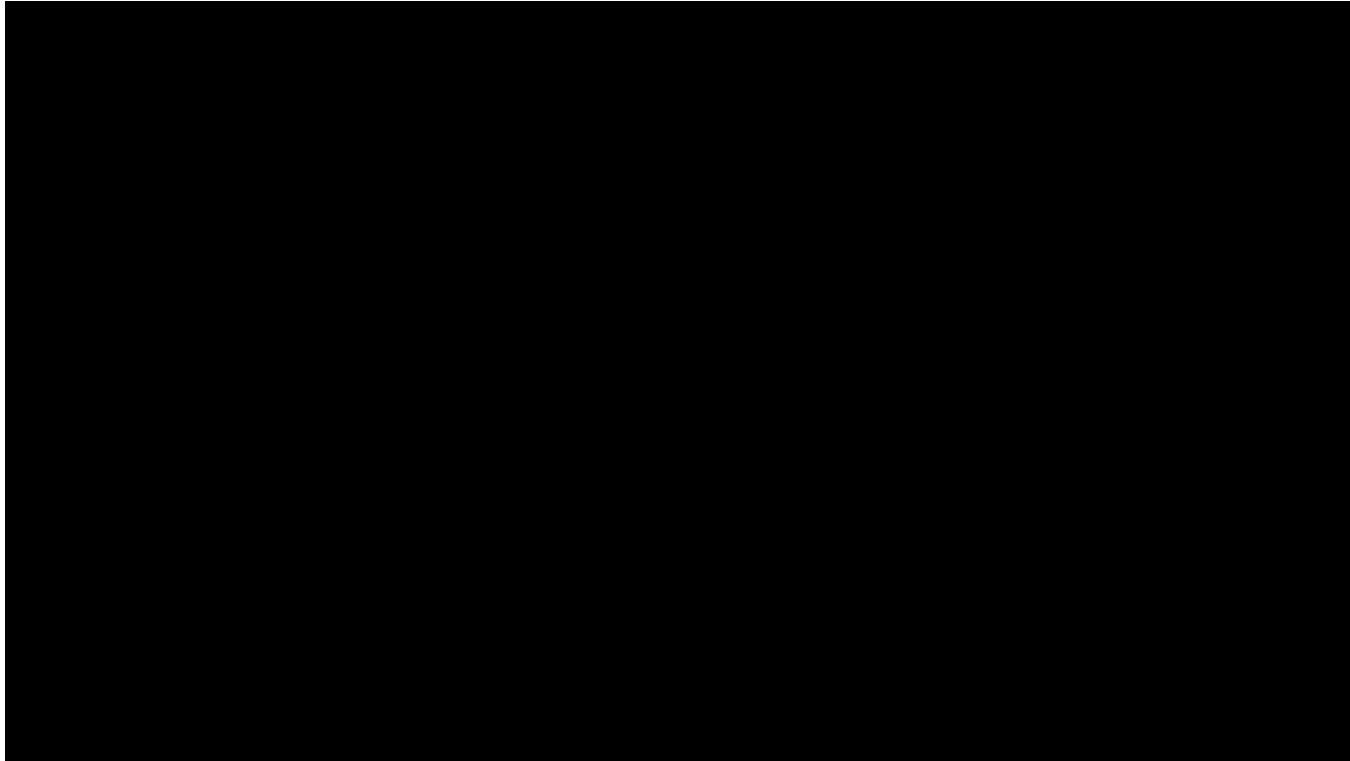


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WAFF Testimonial Video



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New Website



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Infographic

WAFF Washington Area Fuel Fund

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For 30 years, Washington Gas and The Salvation Army have supported the Washington Area Fuel Fund (WAFF). During the winter, WAFF pays for all types of fuel to heat the homes of people in financial need. It does not matter whether a recipient uses gas, electric, oil or another type of heating fuel.

2014 assistance by fuel type



The Need for WAFF Continues to Grow

In the Washington area, low-income families, the elderly, and residents facing emergencies like health problems or sudden job loss, continually have fewer funds to keep their homes heated in cold weather. No matter the time of year, the effect of cold-weather heating bills can linger for those facing financial hardships.

From 2008-2012, more than **1 in 5*** people in the DC area lived below the poverty line and were eligible for federal assistance.

30% of DC area children live in poverty.



\$420

For about the cost of 100 grande lattes, a household can be warm all season.

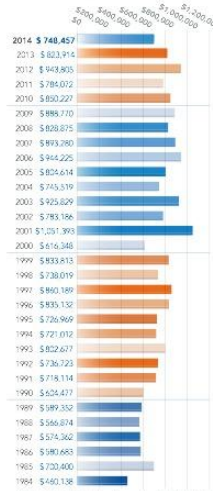


2014 WAFF funds disbursed by area



Since 1983, WAFF has disbursed more than **\$23 million** to help keep the homes of area residents warm during the winter, assisting more than **267,000 people.**

Over 30 years of giving



NOTE: In 2001, Washington Gas made a \$600,000 WAFF donation and in 1985, Joe Kennedy made a large donation to WAFF.

In 2014, WAFF disbursed **\$748,457** to **6,052** residents.

Washington Gas pays for ALL administrative and promotional fees while The Salvation Army assists clients and manages the disbursement of funds. This ensures that **100%** of all donations go to heating assistance.

People Helping People

The majority of funding for WAFF comes from the generous donations of our customers.



HOW TO GIVE

- Online: Log on to our website at www.washingtonareafuelfund.org.
- Make a one-time gift: Make your check payable to WAFF and send to: WAFF, P.O. Box 1999, Washington, DC 20013
- Make an ongoing pledge: Add a monthly contribution to your bill.
- Give when you pay: Add a contribution to your payment! Mark the WAFF check box on your Washington Gas bill stub. Or give when you pay your bill online at www.washingtongas.com or call our Automated Services Line at **703-750-7944**.



SOURCES:
<http://www.washingtongas.com/local/when-cost-of-liv>
http://data.census.gov/tables/2013/11/001306853x471211x330/c014376484_at_010.html
<http://www.childressoffense.org/newsroom/cdl-in-the-news/>

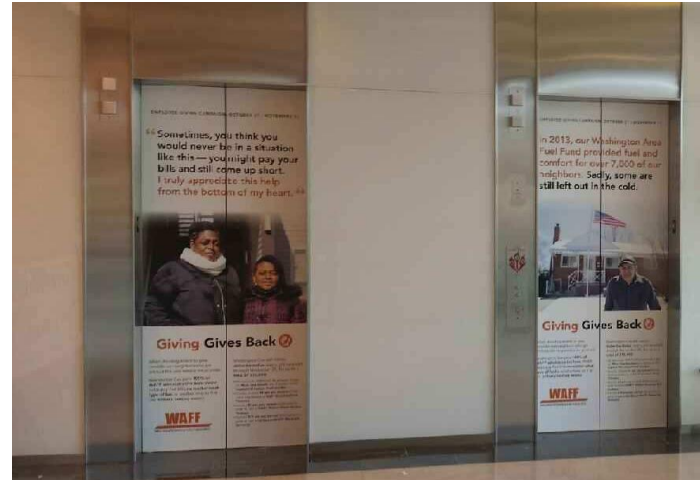
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Employee Engagement

- Employee Giving Campaign
 - Build awareness
 - Matching campaign
 - Incentives – make it fun!
 - Results



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Sponsors

- Tools available?
- Radio station meetings
- *WTOP*
- *The Washington Post*
- Retailer

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Radio Sponsor



- 2 PSAs produced – 30 & 60 seconds
- WTOP.Com



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Print Sponsor

The Washington Post

- Print Ads
- Email to subscribers



IMAGINE if you couldn't heat your home



because of medical bills, family emergencies
or other unexpected expenses.



Your neighbors are in need and you can help.
Give to **WashingtonAreaFuelFund.org**

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For many people in our community, money spent on
food and medicine doesn't leave enough for heat.

**Every dollar of your donation will support a neighbor
in need, no matter what type of heat they use.**



Washington
Gas

The Washington Post

wtop

103.5 FM
WTOP.COM



DOING THE
MOST GOOD

WAFF

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Washington
Gas
A WGL Company.



DOING THE
MOST GOOD

PRR

Retail Sponsor

Help Keep A Home Warm This Winter

The need for your help is greater than ever. Imagine having to make the choice between food, heat, medicine or rent. Those who need your help are all around us: neighbors, veterans, people from work, school, church and active-duty military families. Those in need often experience an unexpected crisis like job loss, illness of a loved one, medical bills or needed repairs to the car they use for work.

4 Easy Ways To Help:

- Donate online at washingtonareafuefund.org
- Add a monthly pledge to your bill using the form to the right
- Mail a contribution by sending a check made payable to WAFF: **P.O. Box 1999, Washington, D.C. 20013**
- Give when you pay your bill at washingtongas.com or on our Automated Services Line at (703) 750-7944

One-Time Gift: \$5 \$10 \$20 \$50 other \$ _____

WAFF Monthly Pledge Form

I wish to add the following tax-deductible contribution to my gas bill. I understand that I may cancel at any time. Check one:

\$5 \$10 \$20 \$50 other \$ _____

Name _____

Address _____

City _____

State _____ Zip _____

Washington Gas Account Number (as provided on your bill) _____

Signature _____

Mail monthly pledge form and check to:
WAFF, P.O. Box 1999, Washington, D.C. 20013
 30649-1-0231



Help keep our neighbors warm

with every eligible transfer, Rite Aid will donate \$5 to the Washington Area Fuel Fund (WAFF) plus a \$25 +UP Reward for you.



TRANSFER YOUR PRESCRIPTION TODAY!

RITE AID PHARMACY
\$5 DONATION TO WAFF AND A \$25 +UP REWARD
 when you transfer a prescription to any Rite Aid with this coupon and your wellness+ card.

Coupon expiration date: 02/28/15. All +UP Rewards are loaded to your wellness+ card and expire 14 days from activation. +UP Rewards may not be redeemed until 6 a.m. the day following issuance. Not valid on flu shots or other immunizations. Insurance card and wellness+ card must be presented with prescription transfer. Prescriptions paid for in whole or in part by any state or federal healthcare program such as Medicare, Medicaid or TRICARE are not eligible. Only one prescription per coupon. Only one \$25 transfer coupons allowed per household. Offer only valid when prescription is filled and paid for at time of transfer. Transfer offer only valid on any prescription not previously filled at or transferred from other Rite Aid locations. Not valid in New York State, New Jersey, Oregon, Alabama and Mississippi. Not valid on prescriptions for controlled substances where prohibited by law. \$25 +UP Reward will be delivered via LoadCard and can be used only for one purchase of \$25 or more of merchandise at any Rite Aid Pharmacy and is not redeemable for cash, cannot be returned, and will not be replaced if lost or stolen. wellness+ card required for +UP Reward redemption. Also, +UP Rewards are not valid on prescriptions and co-pays, tobacco products, alcohol, gift cards, online purchases, lottery, kiosks, money services, prepaid cards, newspapers, stamps, mailing services, items distributed by Meran food and Save a Lot stores and items prohibited by law. Cannot be combined with any other offer.



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The Future

- Retailer targets
 - Intuitive targets
 - HVAC companies
 - Donate with purchase concept
- Social Media
- Test year-round concept
- WJLA sponsorship

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Break Out: “Where is Your Future?”

- Past & present tactics
- Break into groups
 - Social media
 - Employee engagement
 - PR/Promotion
 - Corporate sponsorships
 - Events
 - Direct mail
- Brainstorm - 15 minutes
- Share ideas
- De-brief

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Questions & Answers



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Thank You...

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