

MISSION MOMENT EVENTS

TRACK E SESSION 5

OPERATION FUEL, INC.



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

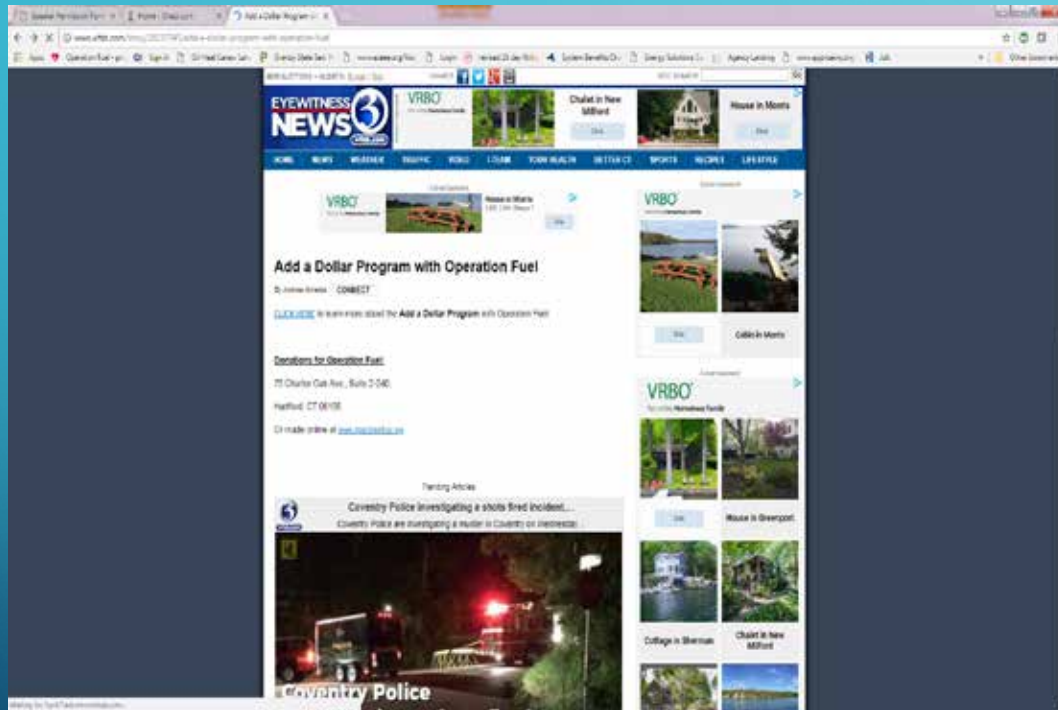
- Add-A-Dollar
 - Collaboration
 - Policy
- Systems Benefit Charge
 - Impact of Policy
- Marketing
 - Constant gardening

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 \$60million a year.

<https://www.cga.ct.gov/2015/rpt/pdf/2015-R-0047.pdf>

- Years of Policy Work
 - As of 2015, \$2.1million 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

THANK YOU!

OPERATION FUEL

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