

# BGE and the Fuel Fund of Maryland:

Partnering for Resource Development  
Past, Present, and Future



- Matching Credits
- Envelope Inserts
- Marketing Support
- Dollar Donation Fund
- Electronic Bill Check-off
- Board of Directors
- 



## BGE Bill Fuel Fund Envelope Inserts

- Revenue stream
- Sponsorship platform
- Acquisition mechanism

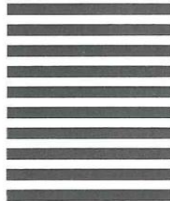


Connect with us on and Visit [www.fuefundmaryland.org](http://www.fuefundmaryland.org) for more information or to donate. The Fuel Fund is a private non-profit organization and is separate from BGE.

YOUR DONATION HELPS!  
Last winter, the Fuel Fund of Maryland helped over 11,000 children stay safe and warm by providing resources to keep the lights and heat on in their homes. Sometimes, parents must make choices between feeding their families or paying utility bills. Your donation helps keep children, parents and grandparents connected to life sustaining energy.



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. 41 BALTIMORE MD

POSTAGE WILL BE PAID BY ADDRESSEE

FUEL FUND OF MARYLAND INC  
PO BOX 62266  
BALTIMORE MD 21298-9600



**PLEASE DO NOT USE ENVELOPE FOR BGE PAYMENT.**

I'd like to help families in need. Here is my tax-deductible contribution.

\$25  \$50  \$75  \$100  \$200  \$ \_\_\_\_\_  I wish to remain anonymous

Circle one: Mr. Mrs. Ms. Dr. Name: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: ( ) \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ E-mail: \_\_\_\_\_

Check  VISA  MasterCard  American Express Amount \$ \_\_\_\_\_

Card # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp. Date (Required) \_\_\_\_ / \_\_\_\_

Signature (Required): \_\_\_\_\_

Name as it appears on card (please print): \_\_\_\_\_

Go green with us! Donate through our secure website at [www.fuefundmaryland.org](http://www.fuefundmaryland.org).

**OVER HALF THE PEOPLE THE FUEL FUND HELPS ARE CHILDREN**



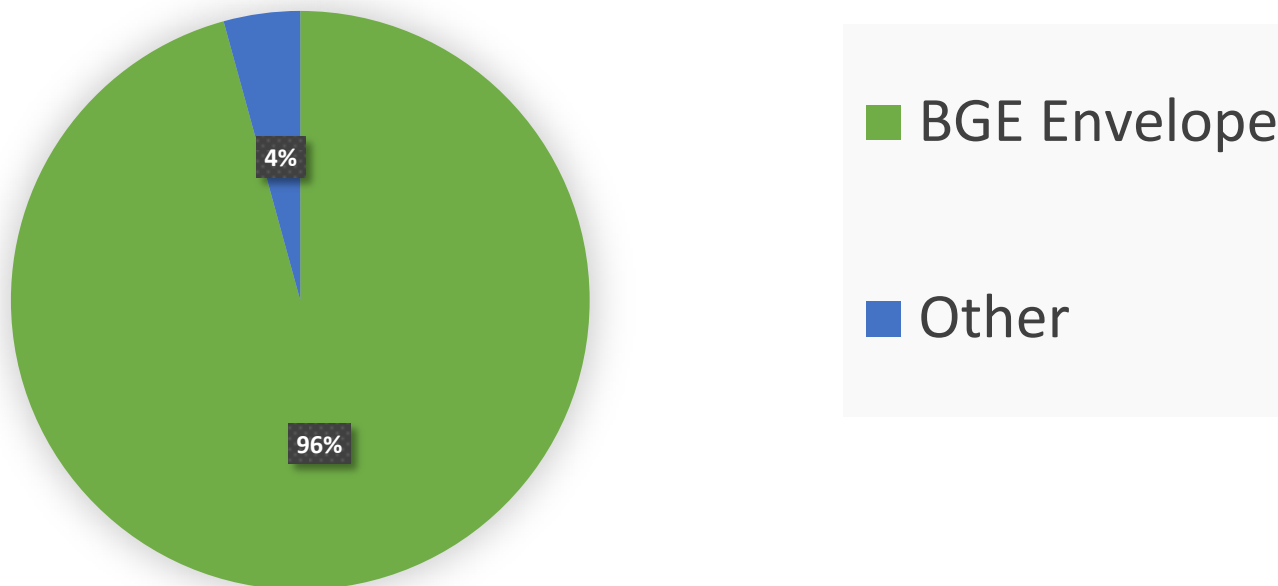
Help us help  
**Maryland's  
Children**



The Fuel Fund of Maryland, Inc., is a 501 (c) (3) nonprofit organization, donations to which are fully tax deductible as allowed by law. Financial report available upon request. Documents and information filed in accordance with the Maryland Charitable Solicitations Act available from the Secretary of State (Charitable Division, State House, Annapolis, MD 21401) for the cost of printing and postage.

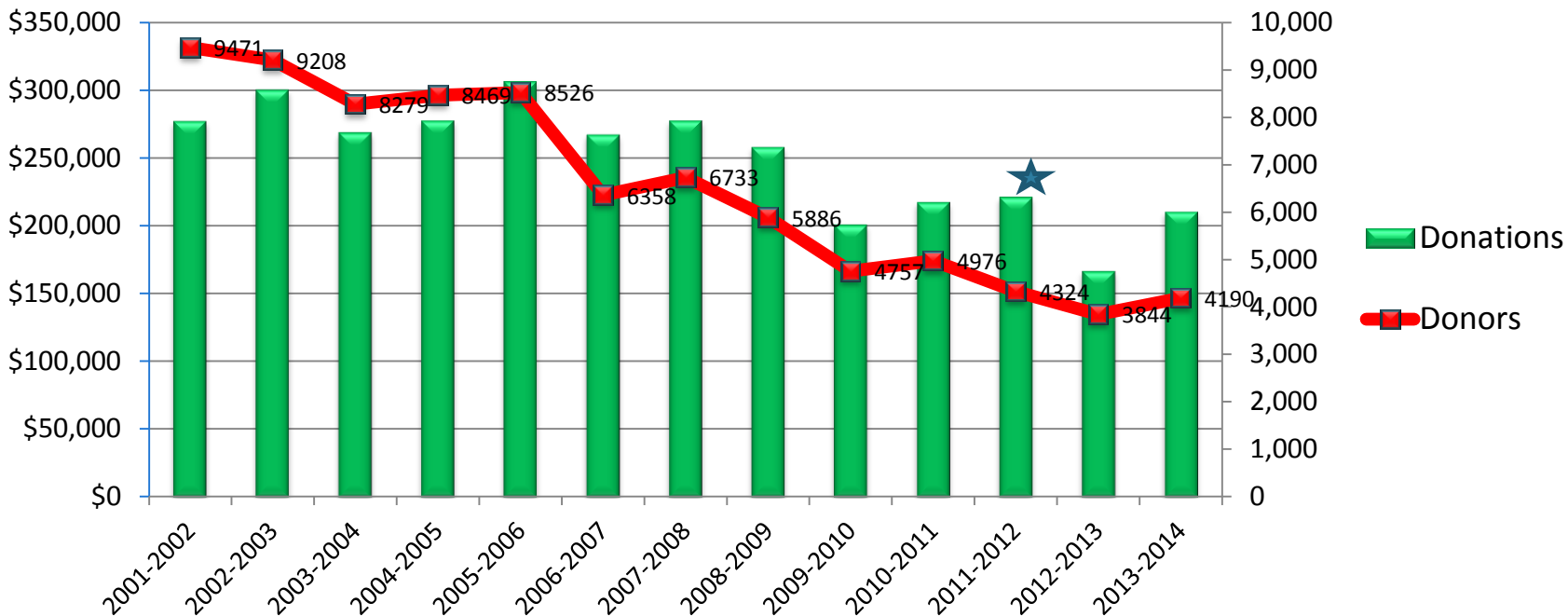
## Envelopes versus FFM-owned channels

Donor Acquisitions



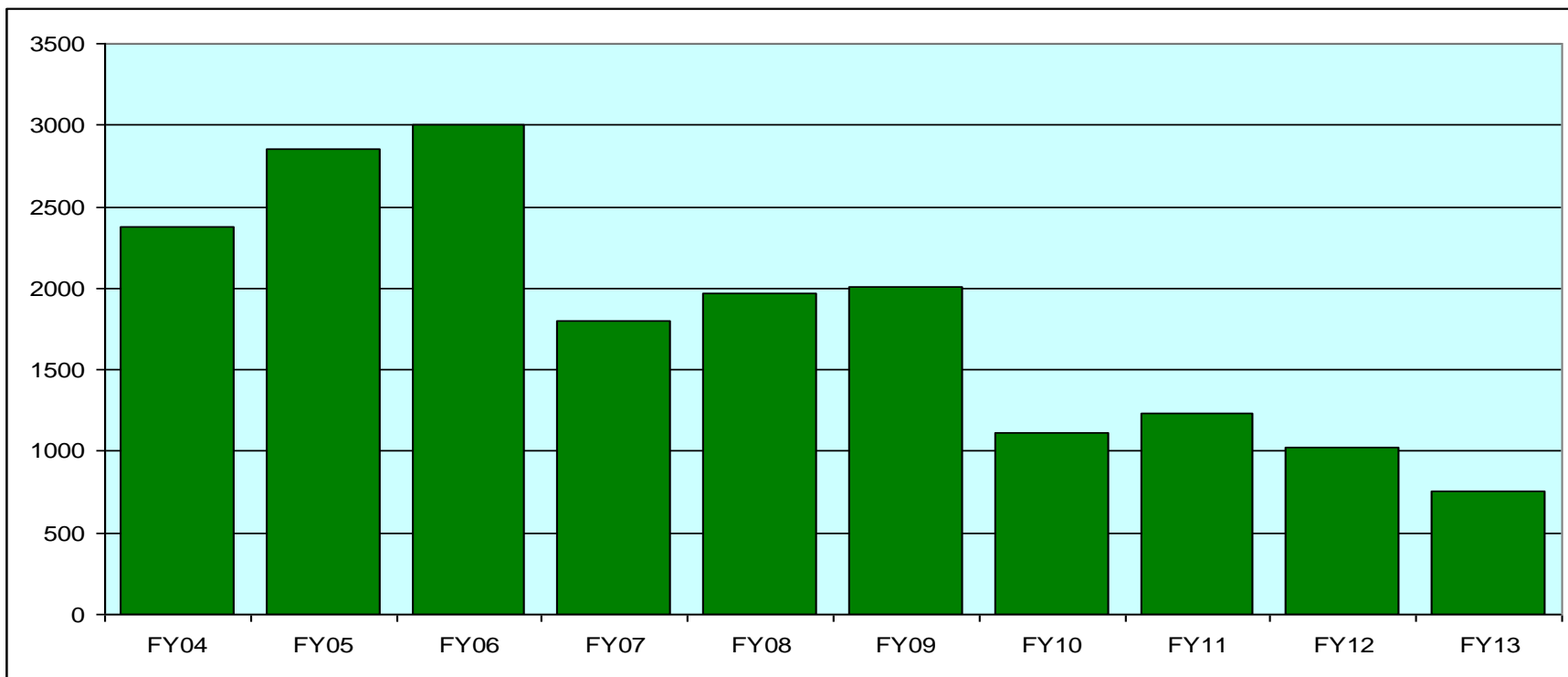
# Envelope Campaign historical results

*The decade-long decline in total giving through the Envelope Campaign...*



★ *Included a \$25,000 gift from one donor.*

# Acquisitions via BGE envelopes



- Obtaining new donors is key to the Fuel Fund's future success:
- Fuel Fund has a strong donor retention rate – 64% overall, and 82% after the third gift
  - Fuel Fund reports that each new BGE customer donor contributes a lifetime total of \$281



- Increase in BGE customer “e-billing”
  - About 21% of BGE customers do not receive a hard copy bill today.
  - About half of those are “biller direct” customers; i.e., BGE sends the bill directly to the customer, and can control the message.
  - About half are under “consolidator billing”; i.e., the customer receives the bill from a third party agent, such as a bank, and ultimately via CheckFree (part of Fiserv), and BGE cannot control the messaging.
  
- Decline in envelope campaign response rates:
  - In 2006 about 0.71% of envelope recipients donated;
  - The current trend points to a 2015-2016 donation rate of 0.35%

- Residual ill will toward utility following rate increase
  - BGE rates increased by 72% in 2007.
  - This increase, greater than any other utility and coupled with election year politics, created a huge outcry.
  - The Fuel Fund has stack of ‘hate’ mail to prove that there was a backlash...whether deserved or not
  
- The Great Recession
  - Greatest losses were at households <\$50,000 HH income
  - \$5-\$25 donations from envelopes all but disappeared
  - No loss from the top 10% of income groups

# Addressing the problem

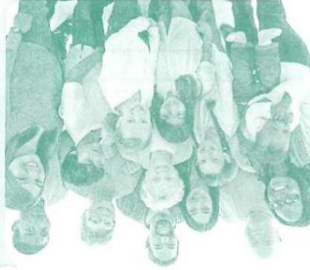
- Differentiation
- Diversification



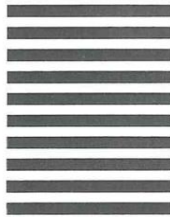
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City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ E-mail: \_\_\_\_\_

Check  VISA  MasterCard  American Express Amount \$ \_\_\_\_\_

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An Exelon Company

*Every \$1.00 of your Fuel Fund gift results in \$3.00 of bill payments for families in need.*  
**A WARM HOME FOR A MOTHER AND HER CHILD.**



=

**FUEL FUND**



1500 Union Avenue  
Suite 2400  
Baltimore, MD 21211



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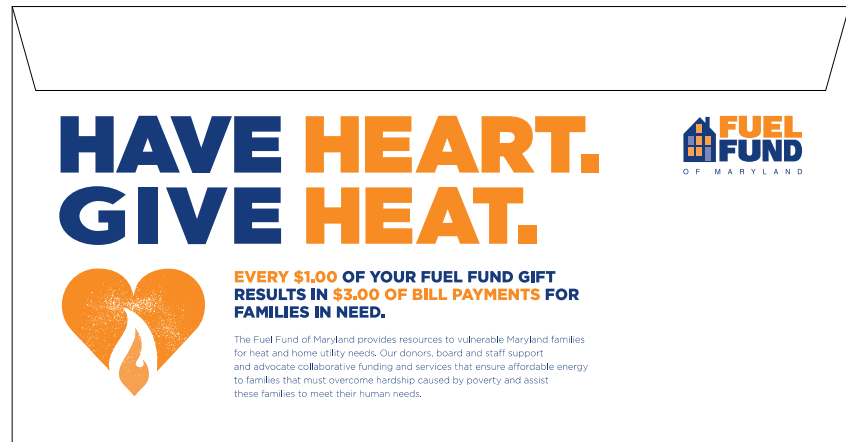


**HAVE HEART.  
GIVE HEAT.**

FUEL FUND FOR MARYLAND, V1



POSTCARD MAILER



DONATION ENVELOPE MAILER

# Dollar Donation Fund

- Recurring gift program
- \$1, \$2, \$5, \$10, \$20  
added to monthly bill



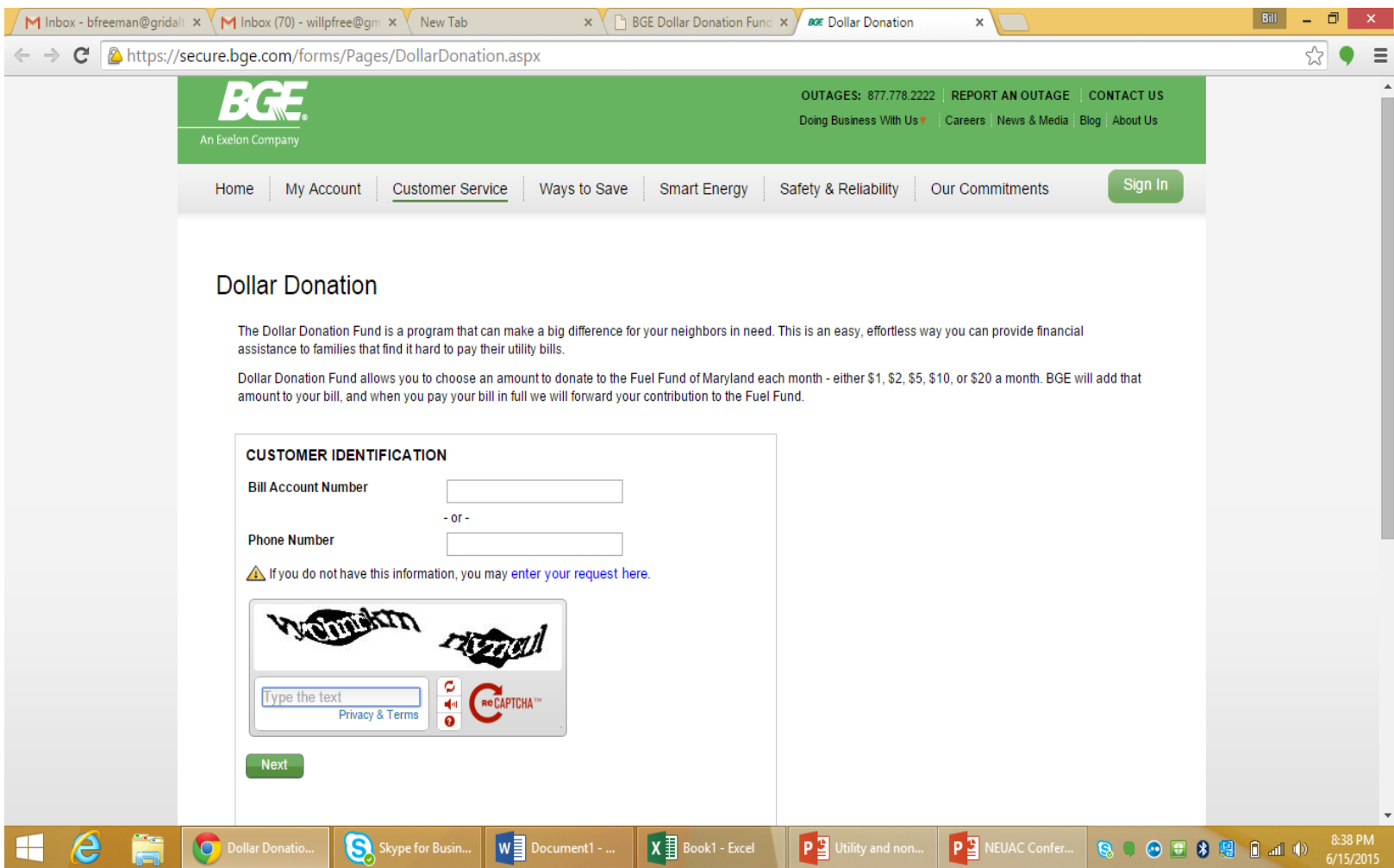
# Dollar Donation Fund

Calendar Year 2014

- 583 BGE customers
- \$25,963 contributed









# Electronic Bill Check-off

- Create a one-time donation option on bge.com *within the flow of regular customer activity*



## Impact of online donation mechanism

- At the current rate of decline in the Envelope Campaign, the number of donors is projected to drop to 3,310 by the 2015-2016 campaign.
- About 352,000 BGE customers pay online at bge.com. Based on the 2014 return rate of 0.47%, this option could acquire about 1,650 new on-line donors.
- Assuming an average donation of \$45 per donor, the 1,650 additional donors represent a potential increase of \$74,250 over expected Envelope Campaign returns for 2015-2016 and beyond.
  - Fuel Fund calculates that each donor contributes \$281 over a lifetime, implying that 1,650 new donors would be worth almost \$464,000 in contributions.
- Fuel Fund grants leverage customer payments at a rate of 1: 2.3. So, \$74,250 in new donations would leverage \$170,775 in bill payments each year.

# Bill Freeman

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GRID Alternatives

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