



Digital Advocacy in LIHEAP

Crafting an Effective Advocacy Message

Moderator: Allison Cunningham

Allison Cunningham, Government Relations Specialist,
American Gas Association

Prior to joining AGA in February 2014, Allison worked on Capitol Hill for over five years.

For much of that time, Allison was as Director of New Media, managing all social media and digital communications for a Member of Congress.

Prior to that, Allison has experience creating and managing an organization's first ever social media presence, including launching their Facebook and Twitter, as well as work on their website and digital newsletter re-launch.

Allison now manages LIHEAP for the American Gas Association and is the incoming Chair of NEUAC's Public Policy and Advocacy Committee.

The American Gas Association

- AGA was founded in 1918 and represents more than 200 local energy companies that deliver clean natural gas throughout the United States. Today, more than 68 million residential, commercial and industrial customers across the nation receive their reliable, affordable supplies of natural gas from AGA members—and natural gas meets almost a quarter of America's energy needs.

The American Gas Association

- AGA and our member companies spend more than \$3.7 million annually on programs to aid low-income customers.
- In 2012, natural gas and electric utilities provided nearly \$3 billion in rate assistance to low-income customers in the form of hardship funds, discounted rates and arrearage forgiveness.
- Utilities also spent nearly \$700 million on energy efficiency assistance for low-income customers that year, and helped utility employees, shareholders and the public raise \$20 million in additional energy assistance funds.

Our Panelists

- Julie Dixon, Research Director, National Journal Group
- Phillip Herndon, Vice President of Strategy and Client Services, NJI Media
- Julie Beltz, Communications Strategist for the Campaign for Home Energy Assistance