



# Beyond Statistics: Telling the story of LIHEAP

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'A picture is worth a thousand words.'





# Dipping Your Toes into Digital

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Online components of activism can be  
as simple as asking #WhyLIHEAP



# Who is online? An evolving question

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As of 2015, **84% of American Adults Use the Internet**

- *Source: Pew Internet and American Life Project*

Not a coincidence that ~15% of people in the United States each year live below the poverty line

*Advocating online for energy assistance is just like the support of increased funding - we're there to facilitate access to what's lacking.*

# It's easier to play on a team

**LIHEAP**  
@LIHEAPCampaign

Follow

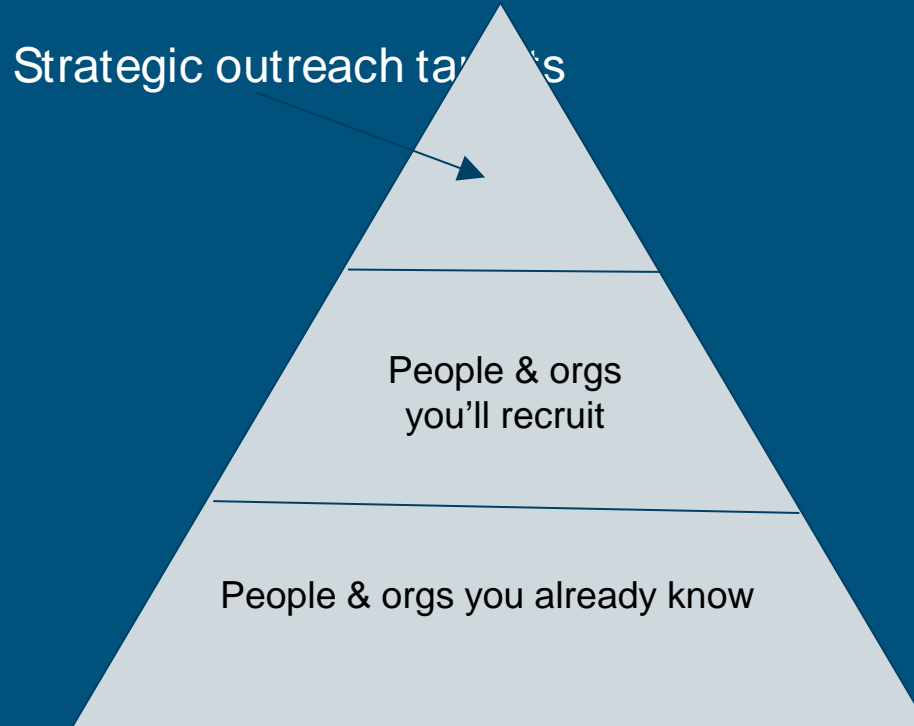
Love #LIHEAP #ActionDay? So do we! Listen to stories of this year's attendees: [liheap.org/?p=3310](https://liheap.org/?p=3310)



The Campaign joined forces with Team Missouri this year.

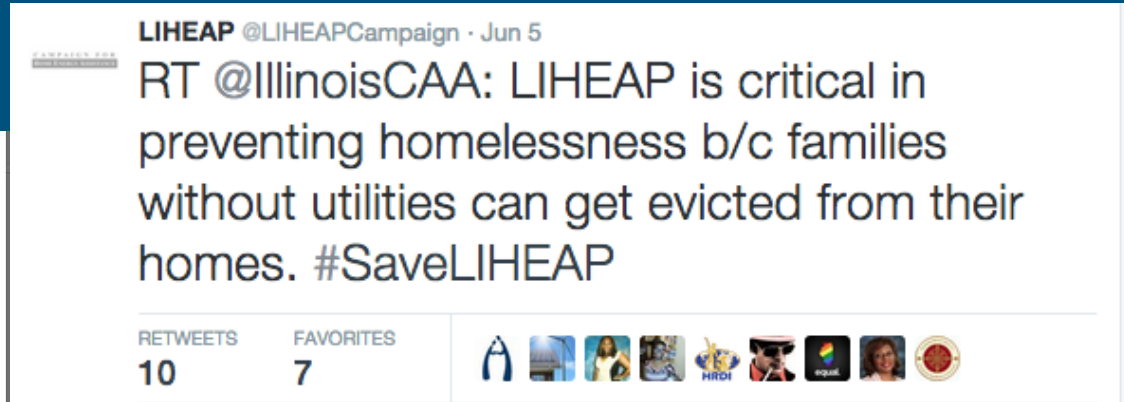
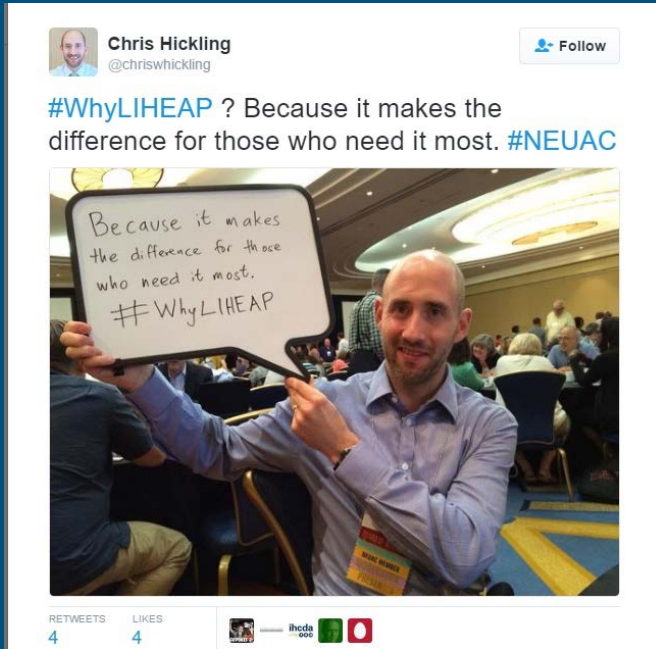
# Don't make Digital (Online) Strategy Complex

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# Attention and Amplification

## A popular advocate



Elevating someone else's message  
for the  
same cause

# Join #WhyLIHEAP or Create Something New

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Examples:

**Twitter** - short and effective: *'Because in TX, 1 in 3 recipients is a military veteran. Fight for those who fight for us. #WhyLIHEAP'*

**Facebook** - can include a photo (recommended): *'Nationally, only 1 in 5 income-eligible families for the LIHEAP program is currently receiving any sort of Energy Assistance funding. Many of these are at-risk households with elderly individuals, children under 5, or people with compromised health. #WhyLIHEAP'*

# Parallel Paths



Leveraging powerful partnerships strategically to  
change the conversation around LIHEAP



# A World With LIHEAP, A World Without LIHEAP

We can't simply report numbers anymore →

What will move people to action?

How can we tell the story better, frame it differently →

Add the human element

When you have limited time and finite resources →

Medium on a budget at low-level production (Video - short)

Critical partner to making this a reality →

# VIDEO

Parallel paths video draft

[LIHEAP ParallelPaths v1.mp4](#)

# Telling the Story of the Funding Need - The 'Gap'

What is the bottom line we're trying to convey?

The difference between having the funds vs not is life-altering for people in need

Who is your audience?

Elected officials? Constituents/consumers? (Possibly donors?)

Who gets involved?

From an aspect of conveying stories, from funding perspective

Collaboration benefits everyone

# Contact us - all of us! And more: [bit.ly/energyconvo](https://bit.ly/energyconvo)

Energy Outreach Colorado - [www.energyoutreach.org](http://www.energyoutreach.org)

(Jennifer Gremmert)

The Campaign for Home Energy Assistance - [www.liheap.org](http://www.liheap.org)

(Michael Bracy, Julie Beltz)

NiSource - [www.nisource.com](http://www.nisource.com) & Columbia Gas - [www.columbiagas.com](http://www.columbiagas.com)

(Deb Davis, Tammy Ravier)

Youth on Record - [www.youthonrecord.org](http://www.youthonrecord.org)

(Jami Duffy, Adrian Molina)



ENERGY OUTREACH  
*Colorado*

Helping Coloradans afford home energy

# Energy Outreach Colorado with Youth on Record Storytelling





### Einstein's Universe

...component of matter. But as matter is just a

'rest-energy'

example: A pressing iron is heavier when it is hot than when it is cold, a

when in motion than when

Nature was able to keep all of

Einstein came along, even though

were not stupid, or careless in their measurements.

The rest-en

a large amount of energy possesses

very little mass.

has a mass of only a few tons

is only one part in a million

million of its weight when cold. The energy of motion

of an *Apollo* spacecraft hurtling towards the

Moon added to its mass of a few thousandths of

a gram—which the engineers could safely ignore in

calculating the rocket-power

For most motion with

concerned, the changes in

accelerated sub-atomic particles, though the

of motion becomes substantial compared

rest-energy. In a television receiver

electrons that paint the picture on

accelerated sufficiently to increase the mass

electron by

electron by

of electrons

the electrons emerge from the muzzle

extra mass

of motion

of motion

of motion

of motion

of motion

of motion

of motion

of motion

of motion

secret

human beings are

beams

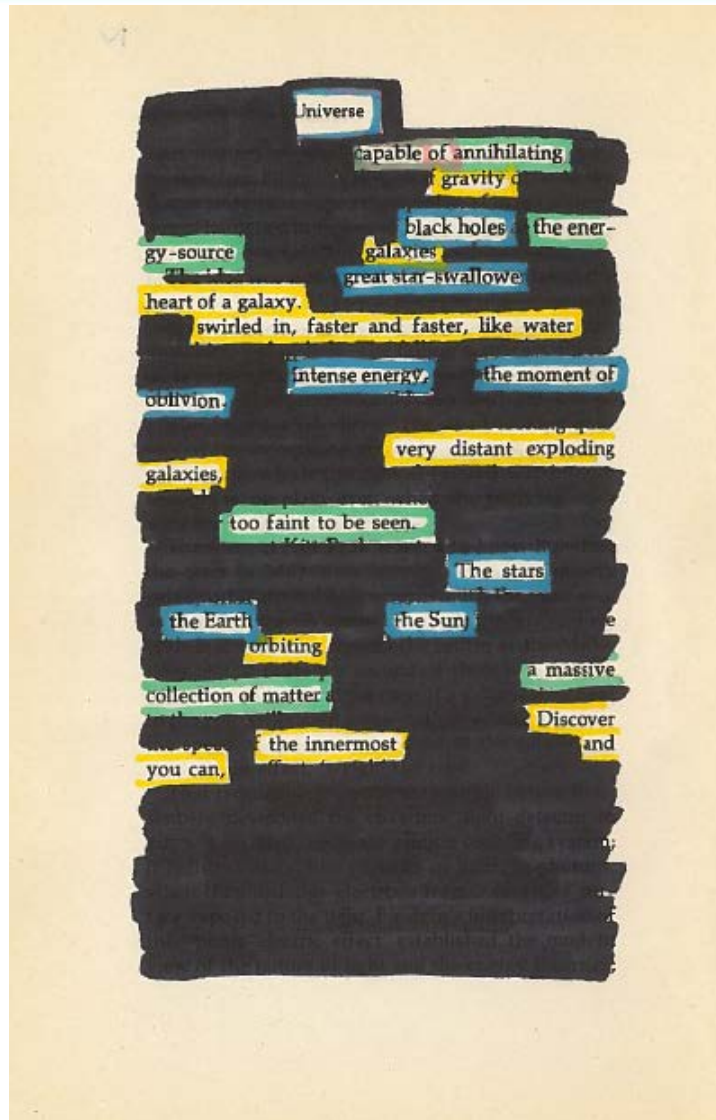
of electrons

All of that

gas you create

JUST













A

The Ultimate Waterfall : 51

[REDACTED]

[REDACTED] outpouring [REDACTED] en-  
ergy and light [REDACTED]

[REDACTED] home  
[REDACTED] disbelief. [REDACTED] "It's horrible,  
something [REDACTED] happened today"  
[REDACTED] Confronted [REDACTED] with  
[REDACTED]

[REDACTED] there is [REDACTED] need [REDACTED]

[REDACTED]

[REDACTED] Conceivably [REDACTED]

[REDACTED] and other [REDACTED] intense  
outpourings [REDACTED] relatively  
[REDACTED] in the lives of ordinary  
[REDACTED] imagine [REDACTED]

[REDACTED] starved of  
[REDACTED] fuel [REDACTED] vulnerable [REDACTED]  
[REDACTED] surviving [REDACTED]

[REDACTED] orbiting [REDACTED] safe [REDACTED]

[REDACTED]





## 5 : Einstein's Clock

[Redacted]

[Redacted]

[Redacted]

[Redacted] laser beams and atomic clocks.

Knowing [Redacted] clocks [Redacted] nct essential.

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Every atom [Redacted]

[Redacted]

[Redacted] swings of a pendulum

[Redacted] vibrations are electric

[Redacted] a great

cosmic rainbow of [Redacted]

energy [Redacted] vibrates

[Redacted]

[Redacted]

[Redacted]

[Redacted] character.









The Ultimate Waterfall : 45

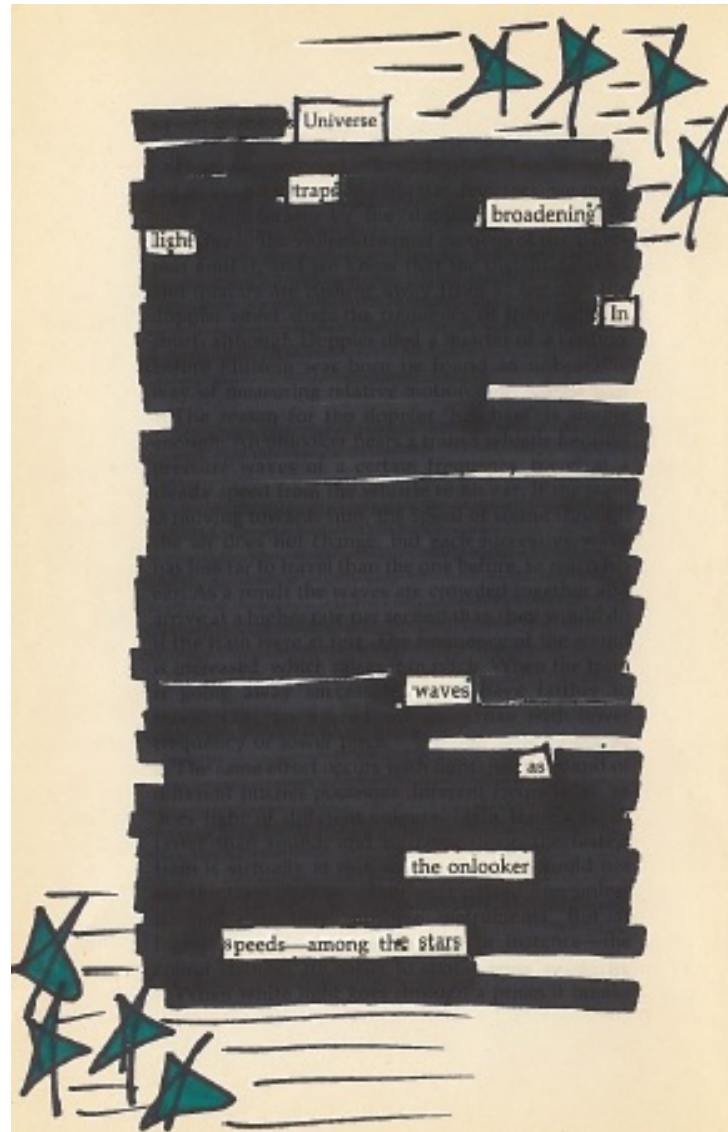
engineer who is dissatisfied with the "head" of water that he is given to work with. He proposes to perfect his hydro-electric scheme by digging a very deep tube well in the ground, right down to the centre of the Earth. In principle the engineer could gain a lot by dropping his water all that way, but not as much as he might expect. As he digs deeper, the rocks above begin to neutralise the gravity of the rocks and the iron core beneath. At the centre of the Earth, gravity is zero. That restricts the amount of energy he can obtain by this strategy.

gravity  
resists  
madness

In his comic madness, our engineer will see what he has to do: compress the rocks of the Earth into a very small volume, while keeping his supply of water in orbit, ready to feed the ultimate waterfall. Let the practical difficulties speak for themselves, but talk of cosmic principles. If he manages available hoops for squeezing the Earth from a diameter of 8000 miles to less than an inch, its gravity will be sustained for a much longer drop, and it will become extremely strong in the vicinity of the miniaturised Earth. In fact the engineer has created a black hole, where the grip of gravity becomes so great that nothing cannot escape from it. Now if he drops his water in, all his engineer's efforts will be rewarded: each drop of water will accelerate to almost the speed of light. Recovering most or all of the rest energy is now a possibility, and every drop of water becomes equivalent to a hundred tons of high-explosive.

For the best results our engineer should consult Roger Penrose, one of the most distinguished of present-day relativists. In the 1960s he figured out many of the basic features of black holes. He











The Wasting Sun : 27

change **huffie**

subtle alteration

travelling

towards you

infinite frequency

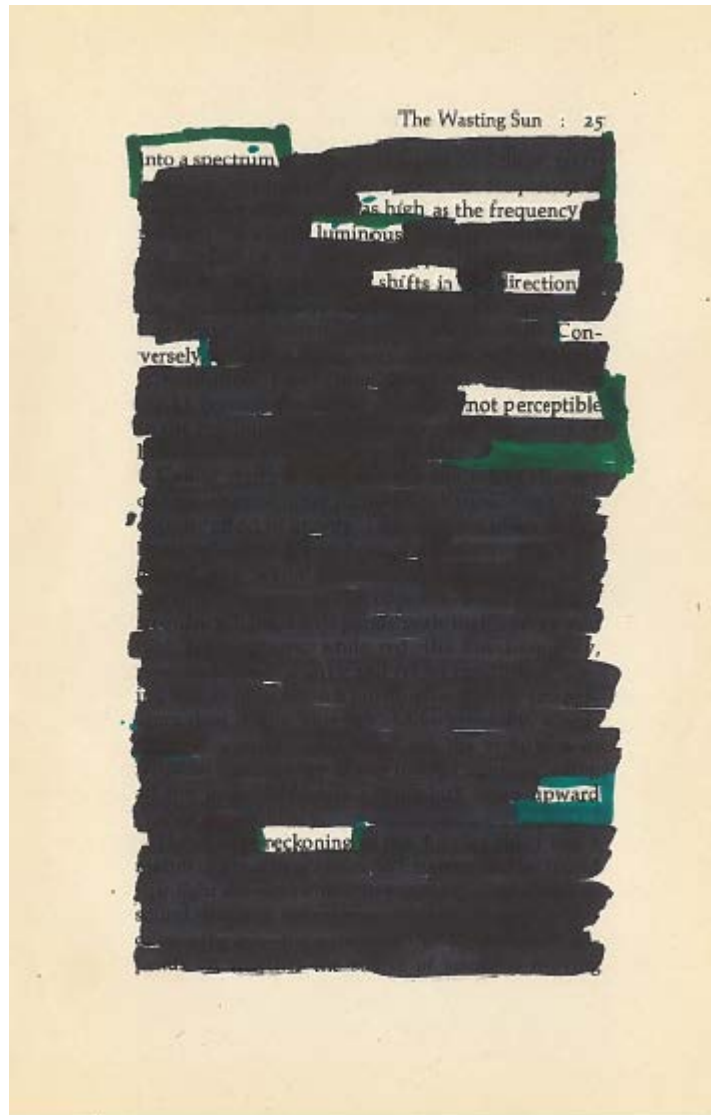
right **righter**

together





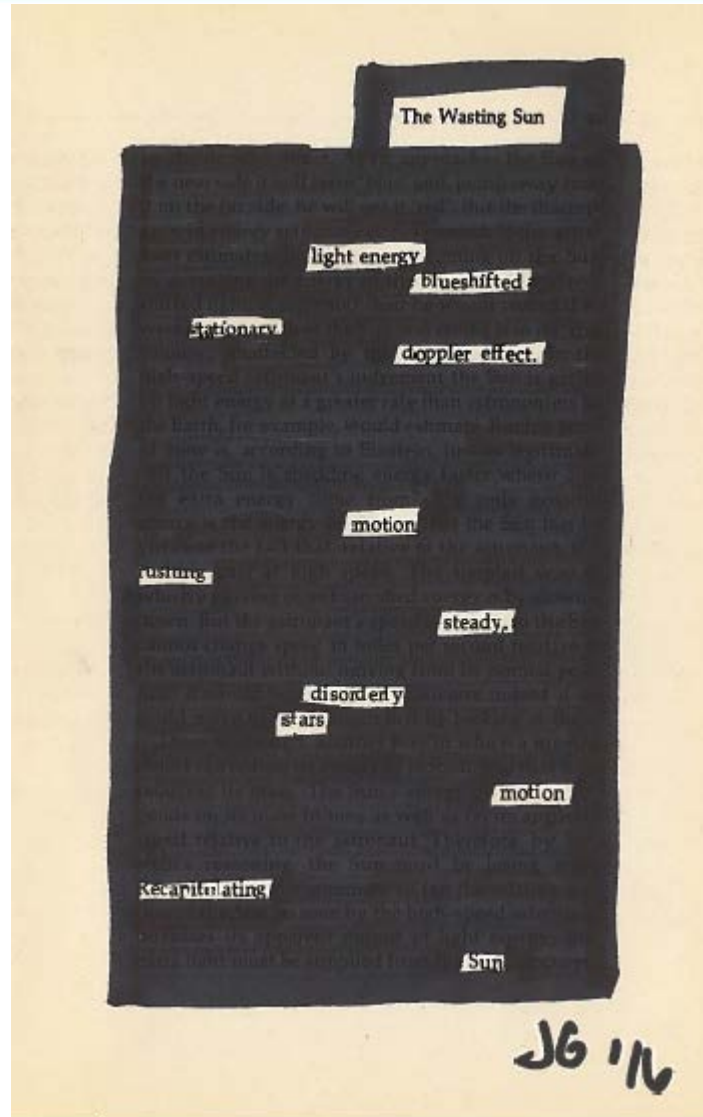














16 : Einstein's Universe

individual particles of light

inhabitants of Einstein's universe,

the possibility of nature creating

space  
was implicit

the existence of

the Sun and capable of gobbling entire  
stars or clusters of stars with ease.

the vast agglomeration of stars

the Sun is a modest member

and  
more ball-like

spreads across a large area of the sky

100 million light-years away—that is to say,  
the light

when our  
ancestors were primitive tree-dwelling primates

the travel-time of light

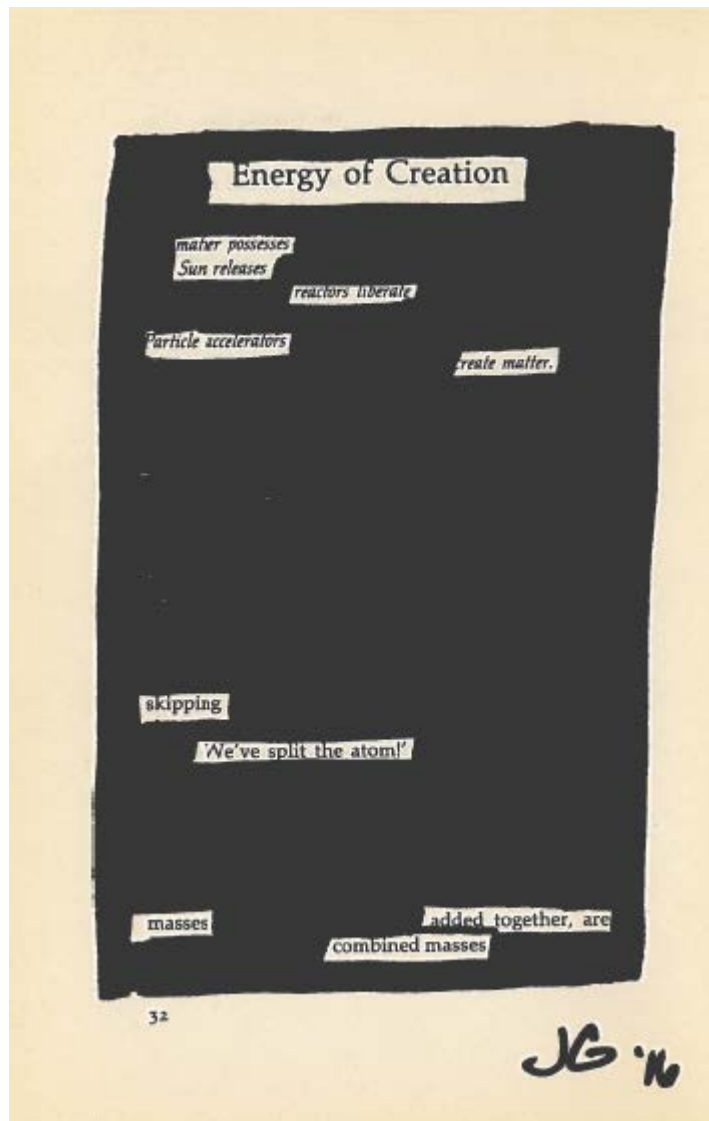
















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Helping Coloradans afford home energy

Thank you to the staff at EOC and



[www.EnergyOutreach.org](http://www.EnergyOutreach.org)

[www.YouthOnRecord.org](http://www.YouthOnRecord.org)

