

Case Study: Alpaugh Community Outreach Event

Marketing and Outreach Best Practices

Celebrate Energy Awareness Month in
Your Community!



Alpaugh Energy Awareness Event

Monday, October 20th

5:30pm - 6:30pm

At Alpaugh School Auditorium

Join us to hear how your business or household can save with low cost and no-cost energy programs. Community service providers will also be on hand to provide information on various programs.

FREE Flu Shots

FREE Food & Refreshments

Giveaways & A Grand Prize

Marketing Perspective

- Preparing the collateral that was dispersed to the community
- Making sure the collateral was directed to the right residents
- Gaining Partnership recognition in the communities
- Providing a good public image for the utility partners

Best Practices

- The importance of crafting your message to reach your target audience of City/County residents
- Dispersing the event information through the right channels

Crafting Your Message

- Know what will bring residents to the event
 - Giveaways
 - Barbeque
 - Entertainment
 - Vaccinations
 - Languages
- Connect with the elected official for the area
 - A trusted source in the community

Collateral Examples

Giveaways
&
A Grand Prize



FREE Flu Shots
FREE Food & Refreshments

Alpaugh Energy Awareness Event

Alpaugh School Cafeteria

Monday, October 20, 2014

5:30PM to 6:30PM

Join us to hear how your business or household can save with **low cost** and **no-cost** energy programs. Community service providers will also be on hand to provide information on various programs.

Questions? Call (877) 748-0841 or Visit Viewthesavings.com

Valley Innovative Energy Watch is funded by California utility ratepayers and administered by Pacific Gas and Electric Company, Southern California Edison Gas Company under the auspices of the California Public Utilities Commission. ©2014. Trademarks are the property of their respective owners.

Regalos y
Un Gran Premio



Vacunas Contra la Gripe GRATIS
Comida y Refrescos GRATIS

Alpaugh Evento de Concienciación Energética el Cafeteria de la Escuela Alpaugh

20 de Octubre de 2014

5:30PM to 6:30PM

Únase a nosotros para escuchar cómo su negocio u hogar puede ahorrar con **bajo costo** programas **sin costo** de energía. Los abastecedores del servicio comunitario van también deber proporcionar a mano la información sobre varios programas.

Preguntas? Llamar (877) 748-0841 or Visitar a Viewthesavings.com

Valley Innovative Energy Watch is funded by California utility ratepayers and administered by Pacific Gas and Electric Company, Southern California Edison and Southern California Gas Company under the auspices of the California Public Utilities Commission. ©2014. Trademarks are the property of their respective owners.

Dispersion of Information

- Don't be afraid to reach out to local organizations
 - Explorers
 - High School Key Clubs
 - Local Chambers
- Use the City/County Resources
 - A note added to those in a given zip codes utility bill
 - Utilize those resources that will be attending event
- Utilize USPS Direct Mail Services
 - Gets mail to those within a given zip code