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

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 Viewtensavings.com

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 o Visitar a Viewtensavings.com

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Regalos y Un Gran Premio
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