Renew America's Nonprofits Grant

Digital Engagement Toolkit

May 2023

STATE & COMMUNITY ENERGY PROGRAMS

WELCOME!

The U.S. Department of Energy (DOE) is thrilled to announce the **Renew America's Nonprofits** competitive grant.

In this toolkit, you will find guidance to consider when helping to spread the word about the grant. This easy-to-use reference will also ensure consistent use of the DOE brand identity.

TOPLINE MESSAGING

o On May 24, 2023, the U.S. Department of Energy (DOE) Office of State and Community Energy Programs (SCEP) published a Funding Opportunity Announcement (FOA) for the Renew America's Nonprofits competitive grant.

o This grant will invest $45 million in the nonprofit sector, providing funds to support projects that will reduce energy or fuel use in buildings owned and operated by 501(c)(3) organizations.

o The Renew America's Nonprofits grant is part of the $50 million Renew America's Nonprofits program, made possible by the 2021 Bipartisan Infrastructure Law (BIL).

o To facilitate engagement and partnership-building between stakeholders in the Renew America's Nonprofits grant, DOE has established a Teaming List.

o Timeline

- Grant applications are open. Optional Letters of Intent (not required) are due June 29, 2023 at 5 p.m. ET, and full applications will close August 3, 2023 5 p.m. ET.
- DOE anticipates announcing Prime Recipient Selections for the Renew America's Nonprofits grant in October, 2023.

TOPLINE MESSAGING

o To enhance the technical and administrative capacity of nonprofits seeking access to this funding, DOE is using an [aggregation model](#). Under this model, DOE will award 5-15 larger grants to nonprofits interested in serving as Prime recipients. These Prime recipients will assemble and support a group of energy efficiency projects in the facilities of other nonprofit organizations. Ultimately, hundreds of nonprofit facilities should be represented across these project bundles. This nonprofits-supporting-nonprofits model is designed to lay the groundwork for a pipeline of energy and cost-saving projects that will continue beyond the life of the grant.

o Prospective Prime recipients should be 501(c)(3) nonprofits that are well positioned to:
  1. Recruit a portfolio of eligible energy efficiency upgrade projects in 501(c)(3) nonprofits;
  2. Provide technical assistance to maximize savings and ensure effective program implementation;
  3. Manage program activities for all projects across the portfolio, flowing down award terms and conditions, collaborating with community partners and synthesizing project results.

o There are [two additional pathways](#) to participate in the Renew America's Nonprofits grant.
  - *As Subrecipients*: 501(c)(3) nonprofits that own and operate buildings in need of energy efficiency improvements are encouraged to connect with prospective Prime Recipients.
  - *As Partners*: Entities that can complement and increase the capacities of potential Prime Recipients, and that may or may not be 501(c)(3) nonprofits, are encouraged to propose a partnership with prospective Prime Recipients.

CALL TO ACTION

Please spread the word about this announcement to both internal and external stakeholder networks, specifically encouraging them to:

1. **Sign up for** and **follow** the current Teaming List
2. **Visit** the Renew America's Nonprofits website
3. **Register** for one of two Informational Webinars:
   - June 6, 2023 at 2PM ET, or
   - June 8, 2023 at 3PM ET
4. **Register** for Office Hours:
   - June 22, 2023 at 1PM ET
   - July 13, 2023 at 1PM ET
5. **Read** the FOA on Infrastructure eXCHANGE
6. **Read** DOE's Press Release.

WHAT CAN YOU DO?

1. Share the information in this toolkit with your professional and stakeholder networks.
    - Mention the Renew America's Nonprofits website in your communication channels (newsletters, mailing lists, etc.)
2. Promote the Teaming List Sign-Up Form, and encourage stakeholders to follow the Current Teaming List.
3. Encourage eligible nonprofits to apply for the grant.
4. Craft social media posts to share on your channels (reference slides 9-11).
5. Stay up-to-date on the latest energy funding opportunities, events, and news at DOE.

SOCIAL MEDIA WEBSITES & HANDLES

Below are social media addresses and handles to assist in cross-promoting the announcements with stakeholder organizations and entities. Follow these channels to stay up-to-date! We encourage you to use the hashtag **#RenewAmericasNonprofits** when posting.

Grant	Facebook	Twitter	Instagram	LinkedIn
DOE	https://www.facebook.com/energygov @energygov	https://twitter.com/ENERGY @ENERGY	https://www.instagram.com/energy/?hl=en @energy	https://www.linkedin.com/company/u-s--department-of-energy/ OR https://www.linkedin.com/company/office-of-state-and-community-energy-programs (SCEP)
DOE Office of Energy Efficiency and Renewable Energy (EERE)	https://www.facebook.com/eeregov	https://twitter.com/eeregov @eeregov		https://www.linkedin.com/showcase/the-office-of-energy-efficiency-and-renewable-energy/
NREL	http://facebook.com/nationalrenewableenergylab	https://twitter.com/NREL @NREL	https://www.instagram.com/nationalrenewableenergylab/ @nationalrenewableenergylab	https://www.linkedin.com/company/national-renewable-energy-laboratory

Prize	Website	Twitter	HeroX Site	YouTube
American-Made Challenges	https://www.americanmadechallenges.org/challenges/energy-class/	https://twitter.com/AMCprizes @AMCprizes	https://www.herox.com/energy-class	https://www.youtube.com/channel/UCE1idCSIBk-jmiH-78fw9rw

SOCIAL MEDIA CONTENT TO AMPLIFY

On the following slides, you will find sample social media posts published by the accounts above. Please use them as inspiration to write your own, or simply share/retweet on your platform. If you choose to share/retweet, you will have the option to craft a more personalized message in addition to what's already been published.

TWITTER: SAMPLE CONTENT

- 📣Announcing #RenewAmericasNonprofits. This competitive $45M grant will support energy improvement projects in 501(c)(3) nonprofits, saving mission-critical dollars. Visit https://www.energy.gov/scep/renew-americas-nonprofits to join the Teaming List and read the announcement. #energyefficiency

- 📣Announcing #RenewAmericasNonprofits. This groundbreaking $45M grant from @ENERGY uses a nonprofits-supporting-nonprofits model designed to support a pipeline of energy and cost-saving projects for years to come. Read the announcement today: https://tinyurl.com/5xvuckn3

LINKEDIN: SAMPLE CONTENT

Applications are now open for the @Department of Energy #RenewAmericasNonprofits grant, a $45 million investment in the nonprofit sector. Funds will support projects to reduce energy or fuel use in buildings owned and operated by 501(c)(3) organizations.

To enhance the technical and administrative capacity of nonprofits seeking access to this funding, DOE is using an aggregation model. Under this model, DOE will award 5-15 larger grants to nonprofits interested in assembling and supporting a group of energy-efficiency projects in the facilities of other nonprofit organizations. Hundreds of nonprofit facilities across the country have the opportunity to be represented across these project bundles.

To facilitate engagement and partnership-building between stakeholders in the Renew America's Nonprofits grant, DOE has established a Teaming List. The diagram below describes three different pathways for participating.

Sign up for the Teaming List, view the current Teaming List and the Press Release, and learn about other helpful resources here 👉 https://www.energy.gov/scep/renew-americas-nonprofits

Image: (Slide 13)

NEWSLETTER: SAMPLE CONTENT

On May 24, 2023, the U.S. Department of Energy (DOE), through the Office of State and Community Energy Programs (SCEP), announced that applications are open for the Renew America's Nonprofits grant. This $45 million funding opportunity demonstrates first-of-its-kind engagement between DOE and the nonprofits sector and recognizes the central role that nonprofits play in American's lives, as well as their potential significance in the nation's clean energy transition. There are approximately 1.5 million 501(c)(3) nonprofits in the United States, operating more than half a million facilities, mostly in commercial spaces where efficiency improvements have the potential to reduce energy use by up to 30%. Awards will support projects to reduce energy use in buildings owned and operated by 501(c)(3)s, reducing emissions and utilities costs in these vital institutions so that savings can be redirected to mission-critical work serving communities.

DOE is using an aggregation model to enhance the technical and administrative capacity of nonprofits seeking access to this funding. Under this model, DOE will award 5-15 larger grants to nonprofits interested in serving as Prime recipients. These Prime recipients will assemble and support a group of energy efficiency projects in the facilities of other nonprofit organizations. Ultimately, hundreds of nonprofit facilities should be represented across these project bundles.

Participate Today:
- Sign up for the Teaming List.
- Visit the Renew America's Nonprofits website to view the current Teaming List and learn more about the FOA.
- Join us for an Informational Webinar and further Office Hours
  - Register for one of two Informational Webinars: 2PM on June 6, 2023, or 3PM on June 8, 2023.
  - Register for Office Hours: 1PM on June 22, 2023, and 1PM on July 13, 2023.

What is the Teaming List?
DOE has established a Teaming List to facilitate engagement and partnership-building between the various stakeholders.
- There are three pathways to participate in the Renew America's Nonprofits grant:
  - a 501(c)(3) nonprofit interested in applying to DOE as a prospective Prime Recipient
  - a 501(c)(3) nonprofit interested in engaging with prospective Prime Recipients as a prospective subrecipient
  - an organization capable of partnering with/enhancing the services of a prospective Prime Recipient

Image: (Slide 15)

IMAGES FOR PROMOTIONAL USE

Below are approved visual assets for use in promoting the programs on social media and communications materials.

IMAGES FOR PROMOTIONAL USE, CONT'D

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QUESTIONS?

For more information please contact:

Nonprofits@DOE.gov