

# Renew America's Nonprofits Media Promotion Toolkit

October 25, 2023



**SCEP**

STATE & COMMUNITY ENERGY PROGRAMS

# WELCOME!

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

This toolkit provides content to help you amplify news about the Selectees, and to ensure consistent DOE branding.



# ABOUT THE GRANT

The U.S. Department of Energy (DOE) through the Office of State and Community Energy Programs (SCEP) announced nine Prime Selectees for the Renew America's Nonprofits grant, a groundbreaking, first-of-its-kind investment by the Department of Energy to support energy efficiency in the Nonprofit sector.

- Prime Selectees will share \$45 million in awards, which they will use to subaward grants of up to \$200,000 and provide technical assistance to hundreds of nonprofit subrecipients across the country, impacting thousands of people.

This competitive grant - made possible through the Biden Administration's Bipartisan Infrastructure Law (BIL) - is a part of the \$50 million [Renew America's Nonprofits Program](#), which aims to...

- Reduce energy use & energy costs in nonprofit buildings, generating sustainable savings that can amplify nonprofits' community impacts.
- Lower emissions, reducing community exposure to pollutants & putting America on a path to a net-zero energy economy by 2050.
- Promote a [nonprofits-supporting-nonprofits model](#), laying the groundwork for a pipeline of energy & cost-saving projects to continue beyond the life of the grant.

Citizens are deeply connected to nonprofits as beneficiaries, volunteers, and donors. By funding energy improvements in nonprofit buildings, DOE is investing in both the physical and social infrastructure of communities - many of which are historically disadvantaged communities.

- There are approximately [1.5 million 501\(c\)\(3\) nonprofits in America](#), representing diverse missions such as libraries, worship facilities, community centers, animal shelters, hospitals, healthcare clinics, museums, art institutions, youth sports leagues, food banks, and more.
- Nonprofits employ [more than 10% of the U.S. workforce](#) - more than [12.4 million Americans](#) - representing the [third-largest workforce](#) in the economy.
- Behind salaries, energy costs are nonprofits' [second highest operational](#) expense.
- Funds from the Renew America's Nonprofits grant will support improvement projects that generate short and long-term energy cost savings, allowing operational dollars to be redirected toward mission-critical work.

The nonprofit sector represents a significant opportunity to put America on a path to net-zero emissions by 2050.

- [More than half a million facilities](#) are operated by nonprofits in the United States, and most are in commercial spaces where [up to 30% of energy can be wasted due to building inefficiencies](#).

# ABOUT THE GRANT - TALKING POINTS

Selectees have committed to investing in approximately 300 nonprofit facilities across 30 states and territories (28 states, Washington, D.C., Puerto Rico, and the U.S. Virgin Islands)

- While still finalizing subrecipient portfolios, Prime Selectees have indicated plans to support food banks, housing and health services, religious institutions, and more. Finalized portfolios are due by June 2024.
- Prime Selectees will focus especially on high-impact improvements such as HVAC, envelope, and lighting in subrecipient buildings.
- Across their portfolios, Prime Selectees have projected..
  - Energy cost savings up to 39%. Every dollar saved is a dollar that can be reinvested toward mission-critical work.
  - Greenhouse gas reductions up to 35%. Selectees will reduce pollution and create healthier spaces for countless community members.

To expand services to subrecipients, Prime Selectees are collaborating with 38 partner organizations, including energy efficiency experts, community partners, colleges and universities, workforce development groups, state and local governments, religious institutions, financing partners, utility companies, Federally Funded Research and Development Centers, and an energy service company.

The Renew America's Nonprofits grant supports the Biden-Harris [Investing in America Agenda](#), by creating good-paying jobs and upskilling the American workforce while building infrastructure to support a net-zero economy.

- 100% of Prime Selectees are creating jobs and/or providing training opportunities.
- 89% of are either currently involved with, or open to engaging, labor unions.
- 89% have made specific commitments to engage, partner, or contract with community-based organizations, tribal entities, women-focused programs or women businesses enterprises, minority business enterprises, and/or veteran business enterprises.
- 78% of Prime Selectees will offer workforce training through diverse mechanisms including workshops, community-based apprenticeships, apprenticeships with construction firms, and university programs.
- 56% of Prime Selectees will engage local labor.

Prime Selectees align with the Biden Administration's [Justice40 Initiative](#) to put environmental and economic justice at the center of America's energy transition.

- At least 60% of sub-awards will go to nonprofits in disadvantaged communities.
- The Renew America's Nonprofits Program is directly investing in minority-led and women-owned business enterprises.

# PRESS RELEASE

Click here to read:

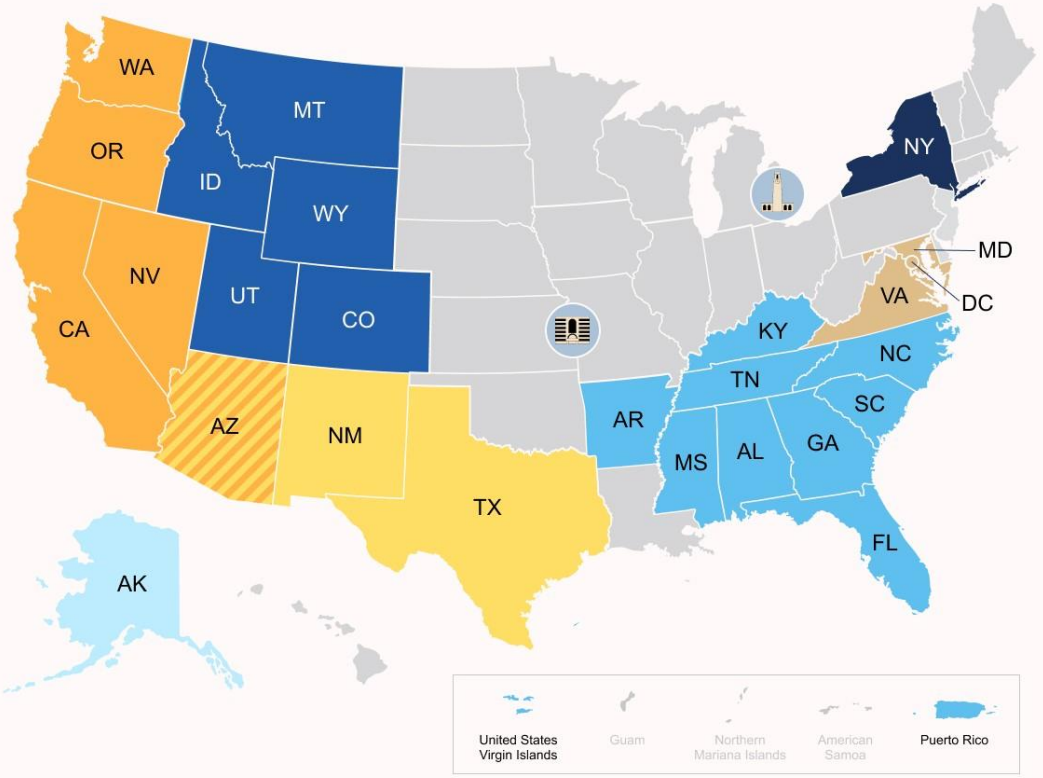
- [Biden-Harris Administration Announces \\$45 Million for Energy Efficiency Building Upgrades for Nonprofits](#)



# CONGRATULATIONS TO THE 9 PRIME SELECTEES!

## Renew America's Nonprofits

PRIME SELECTEES 2023



### Projected Portfolio Impact of Prime Selectees



-  University of Detroit, Mercy
-  Mid America Regional Council Community Services Corporation

# WHAT CAN YOU DO?

1. Amplify the news about the [Renew America's Nonprofits Selectees](#). Share the information in this toolkit with your network by...
  - Engaging with social media (Twitter, Facebook, LinkedIn, Instagram)
  - Posting blogs or newsletters on your website
  - Writing a story for media publication
  - Discussing the grant on a podcast, video, or local radio station 😊
2. Follow the Prime Selectees as they proceed to the award period and complete their portfolios. Learn how they are bringing their projects to fruition.
  - Highlight quotes, comments, pictures, videos, success stories, and more!
3. Raise awareness! Amplify the need for energy efficiency upgrades and infrastructure funding across the nonprofit community .





# SOCIAL MEDIA CONTENT TO AMPLIFY

Reach a larger audience for your social media posts by tagging or linking to applicable energy accounts for cross promotion:

## DOE

Facebook:

DOE:  
<https://www.facebook.com/energy>  
@energy

X (Twitter):

DOE:  
<https://twitter.com/ENERGY>  
@ENERGY

*Office of Infrastructure:*  
<https://twitter.com/ENERGYDeploy>  
@ENERGYDeploy

Instagram:

DOE:  
<https://www.instagram.com/energy/?hl=en>  
@energy

LinkedIn:

DOE:  
<https://www.linkedin.com/company/u-s--department-of-energy/>

SCEP:  
<https://www.linkedin.com/company/office-of-state-and-community-energy-programs/>

*Office of Infrastructure:*  
<https://www.linkedin.com/company/energyinfrastructure/>

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.



# FOLLOW OUR PRIME SELECTEES ON THEIR JOURNEY

- [Alaska Heat Smart, Juneau, AK](#)
  - [X \(Twitter\)](#), [Facebook](#), [Instagram](#)
- [Ecology Action, Santa Cruz, CA](#)
  - [Facebook](#), [Instagram](#)
- [Medici Road, Washington D.C.](#)
  - [X \(Twitter\)](#), [Facebook](#), [Instagram](#), [LinkedIn](#)
- [Mid America Regional Council Community Services Corporation, Kansas City, MO](#)
  - [X \(Twitter\)](#), [Facebook](#), [Instagram](#), [LinkedIn](#)
- [Southface Energy Institute, Atlanta, GA](#)
  - [X \(Twitter\)](#), [Facebook](#), [LinkedIn](#)
- [Sustainable Westchester, Mount Kisco, NY](#)
  - [X \(Twitter\)](#), [Facebook](#), [Instagram](#), [LinkedIn](#)
- [Tierra del Sol Housing Corporation, Los Cruces, NM](#)
  - [Facebook](#)
- [University of Colorado Boulder, Boulder, CO](#)
  - [X \(Twitter\)](#), [Facebook](#), [Instagram](#), [LinkedIn](#)
- [University of Detroit Mercy, Detroit, MI](#)
  - [X \(Twitter\)](#), [Facebook](#), [Instagram](#), [LinkedIn](#)



**Tag a Selectee's social media handle in your posts for specific recognition, where applicable!**

# X (TWITTER): SAMPLE CONTENT

*Option 1:* Congrats to the Prime Selectees of the #RenewAmericasNonprofits grant! This grant allows hundreds of nonprofits to increase #energyefficiency by implementing building upgrades. The energy costs saved can be redirected to mission-critical work. <https://tinyurl.com/yyyvvxez>

*Option 2:* Through #energyefficiency upgrades, the #RenewAmericasNonprofits grant will reduce operational costs for nonprofits, lower emissions & pollutants, & invest in the American workforce. Strong, healthy communities need strong, healthy nonprofits! <https://tinyurl.com/yyyvvxez>



# LINKEDIN OR FACEBOOK: SAMPLE CONTENT

Option 1: 📣 Exciting News for nonprofit organizations! DOE just announced its Selectees for the Renew America's Nonprofits grant! This competitive award, made possible through the Biden Administration's Bipartisan Infrastructure Law (BIL), is aimed at reducing energy use and energy costs in nonprofit buildings, thereby reducing community exposure to pollutants and lowering emissions. Utilizing a nonprofits-supporting-nonprofits model, the Renew America's Nonprofits Program lays the groundwork for a pipeline of energy and cost-saving projects to continue beyond the life of the grant.

After extensive review of a highly competitive field, DOE is investing \$45 million in nine nonprofit Prime Selectees, who will subaward grants and provide technical assistance to hundreds of nonprofit subrecipients, ultimately impacting thousands of people. Selectees have committed to investing in approximately 300 nonprofit facilities across 30 states and territories, impacting food banks, religious institutions, housing and health services, and more.

Energy costs are second only to salaries in nonprofits' operational expenses. Funds from the Renew America's Nonprofits grant will support improvement projects that generate short and long-term energy cost savings, allowing operational dollars to be redirected toward mission-critical work.

Read more about this initiative here! <https://tinyurl.com/yyyyvvez>

#RenewAmericasNonprofits #EnergyEfficiency #Nonprofits #DOE #SCEP

Option 2: Join us in congratulating the nine nonprofit Prime Selectees of the Renew America's Nonprofits grant! DOE is investing a total of \$45 million in these nonprofits. In turn, they will subaward grants and provide technical assistance to hundreds of nonprofit subrecipients – ultimately impacting thousands of people.

Selectees have committed to investing in approximately 300 nonprofit facilities across 30 states and territories (28 states, Washington, D.C., Puerto Rico, and the U.S. Virgin Islands). While still finalizing their subrecipient portfolios, Selectees have indicated plans to support food banks, housing and health services, religious institutions, and more. Anticipated improvements include HVAC, envelope, and lighting in subrecipient buildings.

Selectees estimate portfolio-wide energy savings of up to 39% and greenhouse gas emissions reductions up to 35%. The Renew America's Nonprofits grant supports President Biden's Investing in America Agenda, with 100% of Selectees incorporating job creation and/or training. Funding for this grant aligns with the Biden Administration's Justice40 Initiative, centering environmental and economic justice in America's energy transition. At least 60% of sub-awards will go to nonprofits in disadvantaged communities.

To stay engaged with the Renew America's Nonprofits Program, visit their website: <https://www.energy.gov/scep/renew-americas-nonprofits>

#RenewAmericasNonprofits #EnergyEfficiency #Nonprofits #DOE #SCEP

# IMAGES FOR PROMOTIONAL USE, CONT'D

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

859x409



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

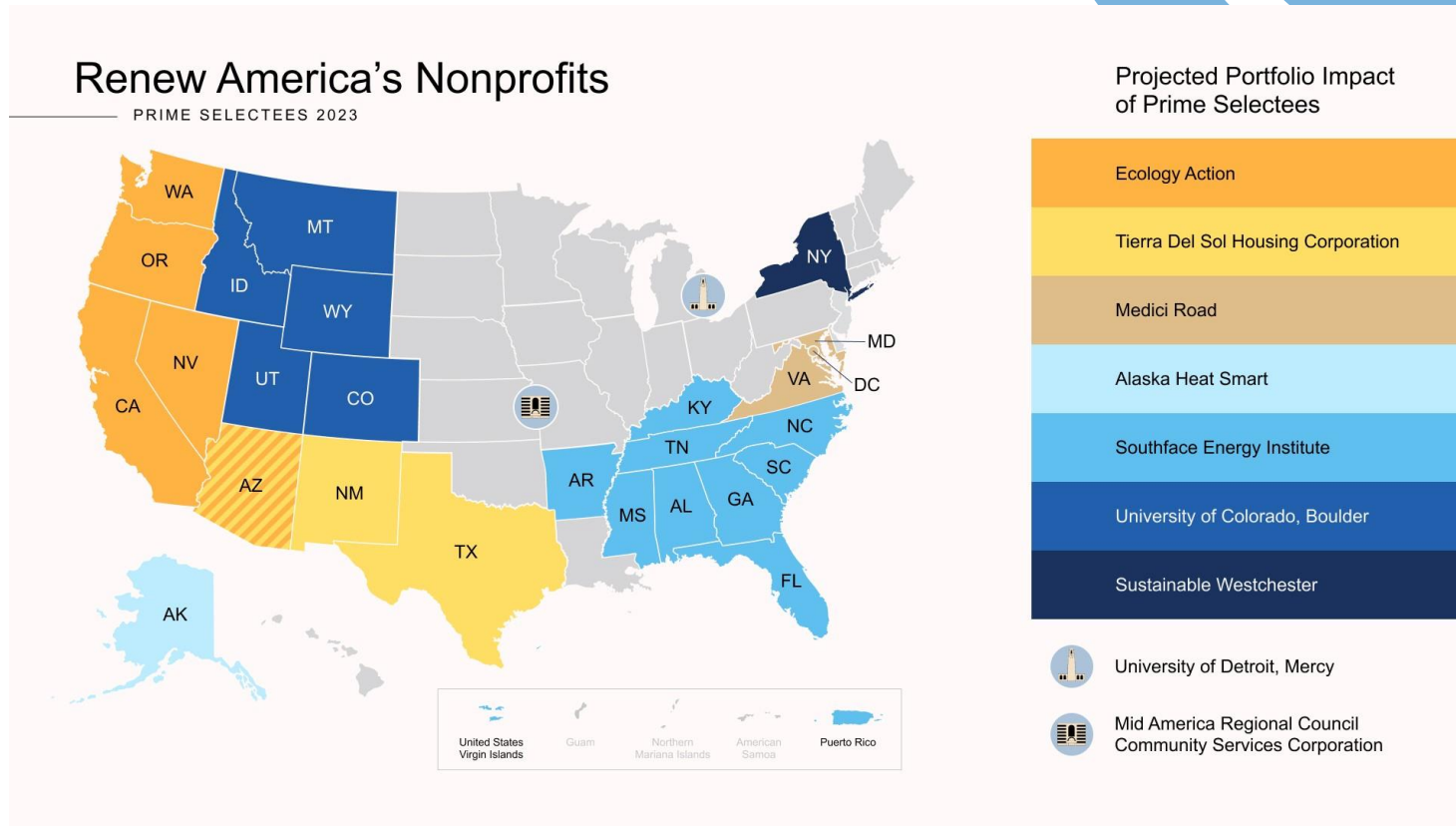
1280 x 720



# IMAGES FOR PROMOTIONAL USE, CONT'D

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

1920 x 1080

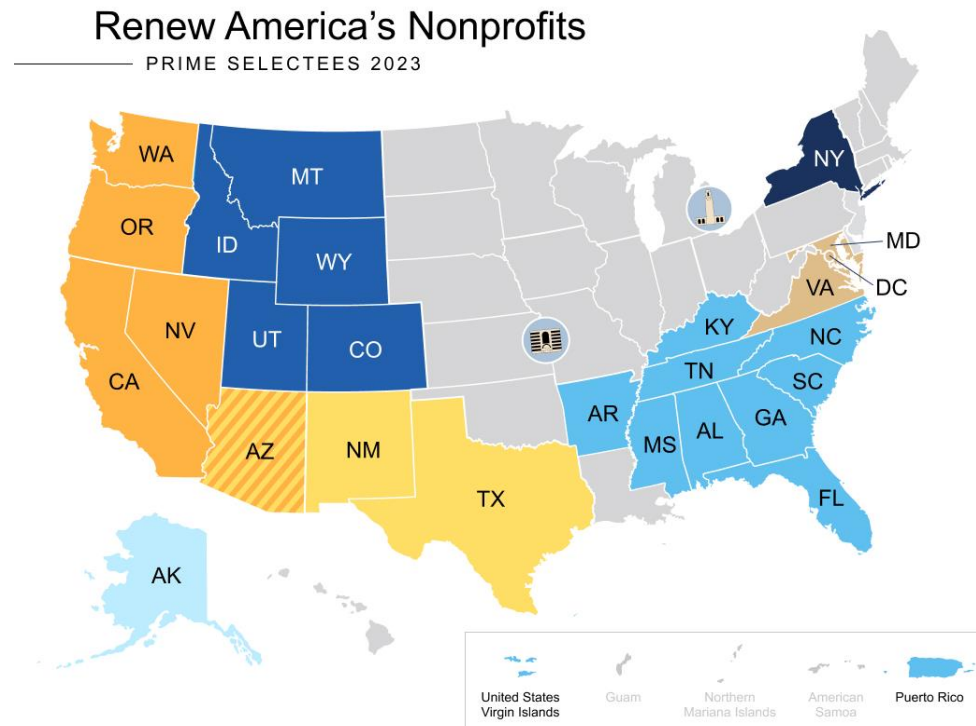




# IMAGES FOR PROMOTIONAL USE, CONT'D

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

1080 x 1080



## PROJECTED PORTFOLIO IMPACT OF PRIME SELECTEES





# KEY RESOURCES

- To learn more about the Renew America's Nonprofits grant, please view the:
  - [SCEP | Renew America's Nonprofits Website](#)
- For more context on a specific Prime, click on the name of a Selectee listed [here](#).
- If you have any questions that are not addressed in these slides, please contact us at Nonprofits@doe.gov.

