

# MESSAGE HIERARCHY

*Environmental and job creation benefits enhance more basic needs but are not conversion drivers alone.*

It's a good thing

*Homeowners have a high tolerance for effort if other needs are met*

It's easy

Confidence it'll be money well spent

*This is CEWO's primary benefit.*

Knowing I can afford to make upgrades

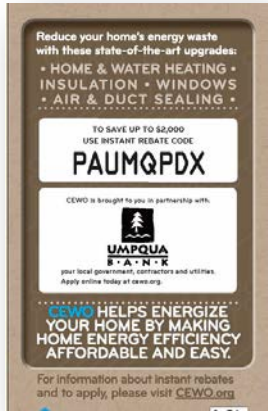
Comfort without high energy bills

*This is the primary category benefit*

With CEWO I know I'll feel the difference in my home because:

- CEWO rigorously selects certified contractors, specially trained in home energy efficiency
- The free home energy assessment pinpoints what needs to be done so there's no guesswork
- CEWO inspects the work to make sure it's been done right

# INSTANT REBATE CODES



Marketing Materials



CEWO Application


- Eliminates “Lost Leads” for contractors
- Creates perceived exclusivity and scarcity
- Showcases promotional offers
- Identifies source of referral

# DIRECT MAIL

**Clean Energy Works Oregon**  
JOIN THE FUTURE

**MAYBE IT'S TIME YOU UPGRADED YOUR HOME, TOO**

**IT'S TIME YOU UPGRADED YOUR HOME, TOO**



When it comes to energy performance, older homes are behind the times. Join more than 1,000 of your fellow Oregonians by upgrading your home's energy efficiency with a Home Energy Remodel from Clean Energy Works Oregon (CEWO) and stay comfy year-round with:

**A WHOLE-HOME ENERGY REMODEL IN ONE, EASY STOP**  
CEWO bundles insulation, home and water heating systems, air sealing and triple-pane window upgrades to help you transform your older home to an energy-efficient, more comfortable home of the future.

**NO-MONEY-DOWN FINANCING**  
Get started right away with no upfront costs and without exhaustive research. CEWO has streamlined the entire lending process for you.

**EXPERT GUIDANCE**  
All CEWO Participating Contractors and Energy Advisors are certified by the Building Performance Institute. Plus, CEWO provides an objective Energy Advisor accessible to you through the entire process.

Questions? Call us toll-free at 855.870.0049.

**INSTANT REBATES up to \$2,500\***  
if you apply by APRIL 30!  
Including **FREE HOME ENERGY ASSESSMENT**

**NO MONEY DOWN FINANCING**

Apply by APRIL 30  
SAVE UP TO \$2,500  
INSTANT REBATE code: LGPDXLG  
→ **APPLY NOW AT [cewo.org](http://cewo.org)**

**clean energy works oregon**  
JOIN THE FUTURE

\*Instant Rebates are available on a first-come, first-served basis, subject to change without prior notice, and consideration will only be given for a qualified applicant in limited cases. Rebates include Insulation, Water and Fuel, Heating and Ventilation, Energy Tank Cook, Insulation. Application must be received by April 30, 2012.

Working with EnergyTrust of Oregon

## CEWO Branded

**IT'S TIME YOU UPGRADED YOUR HOME, TOO.**

CEWO makes upgrades easy with preferred rate loans from local lenders like Umpqua Bank.

**Umpqua Bank**

**clean energy works oregon**  
JOIN THE FUTURE

**FREE home energy assessment**

- A WHOLE-HOME ENERGY REMODEL including insulation, home heating systems and triple pane windows
- NO-MONEY-DOWN FINANCING from Craft3

**SAVE UP TO \$3,500\* with Instant Rebate code: LGPDXPS**

Apply by APRIL 30 2012

→ **Apply today at [cewo.org](http://cewo.org)**

**clean energy works oregon**  
JOIN THE FUTURE

Working with EnergyTrust of Oregon



**PACIFIC POWER**  
A DIVISION OF PACIFICORP

825 NE Multnomah, Suite 2000  
Portland, Oregon 97232

**PACIFIC POWER**  
A DIVISION OF PACIFICORP

825 NE Multnomah, Suite 2000  
Portland, Oregon 97232

Dear [First & Last Name],

Did heat escape your older home this winter and take your money with it, leaving you more cold than comfy? At Pacific Power, we would rather the heat you pay for stay where it belongs – inside your home keeping you toasty. That's why we're letting you know about the Clean Energy Works Oregon (CEWO) Spring Bonus. Apply to have Clean Energy Works Oregon upgrade your home's energy efficiency by April 30, 2012, and you may qualify for instant rebates up to \$2,500.\*

Over 1,000 Oregonians have already upgraded the energy efficiency of their homes with CEWO. In one easy stop, CEWO transforms the energy efficiency of older homes with insulation, water and fuel heating systems, air sealing, and triple-pane window upgrades to help you transform your older home to an energy-efficient, more comfortable home of the future.

We've contacted you because our second installment rebate bonus may meet the following qualifications to participate in CEWO and earn Instant Rebates up to \$2,500\*: a single-family, detached structure built before 1993, owned and occupied by you. To confirm that you qualify for CEWO, apply at [cewo.org](http://cewo.org) and enter Instant Rebate Code UTPA2L2 by April 30, 2012. Or, call CEWO toll free at 1-855-870-0049 and get energy savings and comfort for years to come.

Sincerely,  
*Karen Gilmore*  
Karen Gilmore  
Vice President, Customer Services

\*Offer is available only to new applications received by CEWO between 3/11/2012 and 4/30/2012 and is offered to qualified applicants that complete the CEWO upgrade and loan program and are subject to availability. Instant Rebates include 1st, 2nd, and final payments and standard Energy Trust restrictions. Some restrictions apply. Visit [cewo.org](http://cewo.org) for details.

## Utility Branded

**Bureau of Planning and Sustainability**  
City of Portland, Oregon

3500 SW 4th Ave, Suite 719A, Portland, OR 97201

**Bureau of Planning and Sustainability**  
Innovative Collaborative. Practical Solutions.

[FIRST LAST]  
[ADDRESS]  
[CITY STATE ZIP]

June 19, 2012

Dear [FIRST LAST],

We are pleased to have been selected to provide energy efficiency upgrades to your home. This program is available for eligible homeowners in the Interstate Urban Renewal Area who own a single-family, detached structure built before 1993, owned and occupied by you. To confirm that you qualify for CEWO, apply at [cewo.org](http://cewo.org) and enter Instant Rebate Code LGPDXKRA by June 30, 2012.

CEWO makes it easy to improve the energy efficiency and comfort of your home with:

- A FREE home energy assessment;
- Energy saving upgrades like insulation, windows and home heating equipment installed by certified contractors;
- No-Money-Down Financing with a low-cost, long-term loan; and
- Up to \$3,000 in Instant Rebates if you apply by June 30, 2012.


**Special Offer through June 30!**  
CEWO was created by the City of Portland and is funded through federal, state and local grants. CEWO is now offering up to \$2,000 in instant rebates toward a home energy upgrade, but because your home is located in the Interstate Urban Renewal Area you are eligible for an additional \$1,000 in rebates for a total of up to \$3,000. To qualify for this offer you must apply to CEWO by June 30, 2012.

Join over 1,500 Oregon homeowners who have upgraded their homes with Clean Energy Works Oregon.

→ **APPLY ONLINE at [www.cewo.org](http://www.cewo.org) with Instant Rebate code LGPDXKRA by June 30.**

Sincerely,  
*Andria Jacob*  
Andria Jacob  
Program Manager

PS – To learn more about this special offer to receive up to \$3,000 in instant rebates for energy efficiency improvements visit [www.cewo.org/ura](http://www.cewo.org/ura) or call 1-855-870-0049.

 City of Portland, Oregon | Bureau of Planning and Sustainability | [www.portlandonline.com/bps](http://www.portlandonline.com/bps)  
1500 SW 4th Avenue, Suite 719A, Portland, OR 97201 | phone: 503.823.7100 | fax: 503.823.7888 | tpy: 503.823.6800

## Gov't Branded

# COST PER LEAD

- Considering direct and allocable costs (website, awareness building, printed materials and other significant investments) CEWO invests about \$500 to generate an application.
- Approximate cost/lead of various other channels:
  - CEWO Direct Mail = \$500
  - Co-Branded Direct Mail = \$300
  - Mass Media = \$800
  - Contractors = \$500
- Community Outreach and Local Government are the most expensive channels because they remain small. If these channels can scale without a high investment, cost/lead should drop significantly.

## Conversion Rate Growth by Month

37% Avg Conversion Rate

