



FUNDING NOTICE

RURAL OUTREACH CAMPAIGN TO PROMOTE ENERGY EFFICIENCY

We are pleased to notify your agency of a funding opportunity to promote **Flex Your Power**, a statewide community outreach campaign to promote energy efficiency in rural communities. The campaign is funded by California ratepayers under the auspices of the California Public Utilities Commission. We are seeking well-established non-profit agencies in rural communities that have the capacity to reach large numbers of utility customers through creative and engaging outreach activities. Agencies selected through a competitive grant process will receive \$12,000 to implement local outreach strategies. In addition to funding, outreach partner agencies will receive extensive training and technical assistance from Runyon Saltzman & Einhorn (RS&E), a Sacramento-based advertising and public relations firm contracted by the Commission to implement the rural campaign.

The goal of the Flex Your Power Community Outreach Campaign is to provide California's rural utility customers with information about ways they can help the environment and save money by reducing energy consumption and purchasing energy efficient appliances and materials. Messages are promoted through advertising and outreach in targeted rural areas serviced by Pacific Gas & Electric (PG&E), Southern California Edison (SCE) and San Diego Gas & Electric (SDG&E). For purposes of the campaign, rural areas are defined as non-metropolitan counties as well as small towns and rural parts of metropolitan counties.

Who Should Apply?

Past members of our outreach team have included Chambers of Commerce; Community Action Agencies; Boys & Girls Clubs; YMCAs; 4H groups; schools and colleges, environmental groups and agencies that serve seniors. Outreach team members are not required to be specialists in energy efficiency. Rather, we are seeking organizations that are concerned about global warming and want to share messages about energy efficiency with area residents where they live, work and play.

In addition to funding, team members are provided with training, campaign handouts, portable exhibits and ongoing technical assistance to support outreach activities. In 2008 all of our outreach partners will participate in a statewide Flex Your Power pledge card drive. These drives include kick-off events and media relations supported by RS&E staff.

The Application Process

RS&E will fund up to 17 agencies in 2008. The campaign will begin with a training session in early April and end December 1, 2008. Applications are provided electronically upon request and are due March 7, 2008. Applicants will be notified of funding decisions by March 18, 2008.

Need More Information?

Interested agencies may contact Suzane Henderson by phone at (916) 446-9900 or by email shenderson@rs-e.com

2008 Flex Your Power Rural Community Outreach Campaign Funding Opportunity

Flex Your Power is seeking well-established non-profit agencies in rural communities to promote messages aimed at saving energy and the environment. Agencies selected through a competitive grant process will receive up to \$12,000 to implement local outreach strategies. In addition to funding, outreach partner agencies will receive extensive training, campaign materials and ongoing technical assistance from Runyon Saltzman and Einhorn, Inc. (RS&E), a Sacramento-based advertising and public relations firm. Applicants are not required to be specialists in energy efficiency. Former outreach partners have included environmental groups; youth development agencies; high school districts; community colleges; agencies serving seniors; chambers of commerce and community action agencies.

The 2008 campaign will begin with a training April 10-11, 2008 and end December 1, 2008. Applications are due March 7, 2008. For purposes of the campaign, rural areas are defined as non-metropolitan counties as well as small towns and rural parts of metropolitan counties. Applicant agencies must be located in areas serviced by Pacific Gas & Electric (PG&E), Southern California Edison (SCE) and/or San Diego Gas & Electric (SDG&E).

Flex Your Power is funded by California ratepayers under the auspices of the California Public Utilities Commission. For further information, or to receive an application packet, contact Suzane Henderson: shenderson@rs-e.com or phone (916) 446-9900.