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The Premier Energy Training Workshop
and Trade Show for Federal Agencies

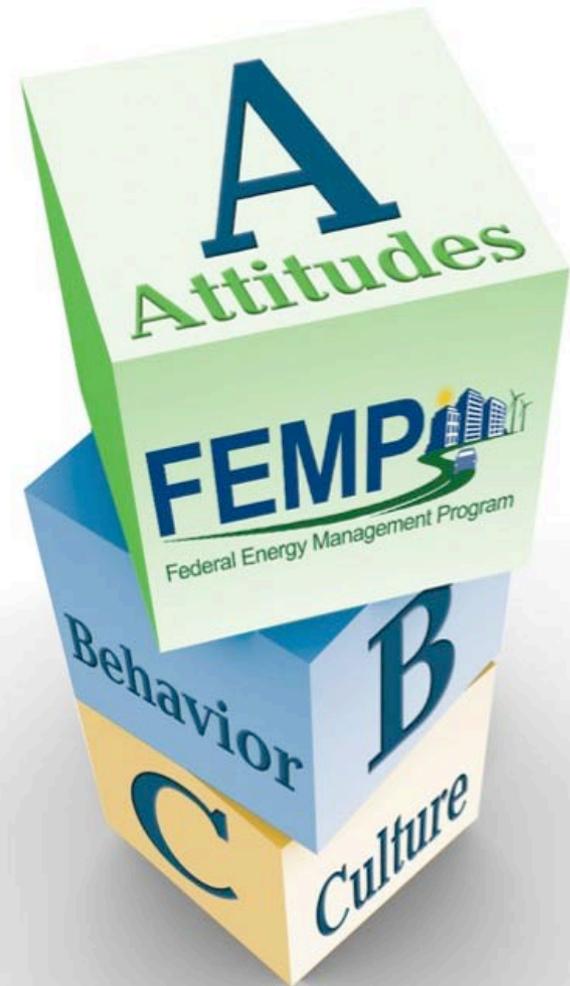
A River of Energy Solutions

Branding and Messaging: Getting the Biggest Bang from Outreach

Carl Costello, Greening America

Federal Energy Outreach

ABC's
Building Blocks of
Outreach Efforts



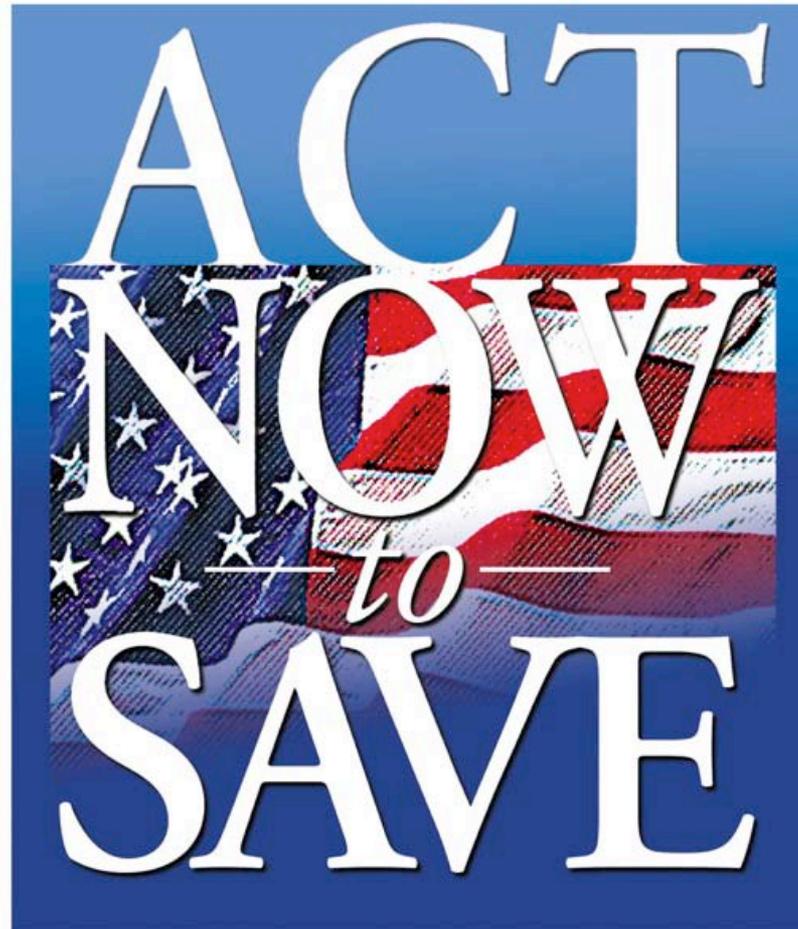
In the Beginning was the Word

LEAD by
EXAMPLE

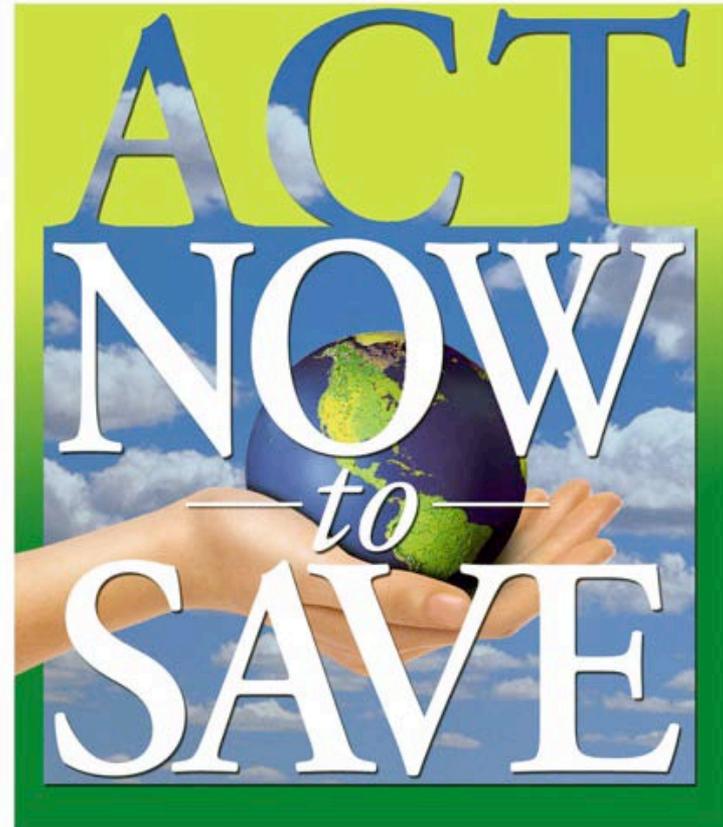
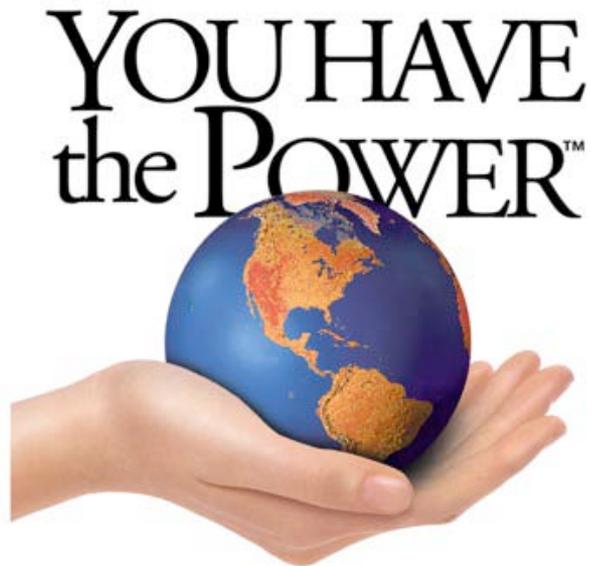
Keep Your Eye on the Icon



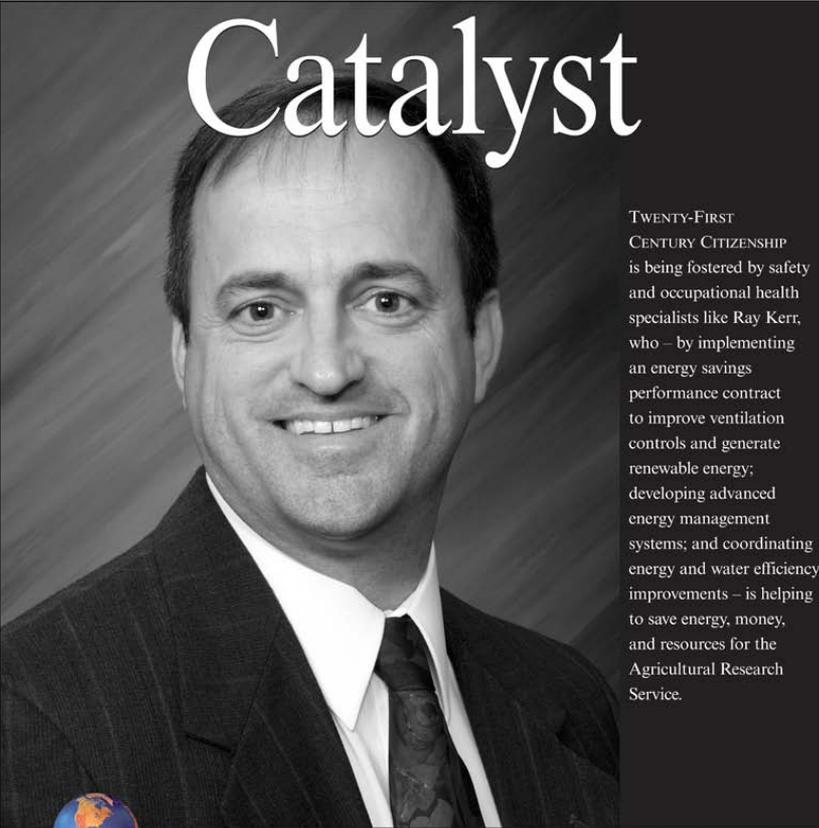
Transform the Brand



Better Left Unsaid



It's All About People



Catalyst

TWENTY-FIRST CENTURY CITIZENSHIP is being fostered by safety and occupational health specialists like Ray Kerr, who – by implementing an energy savings performance contract to improve ventilation controls and generate renewable energy; developing advanced energy management systems; and coordinating energy and water efficiency improvements – is helping to save energy, money, and resources for the Agricultural Research Service.

 YOU HAVE the POWER™

United States Department of Agriculture
Federal Energy Management Program




For more information on how you can get involved in the YOU HAVE the POWER campaign, visit the FEMP Web site at www.ecre.energy.gov/femp.

Awareness In Action



Awareness In Action



Events

Awareness In Action



Posters and Banners

Awareness In Action



Materials

Awareness In Action

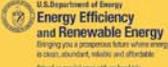


conserve
ENERGY

SAVE NOW OR PAY LATER.
Working to save America's energy and environmental future.

Find out more.
Contact the EERE Information Center at 1-877-EERE-INF (1-877-337-3463). Visit: www.eere.energy.gov/femp.

 YOU HAVE the POWER™

 U.S. Department of Energy
Energy Efficiency and Renewable Energy
Energy is a precious future where energy is clean, abundant, reliable and affordable.
Printed on recycled paper with soy based ink.

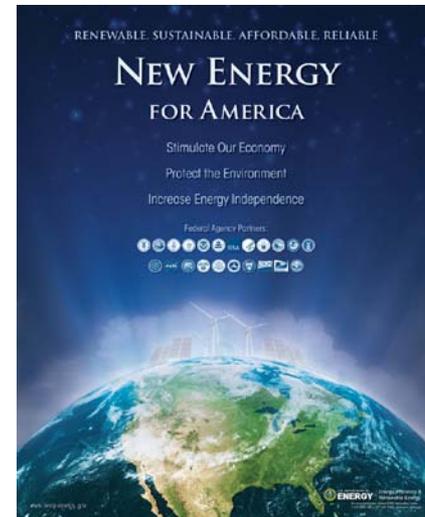
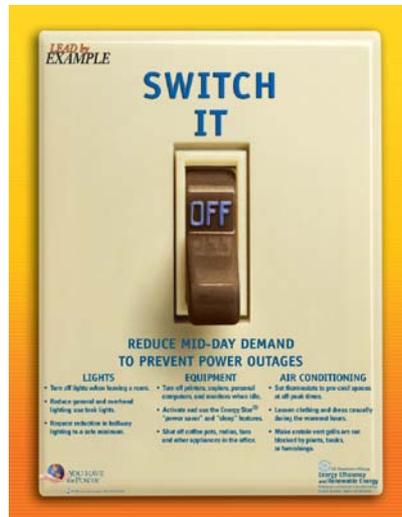
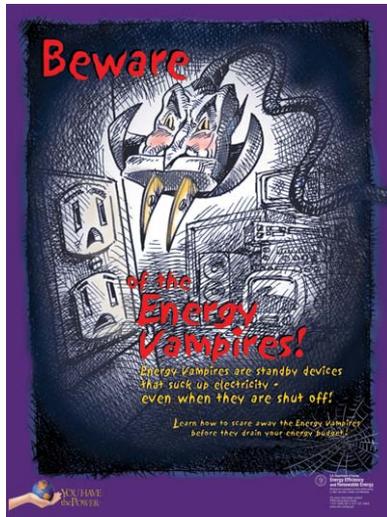
Online Resources

And . . . it's all free!



Federal Energy Management Program

www.eere.energy.gov/femp/services/yhttp/campaign_materials.html



Use It or Lose It

Your actions have a ripple effect.

ENERGY INDEPENDENCE
DEPENDS ON US.
CHOOSE WISELY. USE WISELY.

U.S. Department of Energy
Energy Efficiency and Renewable Energy
Energy.gov | 1-877-488-6868
Energy Information Administration
EIA Information Center | 1-877-382-6868 | www.eia.doe.gov

For more information contact EERE Information Center
1-877-475-AMF (1-877-475-2663)
www.eere.energy.gov/informationcenter

FOR STEPS YOU CAN TAKE, VISIT:
WWW.ENERGYSAVERS.GOV

Turn Words Into Actions

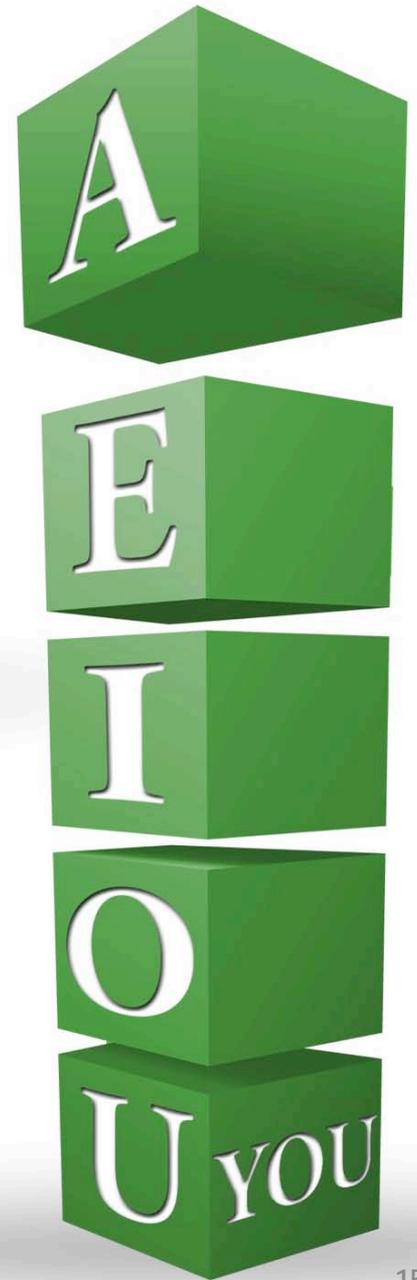
Turn *Awareness* into *Action*

Turn *Engagement* into *Effectiveness*

Turn *Intent* into *Investment*

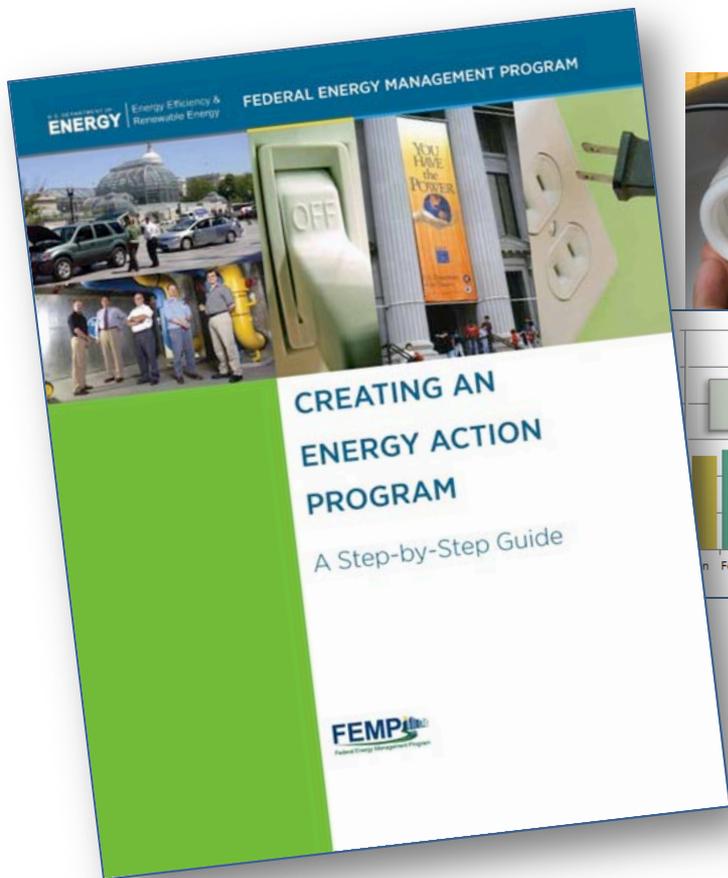
Turn *Opportunities* into *Outcomes*

The bottom line: *It's Up to You!*



Plan your Strategy

Creating An Energy Action Program





GREENING AMERICA

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