

A low-angle, close-up photograph of a white wind turbine against a clear blue sky. The blades are spread out, and the central hub is visible. A small horizontal bar with teal and orange segments is positioned above the main title.

# CLEAN ENERGY COMMUNICATIONS

Jodi Jean Amble • Communications and Events Director



# *HOW DO WE TALK ABOUT CLEAN ENERGY?*

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## ABOUT ME

I grew up in Arena, WI.

I have an liberal arts education with a  
Bachelors in Theatre and a Masters in Music.

I spent 8 years marketing at Norcon, Inc. in  
Chicago.

Started at RENEW in 2017.



## ABOUT RENEW

RENEW Wisconsin is a nonprofit organization based in Madison, WI..

Since 1991, we've been advocating for building a stronger, healthier, more vibrant Wisconsin through the advancement of renewable energy.

We work on policies and programs that support solar power, wind power, biogas, local hydropower, geothermal energy, and electric vehicles.




## BOOTH A20

# BRAND

The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity  
Book by Julia Shepard Stenzel and Nathalie Laidler-Kylander

	Old	New
Definition	A logo	Strategic asset that embodies the mission and values
Goal	Fundraising and PR	Mission impact
Positioning	Competitive advantage	Clarity and effective partnerships
Communications	One-way projection of a specific image	Participative engagement
Audiences	Donors	Internal and external stakeholders
Organizational home	Marketing and communications	Executive team, board and all brand ambassadors
Requirements	Money and expertise	A brand management mindset



An aerial photograph of a rural Wisconsin landscape. Sunbeams (crepuscular rays) are visible, filtering through the trees and casting long, golden shadows across the fields and roads. Several houses and barns are scattered throughout the scene, surrounded by lush greenery and trees. The overall atmosphere is peaceful and vibrant, suggesting a clean, healthy environment.

**Our VISION** is clean renewable energy powering a strong, healthy, and vibrant Wisconsin.

**Our MISSION** is to lead and accelerate the transformation to Wisconsin's renewable energy future through advocacy, education, and collaboration.



## POSITIONING QUESTIONS

- What do we do really well?
- What do we do that other organizations (with similar missions) are not doing?
- What makes our organization unique?

A horizontal bar with a teal segment on the left and an orange segment on the right.

## RENEW POSITIONING

- Experts in Renewable Energy policy - advocating since 1991
- Bipartisan relationships
- With all the benefits of renewable energy, we don't HAVE to talk about climate change



A short horizontal bar with a teal segment on the left and an orange segment on the right.

*“If you aim for nothing, you'll hit it every time.”*

# GOALS

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*Vision, Mission, and Strategic Goals should be top of mind when setting communications goals.*

**S**pecific

**M**easurable

**A**ctionable

**R**ealistic

**T**ime-bound

# GOAL

Increase blog audience. Increase average post views by 5% in 2019.

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Strategic Goal 4: Expand outreach and education to grow support for renewable energy

Strategic Goal 5: Maximize the opportunities for emerging technologies to expand renewable energy

# GOAL

Diversify our supporter base - Brand renewable energy as a diverse, equitable industry. Feature women, people with diverse racial and ethnic backgrounds, rural advocates, and other minorities in bimonthly **renewable energy stories**, feature these stories on social media and get 5 “shares” from new distribution channels.

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Strategic Goal 4: Expand outreach and education to grow support for renewable energy

# AUDIENCE

Adapt your message to your audience's interests, level of understanding, attitudes, and beliefs.

- | Who are they?
- | What do they do?
- | What do they know?
- | What do they think they know?
- | What do they care about?
- | **Who do they listen to?**



# AUDIENCE



BABY BOOMERS - CURRENT MEMBERS



LIBERAL MILLENNIALS AND GEN XERS



CONSERVATIVE MILLENNIALS AND GEN XERS



RE INDUSTRY PROFESSIONALS



LEGISLATORS, GOVERNMENT ELECTEDS



## AUDIENCE PERSONA | CURRENT MEMBERS/BABY BOOMERS



This is Jim. He's been a RENEW member for 15 years. He's 60 years old and was an early advocate for fighting climate change. He's liberal, anti-war and took part in the No War for Oil protests. He's anti-big business as he prefers local economy and he distrusts utilities. He likes the idea of energy independence and community owned renewable energy.

*“The best approach in  
over-communicated society is the  
oversimplified message.”*

*—Al Ries*

# MESSAGE POLLING

MESSAGES THAT HAVE BEEN POLL TESTED

We should accelerate the growth of clean energy so America can have cleaner, healthier air and less pollution.

91%

AGREE

73%

STRONGLY AGREE

# MESSAGE POLLING

MESSAGES THAT HAVE BEEN POLL TESTED - CONSERVATIVE

We should accelerate the growth of clean energy so America can have cleaner, healthier air and less pollution.

80%

AGREE

52%

STRONGLY AGREE

# MESSAGE POLLING

MESSAGES THAT HAVE BEEN POLL TESTED

We should accelerate the growth of clean energy so American innovation can create economic growth and jobs at home.

89%

AGREE

69%

STRONGLY AGREE

# MESSAGE POLLING

MESSAGES THAT HAVE BEEN POLL TESTED - CONSERVATIVE

We should accelerate the growth of clean energy so American innovation can create economic growth and jobs at home.

77%

AGREE

54%

STRONGLY AGREE



# MESSAGE POLLING

## CONSERVATIVE COMMUNICATIONS

**MESSENGERS MATTER** • Use trusted sources, respected figures, innovators, and respected voices.

**DON'T PERSUADE** • Imposing your own opinion will backfire. Open doors, but don't shove people through them.

**DON'T CONDESCEND** • Maintain neutrality. Use facts to present information in a way that is not threatening or political.

**EMPHASIZE VALUES** • Frame arguments around conservative values, especially patriotism, independence, business and economic opportunity.

# MESSAGE POLLING

## OVERALL CLEAN ENERGY MESSAGING RECOMMENDATIONS

Focus on where we're heading, not where we've been.

Position clean energy in the here and now.

Put people in the picture.

Be specific about how we get to scale.

# MESSAGE POLLING

## OVERALL CLEAN ENERGY MESSAGING RECOMMENDATIONS

Rurals feel urbans are very different from them. See urbans as carefree, rich with nothing better to do.

When designing messages, think about where the resistance is, and what messages your audience is resistant to.

# MESSAGE POLLING

## OVERALL CLEAN ENERGY MESSAGING RECOMMENDATIONS

Use what's already there - What does Wisconsin care about already?

Acknowledge truth on the other side before trying to make your point. Recognize what fossil fuels have done. THEN say what fossil fuels have cost us.

Needs determine how we think and feel.

Offer solutions consistent with what people care about.

# KEY MESSAGES

HOMEGROWN

HEALTHY

SMART

VISIONARY

FAIR

# KEY MESSAGES

## HOMEGROWN ENERGY

Renewable Energy is made in Wisconsin BY Wisconsin citizens. We're proud of our state and what we make here. We believe we can use our own resources to produce our own energy. Transitioning to renewable energy will create thousands of good-paying local jobs and keep our energy dollars in Wisconsin.



# KEY MESSAGES

## HEALTHY ENERGY

Solar and wind energy put out no emissions or pollution, and use no water from the ground or surface.

Many solar farms have native meadow vegetation that prevents soil erosion and provides weed control, and creates a natural habitat for pollinators and wildlife. Clean energy improves community health through decreased pollution and reduces energy costs to make healthcare more affordable.

# KEY MESSAGES

## SMART ENERGY

Renewable Energy saves money for our businesses and families.

Renewable sources like wind and solar are the most cost-effective way to generate electricity, which saves money for everyone. It's good for our economy. Transitioning to renewable energy will create thousands of good-paying local jobs and keep our energy dollars in Wisconsin.

# KEY MESSAGES

## VISIONARY ENERGY

Renewable Energy protects our water and lands and helps to preserve Wisconsin's resources for future generations. In a time when climate action is urgent, we need to support large scale developments to make the necessary global impact. Our vision requires a mix of large scale and distributed renewables and incorporates emerging technologies.

# KEY MESSAGES

## FAIR ENERGY

The cost savings and health benefits of renewable energy are currently only available to those who can afford the investment in distributed renewables. Third party ownership is a way to open distributed renewable energy opportunities to lower income households. In addition, getting more clean energy on the grid means Wisconsin will be less reliant on current coal plants reducing the unfair health burden of people who live near coal plants. We support **access** to renewable energy for all financial demographics.

# THE BRAND IDEA

## INTEGRITY

Structural integrity, not just moral integrity

Aligns identity with the mission, strategies, and values of the organization

Aligns internal identity with external image

Results in cohesion and trust

## DEMOCRACY

Engages internal and external stakeholders

- Staff, board, community, etc.

Creates ambassadors

- Staff, board, community, etc.
- Encourage story sharing
- Provide templates, guidelines, training

## AFFINITY

Extending influence beyond organization to maximize impact

Builds partnerships

Identifies and attracts partners to work toward shared goals

# MESSAGING FOR ELECTRIC VEHICLE INITIATIVES

## **HOMEGROWN**

Wisconsin send billions of dollars out of the state and out of the country to pay for fuel for our vehicles. EVs can use energy that is produced right here in Wisconsin.

## **HEALTHY**

No tailpipe, no pollution, no health side effects. No matter where you drive, even if your electricity is produced with coal and fossil fuels, driving electric is cleaner than driving a gasoline car.

## **SMART**

Far cheaper to operate and maintain than gasoline cars.

## **VISIONARY**

Adoption is increasing fast, and it has to in order to meet climate and renewable energy goals. 25% of Wisconsin's energy goes to transportation, so without transforming the transportation sector we can't get to 100% renewable energy.

## **FAIR/ACCESS**

Electric transportation can reduce electricity prices for everyone, not just EV drivers.



# DELIVERY TACTICS

Website

Blog

Email

Social media

Print newsletters or Appeals

Direct messaging, private chat, texting

Earned media

Paid advertising

Video and audio recordings

Graphics and infographics

Signage, posters, banners

Brochures, flyers, and other leave-behinds

Events

Speaking Engagements

# MESSENGERS

Community leaders

Friends and family

Celebrities - local musicians, radio or TV personalities

Your staff, partners, colleagues

Someone already participating in an activity/action you want to promote

Peers that are in – or will relate to – the target audience

# HOMEGROWN HEALTHY SMART CAMPAIGN



PHOTO BY BEN BREWER

## HOMEGROWN ENERGY

Chances are you know someone who is working to advance Wisconsin's clean energy landscape. Tim Parker, a member of Operating Engineers Local 139, operated a bulldozer during construction of the Quilt Block Wind Farm in Southwest Wisconsin.

Wisconsin's clean energy industry employs more than 75,000 workers – more than all the waiters, waitresses, computer programmers, lawyers and web developers in the state combined. Renewable energy boosts local economies and creates jobs with homegrown energy made right here in Wisconsin.

**RENEWABLE ENERGY  
HOMEGROWN • HEALTHY • SMART**



For more information, visit [www.renewwisconsin.org](http://www.renewwisconsin.org)



PHOTO BY PAT A. ROBINSON

## SMART ENERGY

Did you know the cost of installing solar has dropped by more than 70% since 2010? That's why citizens, businesses, nonprofits and power companies all across Wisconsin are making the smart choice to switch to solar power.



**RENEWABLE ENERGY  
HOMEGROWN • HEALTHY • SMART**



Learn more at [www.renewwisconsin.org](http://www.renewwisconsin.org)



PHOTO BY BEN BREWER

## HOMEGROWN ENERGY

Chances are you know someone who is working to advance Wisconsin's clean energy landscape. Brodie Dockendorf worked construction for eight years, including masonry and servicing forklifts and cranes. Now he manages operation of the Quilt Block wind farm in Southwest Wisconsin.

Wisconsin's clean energy industry employs more than 75,000 workers – more than all the waiters, waitresses, computer programmers, lawyers and web developers in the state combined. Renewable energy boosts local economies and creates jobs with homegrown energy made right here in Wisconsin.

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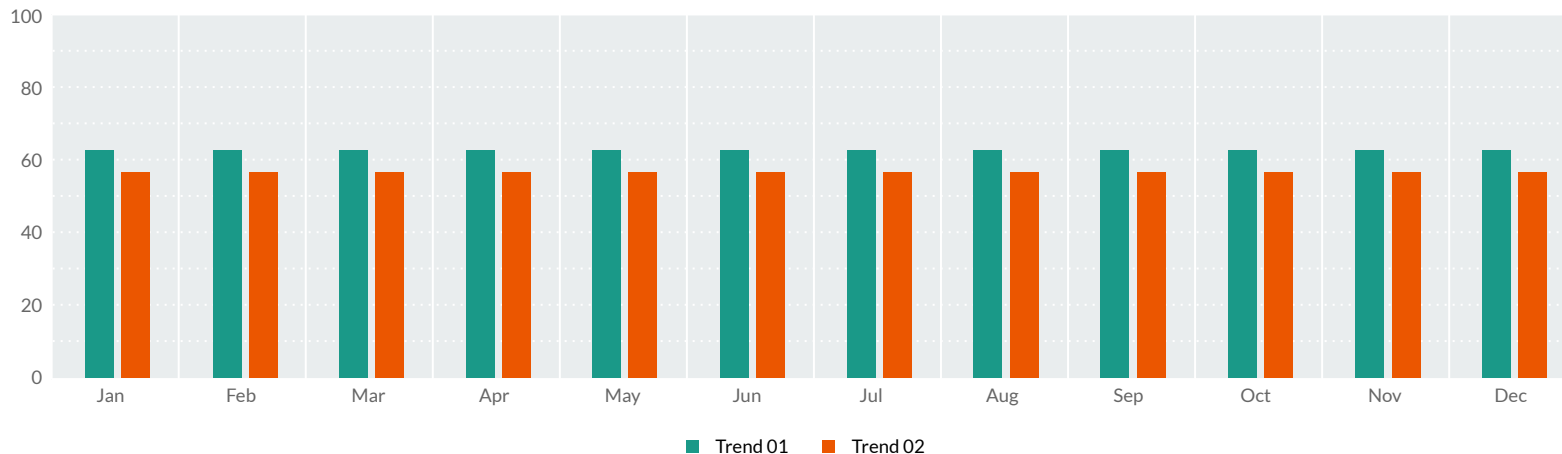


# EVALUATION

Identify your Successes and Failures

Evaluate what is most important to your organization.

Let your discoveries guide your next goals.







# QUESTIONS?

Jodi Jean Amble

[jodi@renewwisconsin.org](mailto:jodi@renewwisconsin.org)

SLIDES AVAILABLE at

[www.renewwisconsin.org](http://www.renewwisconsin.org)