

Introduction

Congratulations on your upcoming renewable project and on your Blue Sky funding. We are excited to support you throughout your project and to help make such an important community contribution a reality. Your project will have an immediate impact on your organization, helping you to better serve your mission by reducing costs, and demonstrating your environmental leadership in your community.

We've created the following toolkit to make connecting your new project story with your community easy. You'll find messages and templates you can adapt for use across digital, print and in-person opportunities.

Items in the toolkit are listed below, along with tips on when to use them. Please review and if you have a question, we are always here to help.

Email us at: bluesky@pacificorp.com

TOOLKIT CONTENTS

1) Blue Sky Messaging

Key messages to use in marketing materials, signage, newsletters, media interviews and more.

When to use: Throughout the project to describe your project.

2) Media Tools

Press materials to customize and send out, along with step-by-step directions for pitching media.

- How to pitch your project to the media
- Regional media contact list
- Template press release for project announcement
- Template press release for celebration event
- Template advisory to invite media to an event
- Project fact sheet to provide media as background

When to use: When project funding is announced and again when project is complete.

3) Event Tools

Ideas to help organize a celebration for the completion of your Blue Sky project.

- Celebration ideas for a ribbon cutting or community event with tips on who to invite and how to spread the word of an event
- Additional community engagement ideas with inexpensive ways to celebrate with the community.

When to use: At completion of your project. Planning should start at least six weeks prior to project end.

4) Social Media Tools

Pre-made and customizable post ideas to use through your social media channels.

When to use: When project funding is announced and again when project is complete. You may even want to share content covering progress on your project.

5) Marketing/Collateral Tools

Easy to download or order materials to enhance and compliment your marketing efforts.

- Blue Sky logo for download
- Blue Sky project sign or banner art for download
- Blue Sky giveaways for order

To order, email: bluesky@pacificorp.com

When to use: At completion of your project. Planning should start at least six weeks prior to project end.

Share your creative ideas with us! Have an idea to make this toolkit better? Tried an approach that worked well and could work for others? Did you come up with a sign idea you'd like to execute? Share it with us!