Clean Tech Alliance Campaign Plan

Summer 2019 Version 2.0

**Information Gathering**

* Identify specific companies and organizations that have been involved in Clean Energy Transition funding
  + Develop the value proposition and benefits to communities across the state
  + Identify and map, using digital features to live on the CleanTech Alliance website and for use in printed fact sheets, the location of projects funded by the state funding and matched by local businesses/non-profits
* Identify upcoming timelines for 2019-2020 grant funding and distribution
  + Department of Commerce
  + Governor’s Office
* Outreach to specific key projects
  + Deep dive investigation on outcomes and impacts of the Clean Energy Transition Fund in advancing energy efficiencies, innovation, and ongoing discoveries

**Messaging and Channels for Communication**

* **Identify key audiences and topline, region-specific messaging appropriate for key audiences:**
  + Legislature and Governor’s office
  + Other elected, and opinion leaders with influence
  + Economic Development Councils/Chamber and related business leaders
  + CleanTech Alliance Board
  + Media
* **Develop persuasive topline messages** – three most persuasive messages about the impacts of the Clean Energy Transition Fund
* **Develop targeted messaging specific to regions** across the state of Washington

**Channels for Communications**

* **CleanTech Alliance website**:
  + Develop topline messaging about the benefits of the Clean Energy Transition Fund and an interactive map that identifies project and cleantech businesses x legislative district.
  + Website will include pdf fact sheets, available by specific regions, for use by and with key audiences.
  + Possible in-kind production of video relying on topline messaging and featuring Clean Energy Transition Fund recipients to be included on website, with easy access for use by, and to key audiences
* **Develop supportive social media strategy using paid Facebook, Twitter, and LinkedIn**
  + Branded content development
  + Boosting posts/social media ads to key audiences – drive back to CTA website
  + $1000 per month (January, February, March during session)
* **Regional OpEds about CETF impacts in local communities**
  + Draft regionally-specific opeds to be authored by local leaders (for placement in SeaTimes, Spokesman-Review, TriCities Herald, Vancouver Columbian, Tacoma Tribune. Social media to help spread

**Community Outreach**

* Targeted messaging and sound bites for each legislative district and media cluster
* Media outreach
  + Identify key spokespeople for each geographic area – develop “speaker bureau” capabilities and presentation opportunities?

**Legislative Interaction**

* Meetings with key legislators (supportive of CET) linked to local grassroots & grant recipients
* Committee activity including work sessions on project outcomes

**Resources & Personnel**

* Tom Ranken, CTA
  + Development of a volunteer “field” campaign team
* Legislative outreach & coordination
  + Brad Boswell & Courtney Blatz, lobbying
* Media & communications $50,000 – 75,000
  + [Aaron Pickus](https://www.pickuscommunications.com/), media -
  + [Lisa Danielson](https://www.ldanielson.com/lisa-danielson/), communications -
  + Or – done by volunteers already active in the organization
* Agency & Governor’s Office
  + Sara Vorpahl, Department of Commerce
  + Lauren McCloy, Senior Energy Policy Advisor Governor’s Office