

# PGE Renewable Development Fund Communications Toolkit

Here are some guidelines and tools to help you refer to the PGE Renewable Development Fund when promoting your project.

## Talking about your Renewable Development Fund award

Now that you've received a Renewable Development Fund award, you probably want to share the good news with your organization's employees, members, volunteers or stakeholders. Here are some suggested messages and sample copy you can use to promote your project:

- We're thrilled to share that we were selected to receive a Renewable Development Fund award from PGE!
- The Renewable Development Fund awards grants for clean energy projects in our community.
- Thank you PGE and Green Future<sup>SM</sup> customers for supporting organizations like ours in the journey toward a cleaner, greener future.
- With this RDF award, we plan to develop [share a brief summary of your project] which will [brief summary of its impacts]

## Thanking Green Future<sup>SM</sup> customers

The PGE Renewable Development Fund is fully funded by Green Future customers, a community of over 225,000 people choosing local, renewable energy. These PGE customers elect to pay a little more toward their energy bill so the company can purchase Renewable Energy Credits (RECs), which guarantee that an equivalent amount of electricity to what they consume at home is accounted for in the Western power grid by renewable resources.

Without Green Future customers, the Renewable Development Fund would not exist, so it's important to recognize their contributions to local renewable energy projects.

Here is some sample copy you can use to thank Green Future customers.

- This project was partially funded by PGE Green Future<sup>SM</sup> customers through the PGE Renewable Development Fund.
- This project was made possible with support from the PGE Renewable Development Fund. Since 1999, customers of Portland General Electric have supported clean energy by participating in the Green Future<sup>SM</sup> renewable power program. To date, PGE Green Future customers have helped fund more than 16.6 Megawatts of new, local renewable energy generation.

## Website

Refer your audience to [portlandgeneral.com/rdf](http://portlandgeneral.com/rdf) to learn more about the fund and its impact.

## Social Media

Share the good news with your organization's stakeholders by posting on social media. Don't forget to tag PGE so we can share your post and consider adding photos for visual impact. Check out the RDF social media toolkit on our [website](#) for hashtags, social handles and sample copy.

## Style

When sharing information about the PGE Renewable Development Fund on your website, in a press

### Promote your project along the way

Don't forget to share these key milestones via social media or other outreach:

- RDF award granted
- Project groundbreaking
- Project complete



Renewable  
Development Fund

Funded by Green Future™ customers

release or any other channel, please use the PGE Renewable Development Fund logo.

- Do not alter the logo's shape, color or proportions
- Make sure the logo is large enough to read clearly and has ample margins
- Use the dark blue version whenever possible, but the white version may be appropriate on dark backgrounds

## Press Release

For newsworthy project updates and announcements, consider distributing a press release. Please pull from the suggested messaging above or refer to the press release template on our [website](#). Don't forget to thank PGE Green Future customers, and let us know if you'd like a quote about our partnership or support.

## Downloads & Resources

You can download RDF logos, sample social media posts and a press release template to help get you started at [portlandgeneral.com/rdf toolkit](http://portlandgeneral.com/rdf toolkit).

## Contact

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