



Working with Focus on Energy

A Guide for Community Organizations, Corporations and Other Entities

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus helps these entities implement projects that otherwise would not be completed, or to complete projects sooner than scheduled.

One way Focus on Energy accomplishes its goals is through partnerships with community organizations and corporations that share Focus' vision.

This document provides a step-by-step guide for entities that are interested in working with Focus to promote energy efficiency or renewable energy.

FREQUENTLY ASKED QUESTIONS

What types of partnerships has Focus had with other groups?

Focus has worked with all kinds of entities from large corporations and small community groups, to public libraries and civic clubs on a variety of events and activities. In some cases, Focus has provided a guest speaker for an event or a booth for a locally organized energy fair. In other instances, Focus has helped a group promote energy efficient practices to its members.

What kinds of assistance can Focus provide?

- **Information:** literature, fact sheets and acrylic tabletop literature holder
- **Personal appearance:** presentations, booth/table staffing
- **Corporate events:** energy efficient bulb sales, energy savings competitions

Will Focus come to our event?

Focus can arrange guest speakers for meetings and/or staff a booth at an event. These services are based on Focus staff availability, as well as the size and relevance of the event. Focus will not, for example, staff a booth at a music event or other festival that does not have an emphasis on education.

Please note: Adequate lead time is also required for Focus appearances. We request at least two weeks notice.

What will Focus expect from our group?

Focus expects that your group will be dedicated to the success of the event/activity, putting in adequate time for planning. In the case of an event, Focus asks that your group promote the event to assure high participation/attendance (Focus will require review of promotional materials). Material and facility requirements (e.g., tables, projector, laptop, etc.) will be determined by the type of event.

Are we eligible for Focus assistance?

Entities are eligible if their efforts:

- Are consistent with Focus on Energy goals, promoting energy efficiency or renewable energy; follow Focus policies and support the development of energy efficiency and renewable energy markets
- Target an audience eligible for the Focus on Energy program; eligibility is determined by a customer's gas and electric utilities—about 85% of Wisconsin homes and businesses are eligible for Focus (verify eligibility at focusonenergy.com/Resources).

How do we get started?

To request Focus assistance, fill out the online form at focusonenergy.com/communities. Once your form has been submitted, a Focus staff member will review your request and respond to you accordingly. In most cases, you can expect a response within two business days.

Do we have to pay for Focus services?

No. Focus event/activity assistance and/or materials are free of charge.

What if I have multiple events or plan a recurring event?

There is no limit to the number of times you may contact Focus for assistance; however, due to the large number of requests received throughout the entire state, personal appearances may be limited for your organization to assure adequate coverage at other events.

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas. For more information, call **800.762.7077** or visit focusonenergy.com.



HOW TO GET STARTED

1. Complete proper planning within your group to finalize your energy-related mission, goals, objectives and desired outcome(s) for your event/activity.
2. Verify that your utility (and/or the utility serving the location at which the event will be held) is a Focus-participating utility (you can verify eligibility at focusonenergy.com/Resources).
3. Visit www.focusonenergy.com/communities and fill out the online request form.
4. After submitting the online form, a Focus staff member will contact you about your request. You can expect a response within two business days.
5. If your request is accepted, Focus will fulfill your request (e.g., if materials are requested, they will be sent out; if a speaker is requested, he/she will be assigned and get in touch with you to discuss details, etc.).
6. Upon completion of your event/activity, to help Focus maintain excellent customer service, you may be asked a few questions as to your satisfaction with your "Focus experience."

ASSISTANCE	DESCRIPTION	RESTRICTIONS
Literature	Multiple hard copies of existing Focus on Energy literature	<ul style="list-style-type: none"> ■ None
Literature Holder	Acrylic tabletop literature holder containing a tri-fold brochure introducing the Focus program and a Focus tip sheet with great efficiency ideas for the home	<ul style="list-style-type: none"> ■ Unit should be used in a prominent location with regular traffic
Presentations	Varies – general energy efficiency and/or renewable energy information, energy efficiency improvements for existing homes, lighting tips, etc.	<ul style="list-style-type: none"> ■ Minimum audience size ■ Ample lead time to allow for availability of staff/partner
Booth and Staffing	Varies depending on the event – simple tabletop items such as light bar, energy efficient lighting samples, literature and hand crank; to elaborate, floor-mounted display (usually used at trade shows)	<ul style="list-style-type: none"> ■ Require Focus staffing ■ Prefer modest- to high-expected attendance ■ Ample lead time to allow for availability of staff/partner
Energy Savings Competitions	Challenges between employee or community groups to see who can save the most energy	<ul style="list-style-type: none"> ■ Adequate participation level
Energy Efficient Bulb Sales	Usually done in corporations or in partnership with community leaders; Focus will find a local retailer to sell the bulbs and offer Focus incentives	<p>Because of retailer involvement, we require:</p> <ul style="list-style-type: none"> ■ Minimum number of employees/attendees ■ Ability to sell at least 2,000 bulbs at one location ■ Large space to host the sale ■ All communication done by event sponsor in cooperation with Focus must be approved ■ Analog phone lines available to process credit card orders ■ Interpreter for non-English-speaking attendees provided by event sponsor if needed ■ No more than one bulb sale within a two-year period at the same facility
General Support	Answer questions, give direction or help a community/corporate group with their unique energy idea	<ul style="list-style-type: none"> ■ None

Additionally, because Focus on Energy has partners throughout the state with whom we work to implement energy efficiency and renewable energy projects, no Focus activity with community/corporate groups can be in competition with those partners. Other restrictions apply as well.

Some of the things Focus won't do include (but are not limited to)

- Giving away free CFLs
- Providing incentives on bulbs that will be given away
- Free home energy assessments
- Any activity outside of a participating Focus utility territory
- Any activity not sanctioned/approved by Focus on Energy

