



SEPTEMBER 23-27, 2024

CLEAN ENERGY WEEK

Event Guide

COMMUNICATIONS GUIDE

Individuals, businesses and organizations have an important role to play in fostering clean energy discussions with policymakers, community leaders and others. A social media post, invite to an event or a favorite media mention can have a positive impact by drawing attention to the groundbreaking work happening in the U.S. clean energy industry.

We designed this Communications Guide to help you reach members of your community and send an effective message. As you plan your Clean Energy Week event, we hope this guide will provide you with the best tips and practices to bolster community engagement for a successful event.

National Clean Energy Week: September 23-27, 2024

Website: www.nationalcleanenergyweek.org

Send photos of your event to press@nationalcleanenergyweek.org!

- **Make your event stand out:** We are excited to help promote and brand your event with supplied Clean Energy Week event materials. Prominently feature the pens, stickers, koozies, keychains and signage to help make your gathering even more attractive to attendees.
- **Send invitations to your network:** Distribute eye-catching and informative Clean Energy Week event invitations by email to colleagues and other interested parties. Consider expanding your network by sending the invitations to likeminded clean energy advocates and organizations. Invitations should include the following information:
 - Name of the event and description of the activities
 - Event location, date and time
 - Cost (if applicable)
 - RSVP instructions and deadline
 - Contact information
- **Engage with followers via social media:** Raise awareness about your event through social media platforms (Facebook, X/Twitter, LinkedIn) to highlight important event details and encourage participation. This can include posting frequently in the weeks leading up to your event to garner attention, livestreaming and/or live-tweeting during the event.

Engage with other participants nationwide by using the official NCEW hashtags -- #NCEW24, #NationalCleanEnergyWeek, #CleanEnergyWeek – and by tagging us on social platforms.

- **Local media:** Contact your local newspapers, TV and radio stations with event information. If the event is free and open to the public, be sure to emphasize that. If you have a VIP speaker, offer preview interviews to select reporters. This will not only help get the word out to the press, but it can also serve as free advertising for your event.
- **Submit a letter to the editor (LTE):** Submit a short LTE (250-300 words) to your local newspaper in support of National Clean Energy Week and/or your Clean Energy Week event. LTEs can be drafted from your perspective or on behalf of your organization and can be used to raise awareness of NCEW, stress the importance of clean energy development within your community or encourage readers to celebrate the governors and local leaders who have declared Clean Energy Week in states and jurisdictions across the country. Click [HERE](#) to see if your state or city has issued a Clean Energy Week proclamation. Share your published LTE with our team, and we will gladly amplify!
- **Author an opinion editorial (op-ed):** Op-eds (600-750 words) offer an opportunity to relay your views on an issue and its solution. An effective op-ed is based around a strong, clear argument on an issue of concern. They can also offer a chance to share with readers why you are an expert on the topic. If you have a specific call to action for readers, be sure to include it and leverage your expertise to highlight why Clean Energy Week and, more broadly, clean energy solutions are important in your community. We will amplify published op-eds to our social channels and subscriber list.
- **Share your event via blog post or recap:** Take photos at your event and write a short blog post to showcase all of your hard work. You can also include a recap in your organization's email newsletter. Tag NCEW – we are proud to help promote blogs, newsletters and social media posts!

Questions? Don't hesitate to reach out to
press@nationalcleanenergyweek.org.