“The idea behind HEAL is to make workplace retrofits the norm and to create both the demand and the financing for employee residential upgrades.”

President Bill Clinton, Back to Work, 2011
Original Social Network
HEAL Model Design

COMMERCIAL SAVINGS

CAT

COMMERCIAL AUDITS

RETROFIT

FINANCE

FINAL EMPLOYEE LOAN FUND

LOAN

PR DEDUCTION

RESIDENTIAL

UPGRADE DELIVERY

ENERGY AUDIT

ENERGY UPGRADE

Climate Showcase Communities
Local Climate and Energy Program

Clintont Foundation
CCI HEAL

home energy affordability loan
Not as Easy as A Funnel
Not as Easy as A Funnel
Write Your Ending First

Determine upfront what it will take to convince the next round of stakeholders

Four Key Considerations

1. What Data Do You Need, How, Where Do You Get It?
2. Who Needs to Be Convinced and Who Do They Respect?
3. When to Retell Your Story to Connect Delivered Value?
4. Use Earned Media Sparingly- Don’t be a PR Junkie
I. Design Your Data Capture

1) General Population Baseline
   a) Randomized Sample
   b) Target Audience

2) Participant Baseline
   a) Initial Perceptions
   b) Baseline Knowledge

3) Participant Post-Service
   a) Satisfaction
   b) Knowledge

4) General Population Post Service

Make a rock solid case (on paper) before you begin
94% of employees participating in HEAL view employers more positively for offering the HEAL energy benefit program.

82% said offering HEAL makes for a better workplace.

Source: HEAL Participant Survey, June 2013
II. Use Organization Specific Stories

Find peers for each constituency that can speak for you
III. Retell the Story with Specific Results

“Why don’t they do it themselves?”

1. Lack of Time
2. Lack of ROI Knowledge
3. Access to Capital
4. Lack of Awareness
5. Availability of Services
Arkansas Results

Average HEAL client savings over 5 years could provide...

- 6 months of Groceries
- 1.1 years of Clothing
- 11.5 months of Gasoline
- 19 years of Flu Shots (family of 4)

Return On Investment

- 23% ROI for employees undertaking home energy improvements
- 9 years in the last 35 that the stock market has exceeded that return
- 7 years in that time period the stock market has had a negative return

90% of participating employees are likely, or very likely, to make energy efficient improvements in the future...

64% would not have made improvements without HEAL participation

Annual Cost Sources: BLS, Consumer Expenditures, 2009-11; CCAA, Parents and the High Cost of Child Care: 2012 Report

Source: HEAL Participant Data, 2012

Source: HEAL Participant Survey, June 2013
IV. Plan to use Targeted Earned Media

Don’t confuse eyeballs with influence - uniqueness has a shelf life
Four Key Considerations

1. **What Data Do You Need, How, Where Do You Get It?**

2. **Who Needs to Be Convinced and Who Do They Respect?**

3. **Retell Your Story to Connect Delivered Value**

4. **Use Earned Media Sparingly-Only When It Helps You Sell the Program**
HEAL Replication Partners with Programs Underway

MOU Executed
Interest/Activity
KEEP CALM AND REPLICATE
CCI HEAL
home energy affordability loan

AN EMPLOYER SPONSORED ENERGY BENEFIT PROGRAM by

CLINTON FOUNDATION

Clinton Climate Initiative