

# OVERVIEW

## Puget Sound Energy Powerful Partnerships



For more than a century Puget Sound Energy (PSE) has prided itself in serving our communities. Keeping the lights on and gas flowing – safely and reliably – is at the center of everything we do. This standard is part of what makes the Pacific Northwest a great place to live, work and play.

We realize there are local non-profits working toward a similar goal and we want to help you in your efforts. One way we do that is through PSE Powerful Partnerships.

Powerful Partnerships is a select group of non-profits also serving within our 6,000 mile service area. It is a year-long collaboration that includes:

- a financial contribution
- six or more engagement opportunities
- informative and educational communications content

### 2021 areas of focus

- environmental conservation
- workforce development

The amount of money varies by county and is funded exclusively by PSE owners and employees. We're proud to say that since 2016 we've partnered with 42 local organizations and invested \$390,000 to help them achieve their strategic goals.

### How it works

At its core, Powerful Partnerships is about collaboration. We realize that each partner will have its own communication channels and schedule, as well as opportunities for engagement such as outreach tabling and presentations. We welcome creativity in your application and encourage you to present ideas that fit your organization's culture and membership base.

If chosen, you will work with your PSE contact to design and implement a collaboration plan. Each component does not have to be planned or committed to upon submitting your application. Rather, we hope you will provide a sense of what's possible if we work together. Examples from past partnerships are below.

### Key requirements

1. **Communications Content.** PSE will provide monthly content for your communication channels such as newsletter articles, banners for your website and social media posts. This content is educational in nature and aims to help our customers save money, learn about natural gas and electric safety and make sustainable choices. Publishing this content is a requirement of the partnership.
2. **Engagement Opportunities.** Your PSE contact will work with you to implement engagement opportunities such as presentations to your stakeholders, volunteer initiatives and tabling at events to reach your clientele, volunteers, and the general public. Below are examples of what we've done with other partners. We plan to do a minimum of six activities with each partner during the year.

### Application deadline and selection process

We have a set pool of funds for each county within our service area, therefore the application process is competitive. Completed applications must be submitted via email to [powerfulpartnerships@pse.com](mailto:powerfulpartnerships@pse.com) **no later than 5:00 p.m. on February 12, 2021.**

*All applicants will be notified of their status by the end of February 2021.*

## General requirements

Powerful Partnerships is designed to collaborate with selected partners to bring valuable and educational energy-related programs to all your stakeholders – employees, volunteers, target constituents – while providing your organization funding to continue its good work.

In order to be eligible, your organization must be a 501(c)3 with a mission or program that aligns with our annual areas of focus. For 2021 we look to partner with non-profits working toward **environmental conservation** or working to enhance **workforce development**. Organizations based outside our service area but serving our customers (see map) are also eligible.

Preference will be given to organizations who have not received Powerful Partnerships funding in the past. However all organizations will be eligible to re-apply year after year.

**Please note** that receipt of previous funding from PSE, Powerful Partnerships, PSE Foundation, sponsorships, grants, etc. will be factored into all charitable contribution decisions.

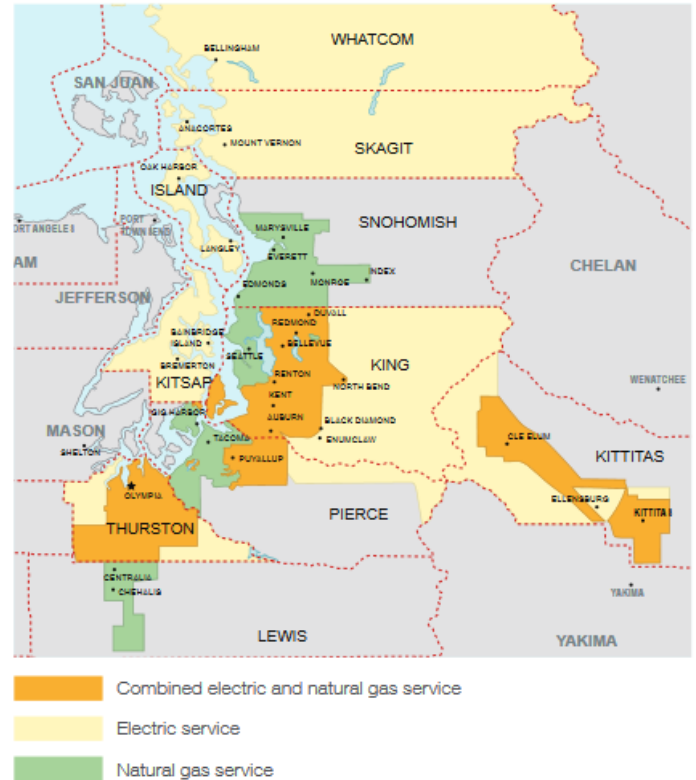
Powerful Partnerships does not sponsor fundraising events such as galas, breakfasts, auctions etc. Nor does it fund:

- Individual K-12 schools, youth groups or clubs.
- Tuition or membership dues made to service clubs, social or fraternal organizations.
- Grants that benefit an individual or specific family or group.
- Religious organizations of any kind.
- Organizations that discriminate (see discrimination policy below).

## Non-discrimination policy

PSE will not fund organizations that, in their by-laws, policies or practices, discriminate on the basis of race, color, religion, age, sex, national origin, ancestry, physical or mental disability, medical condition, veteran status, marital status, pregnancy, sexual orientation, gender identity or any basis prohibited by applicable law.

## Puget Sound Energy's Service Area



## Engagement opportunities

Below are real examples of Powerful Partnerships engagement opportunities. Our goal with each engagement is to reach our community partners or shared customers and provide useful information to help with their daily lives. While we don't have set parameters for how many individuals must be present at each engagement, it is important that engagements include family decision makers. We understand that the COVID-19 pandemic has changed the way we all conduct business, so we have also provided some virtual engagement examples which are great ways to engage in a new way. Keeping our customers and communities safe is our first priority, so we are also more than happy to collaborate on what a virtual engagement might look like for your organization.

We also want PSE's presence to make sense for your organization and be seen as mutually beneficial. PSE will tailor our role to fit with your event and clientele by bringing relevant information for attendees. For example, if your organization serves vulnerable and limited income populations, our message could focus on energy conservation and bill reduction. Please touch base with your local PSE Outreach representative if you have further questions or need clarification.

### Examples

#### Energy Basics Education

PSE partnered with an agency helping 1000s of refugees resettle each year in Puget Sound. The agency identified their biggest need as a way to help these new customers understand why and how to conserve energy, how to understand their bill and how to live safely with power. The PSE lead with this partnership designed a custom presentation for the agency clients, held once a quarter throughout the year. The agency provided translators to help with the presentation and facilitate Q&A.

#### Energy Efficiency Community Booth

Another partner invited PSE to host a co-branded "Winterization" booth at a local Farmer's Market. The intent was to engage customers about the importance of managing their energy usage, and the booth featured low-cost LED lightbulbs, PSE's local Energy Advisor to answer any questions related to accounts or high-bills and rebates, and a representative from one of PSE's tourism locations.

#### Safety Training

One partner invited PSE to attend a safety training program for new and beginning farmers. PSE shared information and best practices about electric safety, as well as energy efficiency information, to these farmers and also provided them with further resources they may need as they pursue their farming goals.

### Virtual Engagement Examples

#### Virtual Staff, Volunteer and Board presentations

Many of our past partners have invited us to share PSE basics, assistance programs, energy efficiency and safety information with their staff, volunteers and board so they can better serve their clients and members.

#### Virtual Events

Another partner offered PSE a presence at their annual event that was attended by over 700 individuals online. PSE was able to highlight the importance of protecting wildlife in our service territory by sharing our long-standing partnership with the organization by hosting a virtual table with information participants could visit.

#### Video Projects

One partner invited us to create a video of how to make a wind powered car and shared it on their social media and website as well as emailed this to interested parents. We also had the opportunity to read an electrical related story for a virtual story time with that same partner.

## Communications Content examples

Below are a few real examples of Powerful Partnerships monthly communications content. Our goal with each engagement is to reach our community partners or shared customers by providing useful information to help with their daily lives. While we don't have set parameters for where the communications need to be shared – we want it to make sense with your communications plans - it is important that the content is shared somewhere customers and clients will see it. This can include on social media such as Twitter, Facebook, LinkedIn, Instagram, etc. as well as e-blasts/newsletters, on your website, on your reception area tv screen, and even hard-copy printed materials such as newsletters, fliers, posters. As long as the viewers are trackable in some way, we are happy!

## Social Media posts & metrics

Saving energy = saving money! If you're a @Puget Sound Energy customer be sure to check out their Savings & Energy Center webpage for ideas on how you can save money while saving energy!  
<https://pse.com/savingsandenergycenter/Pages/default.aspx>

**Savings & Energy Center**  
 You work hard for every dollar, and PSE wants to help you save as much as you can. At our Savings & Energy Center, you'll find lots of money- and energy-saving programs including instant rebates, valuable offers, useful energy efficiency tips and more.  
 PSE.COM

6 Reactions, Comments & Shares

5 Like	5 On Post	0 On Shares
1 Love	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

2 Post Clicks

0 Photo Views	0 Link Clicks	2 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

is one of Puget Sound Energy's 2018 Powerful Partners! Throughout the year, we will be sharing information on ways you can save energy and money with helpful tips. This month's topic: Save on your home heating using your myPSE account.

With winter's cold weather, there's no better time to view the details on your home's energy use and create an online plan for saving. Here's how a free myPSE account can help:

- Energy insights. Learn about the energy you use, the impact weather plays and get insights needed for creating a plan to save on your bill.
- Outage notifications. Stay informed by receiving proactive email or text notices when the power goes out.
- Payment options. Set your preferences for payment and bill handling to match your needs.

For more information, and to sign up, go to [pse.com/myaccount](https://pse.com/myaccount). If you already have an account and want to receive outage notifications, just sign in to verify we have your most recent contact information. #powerfulpartner

Save on home heating using your myPSE account  
 PSE POWERFUL PARTNER  
[pse.com/myaccount](https://pse.com/myaccount)

Our Powerful Partner @PugetSoundEnergy will make considerable progress this summer in capital projects to update aging infrastructure and ensure the safe, dependable and efficient delivery of electricity and natural gas to your homes and businesses. For more information on the work PSE is doing, head to [pse.com/improvements](https://pse.com/improvements).

@PugetSoundEnergy  
 #Pow... See More

PSE construction projects

Our #powerfulpartner @psetalk is looking to help the community save energy. For a limited time, get increased discounts on select energy-saving LEDs from Greenlite. For a list of stores, go to [pse.com/savewithpse](https://pse.com/savewithpse). #powerfulpartnership

[pse.com/savewithpse](https://pse.com/savewithpse)

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#PSEPowerfulPartnership Puget Sound Energy  
 Every day is Earth Day!

These days, climate change is on everyone's mind. It's a big challenge. But the good news is we can tackle it from all sides, even with the energy we use every day.

Whether you're a renter or homeowner, using renewable energy is within reach when you enroll in one of PSE's renewable programs. There is nothing to install or maintain. You simply pay a bit more each month and the power you use is matched with renewable energy added to the grid on your behalf.

This green power is made right here in the Pacific Northwest. It's independent, low carbon and starts at just \$4 more per month. It's a powerful choice, just for pennies a day.

[pse.com/renewablepower](https://pse.com/renewablepower)

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 PSE POWERFUL PARTNER



## Organizational e-blasts

**A cleaner, greener, more sustainable future**

Organic, local food...  
 Non-GMO products...  
 Recycled products...  
 Biodegradable products...  
 Hybrid and electric cars...  
 Renewable energy... what do they all have in common?


Many of us pay more for them because they support our vision of a cleaner, greener, more sustainable future.

Living off the grid is one way of supporting a clean energy future, but most of aren't quite ready for that.

But as Puget Sound Energy customers, there are options, some of which require no solar panels or wind turbines of your own. For as little as \$4 more a month, **you can purchase renewable energy that is added directly to the grid.**

PSE's Green Power program is consistently ranked as one of the Top 10 Programs in the country by the Department of Energy's National Renewable Energy Laboratory.

Enroll in PSE's Green Power or Solar Choice program.



**Enroll your home**

**Be EmPOWERed with PSE**

Thinking about going electric?



Thinking about going electric? Whether you want to geek out on cost savings or reduce your carbon footprint, PSE has information to help you consider the right electric car for you. Why should you think about going electric?

*Electric cars are fun to drive  
 They're reliable and cost less to fuel than gas or diesel cars  
 With a little planning, charging is no big deal  
 The batteries are proven and safe  
 They're healthier for the planet*

For more information, go to [pse.com/goelectric](http://pse.com/goelectric) today!

Every day is Earth Day


[pse.com/renewablepower](http://pse.com/renewablepower)

**Power Partnership**

The Estuarium is proud to announce our new partnership with Puget Sound Energy (PSE)! These days, climate change is on everyone's mind. It's a big challenge. But the good news is, we can tackle it from all sides, even with the energy we use every day. Whether you're a renter or homeowner, using renewable energy is within reach when you enroll in one of PSE's renewable programs. There is nothing to install or maintain. You simply pay a bit more each month and the power you use is matched with renewable energy added to the grid on your behalf.


This green power is made right here in the Pacific Northwest. It's independent, low carbon, and starts at just \$4 more per month. It's a powerful choice, just for pennies a day.

[pse.com/renewablepower](http://pse.com/renewablepower)




## Website

Puget Sound Energy Powerful Partner



**+ Puget Sound Energy  
 = Powerful Partnership!**

**powerful PARTNER**  **PUGET SOUND ENERGY**


Natural Resources Program is thrilled to be one of the 24 non-profit organizations that have been awarded a Powerful Partnership scholarship from Puget Sound Energy. PSE has announced its commitment to reduce its carbon footprint 50 percent by 2040, and these partnerships are essential to helping PSE create a better energy future.

Read more [here](#)


¿Hablo Español? View PSE's [website en Español](#)

NEED HELP? WILDLIFE Tips & Stories VOLUNTEER HOW YOU CAN HELP WHO WE ARE About/Contact BACKYARD WILDLIFE HABITAT PROJECT

Visit the Energy Center today!



[pse.com/energycenter](http://pse.com/energycenter)

**powerful PARTNER**  **PUGET SOUND ENERGY**

Just as we all need to save and preserve our natural resources, PSE offers an array of rebates, tools and tips to help you save energy & money. Start saving now at [pse.com/energycenter](http://pse.com/energycenter)