

Grant Recipient Communications Toolkit

A guide to best practices

Maximize your reach by hosting an event

- Consider incorporating the grant announcement into an upcoming milestone or an event
- Coordinate with your Duke Energy point of contact to set a date and to invite the media and key external stakeholders
- Secure at least one speaker from your organization and consider inviting a Duke Energy representative to deliver remarks
- Develop a run of show, including an outline of activities and internal responsibilities
- Coordinate with your Duke Energy point of contact to secure visuals such as Duke Energy signage

Generate buzz through social media

- Share your grant announcement on social media, and tag Duke Energy using the following information:
 - [Duke Energy](#) on Facebook
 - [@DukeEnergy](#) on Twitter
 - [@Duke_Energy](#) on Instagram
 - [Duke Energy Corporation](#) on LinkedIn
- Tag additional partners who are part of your grant announcement or project
- Use photos and relevant hashtags in your posts to maximize visibility and reach
- Share posts about your program by news organizations and third parties with your followers
- Share ongoing updates and photos as your project progresses; tell the story of your grant's significance

Get the word out to increase awareness

- Notify your Duke Energy point of contact if you need assistance to promote your event and to invite media
- Create a list of media you'd like to invite to attend and/or write about your grant announcement
- Focus on telling the story of your grant's significance throughout your communications
- Send a media advisory prior to the event
- Send a press release immediately after the event (see sample below)
- Consider drafting an op-ed or letter to the editor to share the effect your project or program will have on the community
- Ask your volunteers and community partners to share your story on their social media channels, by word of mouth or on other relevant channels, including blogs and newsletters
- Write about the event and your grant in your organization's newsletter and email updates

Sample Press Release

Nov. XX, 2016

Public EV charging stations coming soon thanks to Duke Energy program

CITY, N.C. – The (city/town/county) of _____ was recently awarded ____ public electric vehicle charging stations that will be located at _____.

The charging stations are funded by Duke Energy and are part of the company's 200 public charging stations that are being installed around North Carolina.

Duke Energy's EV Charging Infrastructure Support Project provided \$1 million to help cities and towns develop public charging stations for residents. Duke Energy will pay 100 percent of the installation costs under the program.

"Over the past decade, Duke Energy has supported the development of several hundred electric vehicle charging stations in North Carolina," said David Fountain, Duke Energy's North Carolina president. "Adoption of EVs depends on a robust infrastructure for consumers."

Duke Energy has been active in building public charging stations at parking decks, libraries and shopping areas. According to Advanced Energy, an independent, nonprofit organization, there are about 4,700 registered plug-in EVs and about 700 public charging ports spread out around North Carolina.

(Include information about where the local charging stations will be and when they might be finished)

The Duke Energy program was part of a [recent settlement](#) with the U.S. Environmental Protection Agency and environmental groups.

About Duke Energy

Headquartered in Charlotte, N.C., Duke Energy is an S&P 100 Stock Index company traded on the New York Stock Exchange under the symbol DUK. More information about the company is available at duke-energy.com.

The [Duke Energy News Center](#) serves as a multimedia resource for journalists and features news releases, helpful links, photos and videos. Hosted by Duke Energy,

[illumination](#) is an online destination for stories about remarkable people, innovations, and community and environmental topics. It also offers glimpses into the past and insights into the future of energy.

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