

**JULY 2021**

## **Energy Assistance Program Communication TOOLKIT**

NOTE: Communication toolkits are also available in Spanish, Somali, Hmong, Vietnamese

Content includes:

- Most recent news release to share
- Flyers: for printed posters, visual for newsletters or websites
- Social media post draft text plus video links and images
- “How to” video tutorial for how to complete the Energy Assistance Program application
- Article for newsletter
- Radio script

Communications provided below are also posted on [the Energy Assistance Program](#) drop-down page labeled “**Energy Assistance Program Materials**”

**Primary link:** Please share this link to [the Energy Assistance Program home page](#).  
**[mn.gov/commerce/eap.jsp](https://mn.gov/commerce/eap.jsp)**

NOTE: [mn.gov/commerce/eap.jsp](https://mn.gov/commerce/eap.jsp) is routed to [this EAP consumer home page](#)  
<https://mn.gov/commerce/consumers/consumer-assistance/energy-assistance/>

**Latest news release to share:**

[Minnesota Department of Commerce encourages thousands of Minnesota households to apply for \\$167 million in new funding for Energy Assistance Program](#)

**Flyers: for printed posters, visual for newsletters or websites**

[English flyer](#) [Spanish flyer](#) [Hmong flyer](#) [Somali flyer](#) [Vietnamese flyer](#)

Please consider posting in public/high-traffic areas, such as grocery and convenience stores, lobby or laundry rooms for multifamily housing, public events such as farmers’ markets. If you need support for printing/ mailing posters, contact Commerce Communications Director Mo Schriener at [mo.schriner@state.mn.us](mailto:mo.schriner@state.mn.us).

**Social media posts:** Three options:

1). Share posts about the Energy Assistance Program from the Department of Commerce accounts: @MNCommerce [Facebook account](#) @MNCommerce [Twitter account](#)

2). Copy and paste the posts below, using VIDEO or IMAGES as noted.

3). Tailor your own posts: Please use this hashtag #MNEnergyAssistance

The hashtag will allow Commerce and our partners to help track and amplify posts.

**Visuals for social media posts include 3 promotional videos, an image and how-to video**

**VIDEO for social media posts:**

Download three EAP videos from WeTransfer: <https://we.tl/t-VsCQpUvovA>

NOTE: This transfer link will expire on Thursday, July 22.

If you need to download the videos after that date, email [Mo.Schriner@state.mn.us](mailto:Mo.Schriner@state.mn.us)

Or you can share the three EAP videos posted [here on Commerce's YouTube channel](https://www.youtube.com/playlist?list=PLobjC0u01rYrudxC9vSi23W464XulxLc1)  
<https://www.youtube.com/playlist?list=PLobjC0u01rYrudxC9vSi23W464XulxLc1>

**Social media posts with VIDEO**

---

**EAP Video #1:**

Do you have a tough time paying your energy bills?

Get those bills paid: Apply now for Minnesota's Energy Assistance Program.

More Minnesotans are eligible than ever before.

See @MNCommerce for more info. Apply at [mn.gov/commerce/eap.jsp](http://mn.gov/commerce/eap.jsp)

#MNEnergyAssistance

**EAP Video #2:**

More Minnesotans are eligible for energy assistance than ever before.

Get up to \$1,600 to help pay your energy bills.

Apply now: [mn.gov/commerce/eap.jsp](http://mn.gov/commerce/eap.jsp)

More info @MNCommerce

#MNEnergyAssistance

**EAP Video #3:**

Are you stressed about paying utility bills?

Apply for Minnesota's energy assistance program today. Get up to \$1,600 to help pay your energy bills. You could get \$1,200 more to cover past-due bills.

Apply now [mn.gov/commerce/eap.jsp](http://mn.gov/commerce/eap.jsp)

More info @MNCommerce

#MNEnergyAssistance

## **Social media posts with IMAGE**

---

Right-click on the image and save:



### **EAP post #1 – with image**

We know this past year has been tough.

We can help. Apply for Minnesota's energy assistance program today.

More Minnesotans are eligible than ever before.

You may also qualify for home improvements

Apply now [mn.gov/commerce/eap.jsp](https://mn.gov/commerce/eap.jsp)

More info @MNCommerce

#MNEnergyAssistance

### **EAP post #2 – with image**

Still worrying about bills from last year?

We can help. Apply for Minnesota's energy assistance program today to get up to \$1600 to pay energy bills.

More Minnesotans are eligible than ever before.

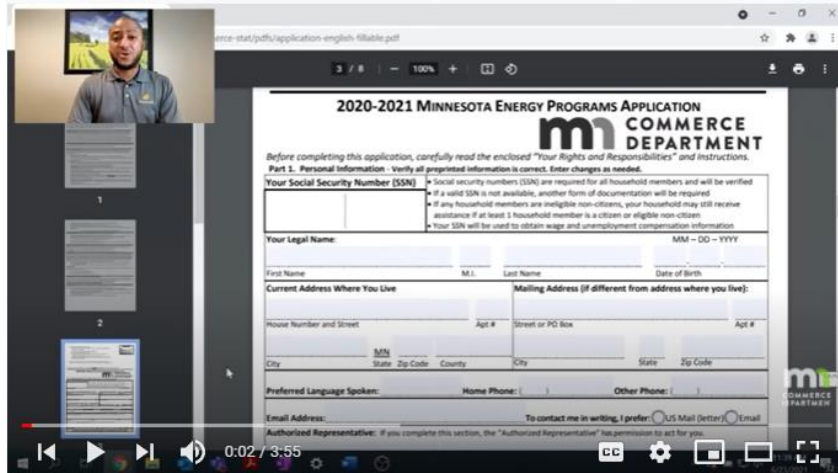
Apply now [mn.gov/commerce/eap.jsp](https://mn.gov/commerce/eap.jsp)

More info @MNCommerce

#MNEnergyAssistance

**Social media posts with tutorial video: “How to complete the Energy Assistance Application**  
Commerce YouTube channel “How to...” playlist: [Here’s link](#)

**Right click to save this image with “How to...” posts:**



### **“How to...” Post #1**

How could you get \$1,600 to pay for your energy bills?

Where do you apply for MN’s Energy Assistance Program?

How do you complete the application?

See videos here to show you how:

<https://www.youtube.com/playlist?list=PLobJC0u01rYr3mL5LQev5e3a1Uvhy9mn7>

More info @MNCommerce

#MNEnergyAssistance

### **“How to...” Post #2**

What info do you need to get your energy bills paid by MN’s Energy Assistance Program?

Do you have questions about the application for energy assistance?

For each step on how to apply, view

<https://www.youtube.com/playlist?list=PLobJC0u01rYr3mL5LQev5e3a1Uvhy9mn7>

More info @MNCommerce

#MNEnergyAssistance

## Apply now for Energy Assistance Program to get up to \$1600 to cover your energy bills

The past year was tough for a lot of Minnesotans. That's why there are options for you to get your energy bills paid, whether you rent or own your home, whether you have past-due utility bills, or if you are getting big bills for electric or heat power.

**Apply for Minnesota's Energy Assistance Program.** More Minnesotans than ever before are eligible for the program. The Minnesota Department of Commerce has received an additional \$167 million in federal funding through the American Rescue Plan Act to fund Minnesota's Energy Assistance Program.

**Request an application or find your local service provider:**

**Call 800-657-3710 and press 1**

**OR search online for "Minnesota energy assistance"**

**OR go online: [mn.gov/commerce/eap.jsp](https://mn.gov/commerce/eap.jsp)**

- Homeowners **and renters** can qualify for energy assistance.
- Commerce has raised the income level for households to qualify, so more **Minnesota households than ever before qualify for energy assistance**. For example, a household with four people can have annual income of up to \$65,228 to qualify.
- You could **receive up to \$1,600 for energy bills** and may qualify for an **additional \$1,200** to cover past-due bills.
- By applying for energy assistance, Minnesota households can qualify for Minnesota's Weatherization Assistance Program to pay for **free home improvements to conserve energy** and permanently reduce that home's energy costs.

**Consumers with past-due utility bills:** Contact your utility company to request to set up a plan for repayment. Regulated utility companies will not charge late fees or penalties for consumers who have entered into and are complying with a plan for repayment. For additional help, the PUC Consumer Affairs Office is available to answer questions and to provide consumer mediation services: Call 651-296-0406 or 1-800-657-3782, or email [customer.puc@state.mn.us](mailto:customer.puc@state.mn.us).

### **ENERGY ASSISTANCE PROGRAM RADIO SCRIPT – JULY 2021 – for radio PSA**

AUDIO VOICE: Recommend recording audio with a community leader to personalize the appeal.

Words in bold: Emphasize with slightly slower pace to add emphasis.

---

Hi, this is [community leader's name] with an important message for [Minnesotans – people in xx City/County]

The past year was tough for a lot of people.

Unfortunately, there are thousands of Minnesotans with **past-due energy bills**.

Maybe you, or someone you know, **need options** to get your bills paid.

Apply now for Minnesota's Energy Assistance Program.

It's offered by **local providers** through the Minnesota Department of Commerce.

Get up to **\$1,600 [16 hundred dollars] in aid**.

Search online for Minnesota Energy Assistance

That's **Minnesota Energy Assistance**.