JULY 2021
Energy Assistance Program Communication TOOLKIT - Somali translations

NOTE: Communication toolkits are also available in Spanish, 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

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

Latest news release to share:

English	Somali
Minnesota Department of Commerce encourages thousands of Minnesota households to apply for $167 million in new funding for Energy Assistance Program	Waaxda Ganacsiga ee Minnesota waxay ku dhiirigalinaysaa kumanaan qoysas oo reer Minnesota ah inay codsadaan $167 milyan ee ah maalgelin cusub oo loogu talagalay Barnaamijka Caawinta Tamarta URL: https://mn.gov/commerce-stat/pdfs/2021-07_News%20release_EAP_Somali.pdf

Flyers: for printed posters, visual for newsletters or websites
Somali 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 Schriner at 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 image and how-to video

Social media posts with IMAGE

Right-click on the image and save:

English	Somali
EAP post #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 #MNEnergyAssistance	**EAP post #1:** Miyaad kala kulmaysaa dhibaato bixinta biilashaada tamarta? Ha lagaa bixiyo biilashaa: Codso hadda Barnaamijka Caawinta Tamarta ee Minnesota. In ka sii badan mar walba ee hore ee ah reer Minnesota ayaa u qalma. Eeg @MNCommerce wixii macluumaad ee dheeraad ah. Ka codso mn.gov/commerce/eap.jsp #MNEnergyAssistance
EAP post #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	**EAP post #2:** In ka sii badan mar walba ee hore ee ah reer Minnesota ayaa u qalma. Hel ilaa iyo $1600 si ay kaaga caawiso bixinta biilashaada tamarta.

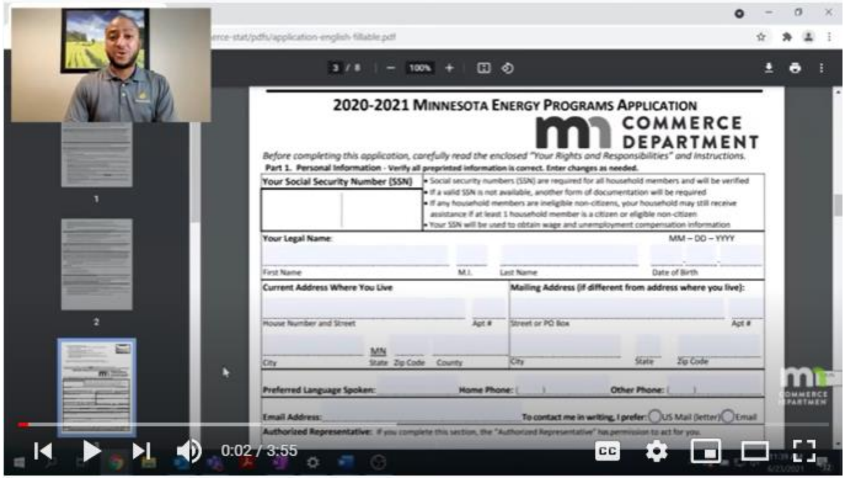
More info @MNCommerce #MNEnergyAssistance	Codso hadda: mn.gov/commerce/eap.jsp Macluumaad dheeraad ah @MNCommerce #MNEnergyAssistance
EAP post #3: Are you stressed about paying utility bills? Apply for Minnesota's energy assistance program today. Get up to $1,600 to help pay your energy bills. You could get $1,200 more to cover past-due bills. Apply now mn.gov/commerce/eap.jsp More info @MNCommerce #MNEnergyAssistance	**EAP post #3:** Miyaad ka walwalsan tahay bixinta biilasha korantada iyo gaaska? Codso barnaamijka caawinta tamarta ee Minnesota maanta. Hel ilaa iyo $1,600 si ay kaaga caawiso bixinta biilashaada tamarta. Waxaad heli kartaa $1,200 oo dheeraad ah si aad u daboosho biilasha hore ee aan wali la bixin. Codso hadda mn.gov/commerce/eap.jsp Macluumaad dheeraad ah @MNCommerce #MNEnergyAssistance
EAP post #4 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 More info @MNCommerce #MNEnergyAssistance	**EAP post #4** Waanu ognahay sanadkii la soo dhaafay inuu ahaa mid adag. Waan ku caawini karnaa. Codso barnaamijka caawinta tamarta ee Minnesota maanta. In ka sii badan mar walba ee hore ee ah reer Minnesota ayaa u qalma. Waxaad sidoo kale u qalmi kartaa hagaajinta guriga Codso hadda mn.gov/commerce/eap.jsp Macluumaad dheeraad ah @MNCommerce #MNEnergyAssistance
EAP post #5 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 More info @MNCommerce #MNEnergyAssistance	**EAP post #5** Wali miyaad ka walwaleysaa biilasha sanadkii hore? Waan ku caawini karnaa. Codso barnaamijka caawinta tamarta ee Minnesota maanta si aad u hesho ilaa iyo $1600 si aad u bixiso biilasha tamarta. In ka sii badan mar walba ee hore ee ah reer Minnesota ayaa u qalma. Codso hadda mn.gov/commerce/eap.jsp Macluumaad dheeraad ah @MNCommerce #MNEnergyAssistance

Social media posts with tutorial video: "How to complete the Energy Assistance Application

Commerce YouTube channel "How to…" playlist: Here's link

NOTE: Transcripts for the YouTube videos are available in Somali

Right click to save the image with "How to…" posts:



English	Somali
“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 #1** Sidee baad u heli kartaa $1,600 si aad u bixiso biilashaada tamarta? Xagee ka codsan kartaa Barnaamijka Caawinta Tamarta ee MN? Sidee baad u buuxin codsiga? Eeg fiidiyowga halkan si uu kuu tuso sida aad u sameyn laheed: https://www.youtube.com/playlist?list=PLobJC0u01rYr3mL5LQev5e3a1Uvhy9mn7 Macluumaad dheeraad ah @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	**“How to…” Post #2** Waa maxay macluumaadka aad u baahan tahay si ay kaa bixiso biilashaada tamarta Barnaamijka Caawinta Tamarta ee MN? Miyaad ka qabtaa su'aalo codsiga caawinta tamarta? Tallaabo kasta oo ku saabsan sida loo codsado, daawo https://www.youtube.com/playlist?list=PLobJC0u01rYr3mL5LQev5e3a1Uvhy9mn7 Macluumaad dheeraad ah @MNCommerce #MNEnergyAssistance

Article: For newsletters and website content (Maqaal: Loogu talagalay mowduucyada wargeysyada iyo websaydka)

Codso hadda Barnaamijka Caawinta Tamarta si aad u hesho ilaa iyo $1600 si aad ugu daboosho biilashaada tamarta

Sanadkii la soo dhaafay wuu ku adkaa dad badan oo ah reer Minnesota. Taasi waa sababta ay u jirto xulashooyin aad leedahay oo aad ku heli karto in lagaa bixiyo biilashaada tamarta, haddii aad kiro ugu jirto guri ama aad leedahay adigu gurigaaga, haddii aad leedahay biilal koronto iyo biyo oo hore ee aan wali la bixin, ama haddii aad helayso biilal koronto ama kuleylinta oo sareeya.

Codso Barnaamijka Caawinta Tamarta ee Minnesota. In ka sii badan mar walba ee hore ee reer Minnesota ah ayaa u qalma barnaamijka. Waaxda Ganacsiga ee Minnesota waxay heshay $167 milyan oo dheeraad ah ee ah maalgelinta federaalka taas oo loo marayo Xeerka Qorshaha Samatabbixinta Mareykanka (American Rescue Plan Act) si loogu maalgeliyo Barnaamijka Caawinta Tamarta ee Minnesota.

Codso foomka codsiga ama hel bixiyaha adeega ee deegaankaaga:

Wac 800-657-3710 oo riix lambarka 1

AMA ka raadi online-ka "Minnesota energy assistance (kaalmada tamarta ee Minnesota)"

AMA ka gal internetka: mn.gov/commerce/eap.jsp

- Milkiilayaasha-guri ***iyo kireystayaasha*** ayaa u qalmi kara kaalmada tamarta.
- Waaxda Ganacsiga waxay sare u qaaday heerka dakhliga ee qoysaska si ay ugu qalmaan, sidaa darteed **qoysas ka sii badan mar walba ee hore ee reer Minnesota ah ayaa u qalma caawinta tamarta**. Tusaale ahaan, qoys ah afar qof wuxuu heli karaa dakhli sanadle ah oo gaaraya $65,228 si ay u qalmaan.
- Waxaad u **heli kartaa ilaa iyo $1,600 biilasha tamarta** iyo waxaa laga yaabaa inaad u qalanto **$1,200 oo dheeraad ah** si aad ugu daboosho biilasha hore ee aan wali la bixin.
- Adigoo codsanaya caawinta tamarta, qoysaska reer Minnesota waxay u qalmi karaan Barnaamijka Caawinta Cimilayta ee Minnesota si ay ugu bixiyaan **hagaajinta guriga oo lacag la'aan ah si loo keydiyo tamarta** iyo si joogto ah loogu yareeyo kharashka ku baxa tamarta gurigaas.

Macaamiisha leh biilasha korantada iyo gaaska ee hore ee aan wali la bixin: La xiriir shirkaddaada korontada iyo gaaska si aad uga codsato inay kuu dejiso qorshe dib loogu bixiyo lacagta. Shirkadaha korantada iyo gaaska ee la kormeero kama qaadi doonaan kharash iyo ganaax ah la daahida bixinta lacagta macaamiisha la galay oo u hoggaansama qorshe dib u bixinta lacagta. Si aad u hesho caawinaad dheeraad ah, Xafiiska Arimaha Macaamiisha ee PUC ayaa la heli karaa si uu kaaga jawaabo su'aalaha iyo inuu bixiyo adeegyada dhexdhexaadinta macaamiisha: Wac 651-296-0406 ama 1-800-657-3782, ama emayl u soo dir customer.puc@state.mn.us.