

“Faces of EE” Testing Ground: Pennsylvania Districts 15 and 17 May 30 – June 16, 2017

Campaign Goal: Proof of Concept

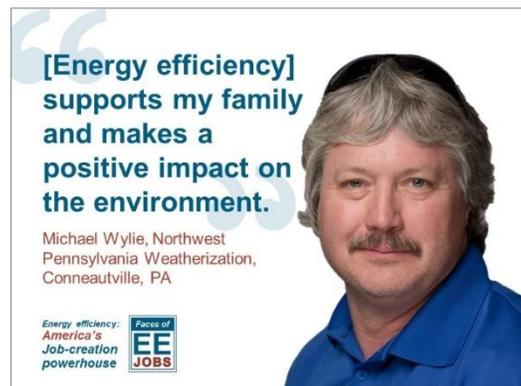
The E4TheFuture policy team identified Pennsylvania as a target for an early campaign. The team created shareable content from eleven EE pros’ faces and quotes. This “proof of concept” project determined the resources required to transform data (written testimony and a headshot) into content and use it to publicly educate policy decision makers and their staffs. Two Pennsylvania Congressional Representatives were identified as members of the House Appropriations Committee (Charlie Dent and Matt Cartwright). This mattered because the White House had recently released a proposed budget that featured severe cuts to federally funded energy efficiency programs. E4TheFuture hoped to demonstrate the abundance of jobs in the efficiency industry in Pennsylvania and show that federal funding supports these jobs, thus helping the Representatives’ constituents.

Campaign Description

From eleven photos gathered at a [large conference](#), the team created 27 unique memes (example below). The campaign featured 54 tweets over a two-week span as these memes were shared with messaging directed toward Dent and Cartwright. Tweets / memes underwent rigorous quality control reviews to ensure accuracy. E4TheFuture also contacted our allies in Pennsylvania and encouraged them to amplify the campaign. The team offered “toolkits” to make it simpler for our allies to contribute. The [Faces of EE Twitter](#) account saw substantial growth in followers as the campaign picked up steam. We saw that targeted campaigns drew local attention when @FacesofEE gained Pennsylvania followers during the campaign.

Key Takeaways

This initial proof of concept was very informative. It guided the project team in developing templates for our material and educated us on time requirements to target specific legislators. We saw that local organizations interested in the energy efficiency jobs message began to pick up on our content, and that our local allies were happy to amplify our efforts. Lastly, we discovered that Representative Cartwright was paying attention when he directly referenced energy efficiency job numbers during a hearing on appropriations. Our success emboldened us to strive for larger campaigns such as #EEDay2017.



Contact policy@e4thefuture.org if you have questions or would like to become a Face of EE!