

# ***Communicating Our Green Message***

## **Habitat for Humanity Green Building Symposium**

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# The Opportunity

Communicating a green message allows Habitat affiliates to:

- Use a fresh new theme
- Be relevant to new audiences
- Exhibit evolution and growth
- Promote healthy lifestyles
- Access new sponsors

# The Challenge

Communicating a green message presents potential challenges to Habitat affiliates:

- Staying on point about affordability
- Turning off existing and past donors
- Losing focus
- Balancing the needs of different partners
- Addressing the interests of different areas

# The Solution

The partnership between PG&E, Habitat and Global Green provides a unique platform with inspirational and informative content.

The following slides provide an outline of a communications plan developed by the partners – to be shared and discussed with symposium attendees.

Our goal here is to share ideas for what can work to communicate a green message, thereby enhancing the affiliate portfolio and reach while staying on point with core messaging.



# Shared Green Mission

- Solar installation and LEED-certification for new home builds in Northern and Central California
- Demonstrate the feasibility of building green affordable housing and to establish a model for building healthy, energy-efficient homes for low-income families
- Do so in a sustainable manner, allowing the program to grow in future years, and in a way that attracts and holds other complementary partners

# Common Communication Objectives

- Communicate information about the work of each organization in a way that inspires other companies and individuals to get involved
- Generate media coverage for the projects, driving people to partner websites where a clear call to action can be communicated
- Drive energy efficiency and renewable energy adoption
- Position the organizations as thought leaders in the affordable green building space

# Partner Attributes

- Builds safe, healthy and affordable houses
- Uses simple, cost-effective practices for healthy home building
- Works in partnership with others – community, organizations, volunteers
- Involved in the communities of Northern/Central California
- Engaged in partnering to address environmental issues such as climate change
- Open, authentic and committed to the cause

# Target Audiences

- Future volunteers, supporters and potential partners
- Housing developers, builders, trades people
- Policy makers and opinion leaders
- General public in Northern/Central California—and beyond
- Other utilities and companies in the energy space

# Primary Messages

- Incorporating healthy, energy-efficient and cost-effective building practices into construction of affordable new homes
- Results will include lower energy costs and healthier living conditions for families who qualify for Habitat homes
- All Habitat builds in the service territory are solar as a result of the program
- PG&E is providing the funding to develop the program – other partners are welcome and needed

# Call to Action

- Get involved – partner, volunteer, donate (address specific volunteer activities and campaigns)
- Learn and act – visit partner websites for more information
- Adopt practices – visit websites to learn more about personal actions that can be taken to reduce energy use and impact on environment
- *Other actions desired?*

# Communications Channels

Platforms used for promoting programs and partners:

- Websites
- E-newsletters
- Web 2.0 tools – social networks, YouTube, Twitter
- Events – Habitat-owned and others
- PR/earned media
- Paid media/media partners (in-kind)

*Brainstorm – share other ideas!*

# Contact

*For more information or to share ideas,  
challenges and success stories*

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