

Member Success Stories

Thank you so much for your participation in our Member Success Stories! We look forward to hearing about your organization's accomplishments and sharing those stories across social media, our website, and in other communications. In order to best capture the information and transform it into shareable content, we have developed a few guidelines for your member share.

1. **Keep it concrete**

Remember the 5W's and H from school? That's what we're looking for. Who are you? What did you do, and how did you do it? If your organization hosted an event, landed a new contract, successfully passed an energy ordinance, or increased EE business, these are the types of discrete data points that make for quality storytelling. We especially love any info about real energy savings!

Example: I'm Rebecca with the Virginia Energy Efficiency Council. This year, we successfully worked with legislators to pass four energy efficiency bills.

2. **Keep it simple**

While your audience at the Spring Forum will largely be industry professionals who are familiar with the terminology, loading your share with jargon and acronyms detracts from the success itself. There are some abbreviations that are universally understood, such as LEED, but when in doubt, spell it out.

Example: In 2018, the U.S. Green Building Council held their Leadership Awards Ceremony recognizing leaders in LEED Certified building ownership, design, and construction.

3. **Keep it concise**

Remember, at our events, member updates are limited to one minute, so make the most of it! It's easy to get on a tangent and forget the biggest details, so plan ahead. Write down the 2-3 most important facts you want to communicate to help you stay on track.

Example: Dominion Energy's weatherization program has had huge success with over 21,000 multi-family homes being serviced. We also started a Small Business weatherization program where the savings on energy costs are up to \$1,100 per month.