



# STATE & LOCAL CLEAN ENERGY ECONOMY

## MESSAGING GUIDE

Strategies to Get the Word Out

AMERICA IS  
ALL IN

# STRATEGIES TO GET THE WORD OUT

You identified a compelling story for the clean energy economy in your state, crafted a message, and made it real and relevant to your constituents. Now it's time to take that story and communicate it to those around you – it is essential that state and local leaders highlight the impact of the booming clean energy economy.

This section will provide recommendations on how to amplify your story, and how to utilize events to maximize storytelling impact.

---

## VENUES FOR STORYTELLING

**SOCIAL MEDIA:** Platforms like X, Facebook, BlueSky, TikTok, LinkedIn and Instagram give state and local leaders like you a direct line to your community. Use them to cut through the noise and show how the clean energy transition is creating jobs, lowering costs, and improving lives. When utilizing social media, you should:

- Avoid acronyms and overly technical language when talking about your communities' stories
- Put people first: Jobs. Savings. Health benefits. That's the story.
- Show AND tell—take your audience to the job sites, factories, and local businesses thriving because of clean energy.
- Speak to your audience's values—what matters most in your community? Lean into that.
- Amplify local voices—direct-to-camera testimonials hit harder than stats alone.
- Keep it simple, short, and clearly include any call to action those engaging with your content should take.

Utilize [this social media toolkit](#), built by Climate Power, and start telling your clean energy story today!

## Here are some strong examples of leaders highlighting clean energy wins from jobs to the economy:



**Governor Wes Moore**   
@GovWesMoore



Maryland relies too much on outside energy – and it's costing our people and businesses.

Our ENERGIZE MD Act will accelerate clean, reliable energy development, increase in-state supply, and reduce energy costs – helping us lead in sustainability while driving economic growth.



**INSIGHT:** Notice Governor Moore points out how clean energy will help reduce energy costs for people and businesses in Maryland – making the benefits personal and tangible. He paired this with a video that has strong visuals and plain language.



**Mayor Brandon Johnson**   
@ChicagosMayor



Starting January 1, 2025, all City of Chicago buildings will be sourced by 100% renewable energy, cutting our carbon footprint by 290,000 metric tons each year – equivalent to removing 62,000 cars from the road.

This shift is fueled by Illinois' largest solar farm and will bring a \$100M economic boost to local communities. This is the first step in our goal to power all buildings in the city from renewables by 2035, making us the largest U.S. city to do so. 🌍 #GreenChicago



**INSIGHT:** Notice this post from Mayor Johnson positions Chicago's renewable goals as a point of pride for his community, specifically the language "Making us the largest U.S. city to do so."



**Mayor Kate Gallego**   
January 9 ·



From passing our Shade Phoenix Plan to expanding renewable energy at [Phoenix Sky Harbor International Airport](#), we are rising to the climate challenge with innovation and creativity. Read more about our progress and what we hope to achieve through 2025 and beyond.



AZCENTRAL.COM  
**Gallego: Phoenix can be a 'living laboratory' for addressing heat, climate change**  
Phoenix Mayor Kate Gallego talks about the challenges of leading in the nation's hottest big city and...

**INSIGHT:** This post from Mayor Gallego uses plain language and ties a clean energy win with relevant concerns to her community (heat).

**Conversation between Michigan Governor Whitmer and Jessica Nabongo on the Road Ahead, why Michigan is a great state to live in and who will win the Super Bowl!**



**INSIGHT:** Governor Whitmer partnered with a popular influencer to amplify her message that Michigan is leading a clean manufacturing renaissance. Notice this post utilized strong and relevant visuals, as well as a partnership to amplify messaging.



**INSIGHT:** Notice this post from Governor Pritzker uses we language, and points towards the jobs and economic growth that would come from this investment. It also uses strong and crisp visuals.



**UTILIZE YOUR COMMUNITY:** Engage with local stakeholders, including local or state businesses, community organizations, and advocacy groups, to amplify your clean energy message. Collaborate with these partners to co-create content, host events (in person or virtually), and showcase success stories from individuals in that community that illustrate the transformative potential of clean energy initiatives locally. A virtual or in-person presentation for key partners on a state or local government's implementation strategy can help equip them with the information they need to spread the word to key audiences. Types of local voices to engage:

- **PUBLIC SECTOR LEADERS:** Engage public sector leaders for whom projects are particularly impactful, such as school superintendents, teachers, principals, hospital executives, fire chiefs, and others.
- **LOCAL BUSINESSES:** Many local businesses are involved in the project supply chain as contractors, developers, community lenders, etc. Leverage these trusted voices to emphasize the local impact.
- **WORKERS:** Employees and labor unions involved in construction, installation, and other related tasks serve as powerful messengers, highlighting job creation, American-made manufacturing, and domestic production.
- **YOUR CONSTITUENTS:** Gather stories of impact from residents, community members, and other stakeholders to showcase how a particular project has improved their lives—whether through cost reduction, healthier neighborhoods, or improved air or water quality.

**PRESS:** Utilize press releases or briefings to underscore a win (a new project, federal grant, business investment or announcement of new jobs being created) or emphasize a threat (negative executive order, federal job loss). Local radio and tv is one of the most effective ways to get your story out to people in your community, especially if a local storyteller is on air to share their experience. Opinion pieces can also be a compelling way to tell the story of your clean energy investment, especially if an op-ed or letter to the editor is penned by someone benefiting from the project. When pitching press be sure to:

- Include local voices, especially workers, business leaders, and constituents.
- Target both local and state press as relevant.
- Emphasize the bottom line up front.
- Utilize timely events, especially those that are relevant to pressing news (economy, increase in bills, etc).

**COMMUNICATE EVERYWHERE:** Consider what existing venues of communication your state or community has. Include your clean energy stories in newsletters, websites, and regular updates – clean energy projects benefit economic development, health, schools, children, hospitals, and every sector and issue under the sun. You should be utilizing every venue possible to uplift and build public support for the clean energy transition in your community and state.

**HOST AN EVENT:** In the next section, we will dive into how and when to hold an event. Consider coordinating a site visit to a local project, a direct pay “check presentation,” or project ribbon cutting. Visit local businesses involved in installation and construction of projects, host an employee or labor meeting, or host a media availability (press event) at a solar project or home efficiency project.

## HOW (AND WHEN) TO HOLD AN EVENT

Holding an event is one of the most effective ways to get members of your community, state officials, and press to see the benefits of a clean energy project directly. It's a compelling way to "make it real" for the stakeholders you are trying to reach, and it's also a tangible way people in your community can feel connected to the clean energy transition happening in their backyard.

**IDENTIFY CENTERS OF GRAVITY:** It's always a good time to talk about the benefits of clean energy to your community and state. Here are a few quick tips to get the most impact out of your events:

- 1. CHECK WHEN THE HOUSE AND/OR SENATE ARE ON BREAK.** If your representatives are on recess, this is a great time to hold an event and invite them to be a part of it. Building congressional, bipartisan support for these programs through seeing first-hand their positive impact will help them continue to thrive in your state.
- 2. ALIGN EVENTS WITH KEY CLEAN ENERGY MILESTONES IN YOUR AREA,** like a groundbreaking for a manufacturing facility, or hold ribbon cuttings that celebrate the installation of residential heat pumps during the hot July months and talk about energy savings.
- 3. UTILIZE YOUR CITY OR STATE'S HOLIDAYS OR BIG PICTURE MILESTONES TO CELEBRATE CLEAN ENERGY PROGRESS.** Does your city celebrate small businesses week? Hold an event that highlights the benefits of electrification for small businesses. Does your state have a teacher appreciation week? Hold an event that showcases schools that have installed solar, benefiting both students' and teachers' paychecks.

For any event, it's important to **HAVE A COMPELLING HOOK AS TO WHY PEOPLE SHOULD CARE ABOUT THIS ANNOUNCEMENT** (jobs, energy savings, community benefits, speed of deployment), **INVITE LOCAL AND REGIONAL PRESS TO GET OUT THE WORD**, and **TELL THE HUMAN STORY**. To get you started, we included an example event structure below - you can (and should!) adapt this to meet your event needs:

MORE NEXT PAGE

## Here are great examples for events our partners have held

### Our ribbon-cutting events celebrated electrified Americans

Rewiring America traveled from Pennsylvania to Michigan to capture how going electric is making an impact in ordinary homeowners' lives.



### One-Year Milestone of Orange County Solar Installation Celebrated

- **Rewiring front porch ribbon cuttings:** Rewiring America celebrated the second anniversary of the Inflation Reduction Act (IRA) with porch ribbon-cutting events across the U.S. in August 2024. Homeowners in cities like Chapel Hill, NC, Denver, and Dunwoody, GA showcased clean electric home upgrades, such as heat pumps and EV chargers, made possible by the IRA. This landmark legislation provided billions in tax credits for energy-efficient appliances and electric vehicles, helping 3.4 million Americans in 2023 alone. The events emphasized the success of these upgrades in reducing energy bills and achieving clean energy goals.
- **Orange County Mayor Jerry L. Demings One-Year Milestone of Solar Installation:** On March 14, 2025, Orange County officials celebrated the one-year anniversary of the county's largest ground-mounted solar array at the Northwest Water Reclamation Facility in Apopka. The 2-megawatt solar installation, covering the area of three football fields, offsets up to 60% of the facility's energy costs, saving over \$400,000 annually. The project supports Orange County's sustainability goals and its aim to achieve 100% clean, renewable energy by 2035. Key speakers at the event highlighted the technology's role in cost savings and sustainability, alongside other solar initiatives like the Southeast's largest floating solar array.

## Pa. environmental, education and labor advocates celebrate 'solar for schools' program



- **Pa. environmental, education and labor advocates celebrate 'solar for schools' program:** On September 9, 2024, Rep. Elizabeth Fiedler (Philadelphia) celebrated the signing of the Solar for Schools bill, which will provide \$25 million in state funding to support solar projects in Pennsylvania schools. The goal is to reduce energy costs, allowing schools to allocate savings to other educational programs. The funding, paired with federal support from the Inflation Reduction Act, could cover the majority of installation costs. Advocates emphasized the importance of collaboration between environmental and labor groups in securing the bill's passage.

## Goleta Celebrates Opening of Electric Vehicle Chargers at City Hall



- **Goleta City Council, City staff, community partners, project funders, and supportive community members celebrate new EV chargers at Goleta, CA city hall:** On January 23, 2025, Goleta celebrated the opening of 17 new Level 2 Electric Vehicle (EV) Charging Stations at City Hall. The project, which marks the city's largest EV charging initiative, was funded through grants from the Santa Barbara County Air Pollution Control District (APCD) and Southern California Edison (SCE). These chargers, open 24/7, provide about 25 miles of charge per hour and are designed to serve City fleet vehicles, visitors, and nearby residents, especially those in apartment buildings. The installation, running on 100% renewable energy, is a significant step towards a sustainable future and aims to support Goleta's environmental goals and reduce greenhouse gas emissions. Officials highlighted the project's role in improving equitable access to EV charging, with a vision for further clean energy initiatives in the future.