

COOL DOWN FOR WARMTH

Virtual CrowdRise Fundraising



BROADCASTING ON KDKA-TV • JANUARY 28 & 29

Learn more about **DOLLAR ENERGY FUND:**

For 37 years, Dollar Energy Fund has improved the quality of life for households experiencing hardships by providing utility assistance and other services that lead to self-sufficiency.

Many who receive a grant from the program are experiencing a temporary financial hardship, such as a job loss, medical emergency, or other circumstance beyond their control. An assistance grant can help keep them from enduring further financial hardship or having to choose between paying their monthly utility bills and purchasing food, medicine or other necessities.

NATIONWIDE NUMBERS:

593,000 limited-income households have received utility assistance since 1983.

\$165 Million in utility assistance grants have been distributed since 1983.

14 States are included in Dollar Energy Fund's service territory.

46 Utility Companies partner with Dollar Energy Fund to assist their customers in need.

More than 450 Community-Based Agencies are available to provide assistance with Dollar Energy Fund applications as well as refer other programs for necessities such as food, clothing, health services, childcare and more.

Visit www.dollarenergy.org to learn more.

PENNSYLVANIA IMPACT:

Pennsylvania's Hardship Program assists eligible utility customers with their gas, electric and water service by providing a one-time grant that is applied directly to their utility bill. The program is a fund of last resort because it goes above and beyond what is available through federal, state and other programs.

Last year, Dollar Energy Fund granted over **\$4.6 Million** in utility assistance to more than **12,000** families in Pennsylvania.

Over **80%** of grant recipients are either currently employed or receiving retirement or disability benefits.

More than half of the households supported have children under the age of 18.

WHAT HAPPENS TO THE DONATIONS?

Our generous utility partners provide a **dollar-for-dollar** match for every donation we receive.

100% of all donations are used to provide utility assistance grants to limited-income households, not to cover administrative fees.

Donations will **stay within the area** it was received, to help your friend, family or neighbor restore or maintain safe utility service.



COOL DOWN FOR WARMTH
JANUARY 28 & 29, 2021
BROADCASTING ON KDKA-TV

Cool Down for Warmth is an annual fundraiser hosted by Dollar Energy Fund. Due to COVID-19, the annual ice house **will not** be constructed in the middle of Market Square. The 2021 Cool Down for Warmth event is going **virtual** with the help from our friends at KDKA-TV. During the two-day televised event, community members and leaders will raise money and awareness for our most vulnerable neighbors in need of utility assistance.



VISIT OUR [FACEBOOK](#) PAGE TO VIEW PHOTOS FROM LAST YEAR!

Winter might feel far off right now, but for some of our struggling Pittsburgh neighbors, it's all they can think about. Imagine the stress of approaching the cold months with an apprehension that goes beyond snowy roads and is instead derived from the question no family should have to ask: will I make it through the winter? Limited-income families in our city will try to keep their houses warm so their children can sleep well at night. They will struggle to keep their pipes from freezing so they can shower for work. They will stretch their thin incomes and still not come up with the necessary funds to stay warm.

You can help by participating in our 7th Annual COOL DOWN FOR WARMTH!

By partnering with Dollar Energy Fund for a fundraising opportunity on **January 28 and 29**, you can raise funds that will go directly toward assisting these families in need.

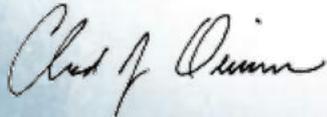
Due to COVID-19, the annual ice house **will not** be constructed in the middle of Market Square. In the dead of winter, KDKA-TV will host a virtual Cool Down for Warmth so we can all continue to stay safe and practice social distancing.. The goal of the program remains the same - to build awareness of the many families who will go without heat during the harsh winter months, while attempting to raise money for utility assistance grants.

Community members, leaders, and willing participants will work toward their minimum fundraising goal of \$1,000 (or \$2,500 for a team). All donations collected will receive a dollar-for-dollar match from our partnering utility companies. All of the donations and matching funds will be used to help approximately six families per individual fundraising participant, or 16 families per team.

As a participant, this packet will provide you with all of the necessary tools you'll need to reach out to your family, friends and co-workers and obtain donations, including social media messaging and access to a personal web-based donation portal. We want you to succeed for the sake of our clients, so we'll do anything we can to help make your campaign a success!

Visit our fundraising website at www.crowdrise.com/CoolDownforWarmth2021 to get started today! If you have any questions regarding the Cool Down for Warmth event, we encourage you to contact us at events@dollarenergy.org.

Sincerely,



Chad Quinn
CEO



PARTICIPANT FAQS:

As part of Dollar Energy Fund's goal to help local families maintain or restore their utilities during this challenging time, we will host the 7th Annual Cool Down for Warmth virtually on KDKA-TV. All donations will receive a dollar-for-dollar match from our partnering utility companies and 100 percent of the donations and matching funds will be used to provide utility assistance grants to local families in need through Dollar Energy Fund's Hardship Program.

HOW WILL IT WORK?

Sign up to participate in the Cool Down for Warmth event and work toward raising a minimum of \$2,500 (team) or \$1,000 (individual) for Dollar Energy Fund.

DO I HAVE TO SIT IN AN ICE HOUSE?

Due to the COVID-19 pandemic, we will not be hosting our ice house in Market Square this year. Our 2021 Cool Down for Warmth is completely virtual, so you can raise funds and spread awareness from the safety of your own home!

HOW WILL DONATIONS BE COLLECTED?

Donors can contribute anytime **before or during the event** through your personal fundraising website on www.crowdrise.com/CoolDownforWarmth2021.

We encourage participants to recruit as many donations in advance as possible.

WHAT IF I DON'T MEET MY GOAL?

Any amount of money helps! This packet will provide you with all of the tools you'll need to reach out to your family, friends and coworkers before the event. We'll do anything we can to help make your campaign a success!



INTERESTED IN BEING A PARTICIPANT? SIGN UP ON CROWDRISE!

Thank you for committing to taking the Cool Down for Warmth challenge to help local families maintain or restore their utilities. This event will not only raise funds, but awareness for our cause and our sponsors.

1. SIGN UP ON CROWDRISE

[CLICK HERE](#) to watch a video that will guide you step-by-step to get you started on this rewarding fundraising journey.

2. SPREAD THE WORD

Your campaign dashboard has tools to help you get the word out and view donations. Email is one of the most effective methods to reach people in your network, so email your personal fundraising link to everyone you know. Your personal fundraising link is located in your dashboard under the “Manage” tab. Copy the link listed under the social icons. Dollar Energy Fund will provide you with a sample solicitation email in this packet should you choose to use it. You can have the most impact by sharing your fundraiser on all of your social networks. Don’t be afraid to ask early and often.

3. COLLECT DONATIONS

To keep things in order, we would prefer that you **conduct and collect most of your personal fundraising through your CrowdRise page prior to the virtual event on January 28 & 29**. That’s the easiest and best place for donors to make secure credit card donations. While not preferred, your donors can send checks to Dollar Energy Fund, P.O. Box 42329, Pittsburgh PA, 15203, during the fundraising period. By checking your personal fundraising page, you and your donors will be able to see the amount of money you have raised during any part of the campaign.

Offline donations may also be collected, such as cash or check. You can add these donations to your fundraising page by clicking on “Add Offline Donations”. Mail offline donations to Dollar Energy Fund, P.O. Box 42329, Pittsburgh PA, 15203.

The screenshot shows the CrowdRise campaign dashboard for 'Ashley's Freezin for a Reason'. The campaign has a goal of \$1,000 and has currently raised \$0. The dashboard includes a 'Campaign Update' section with a 'Title' field and a 'Keep your supporters updated...' message. There are 'Reset' and 'Preview' buttons. A 'Fundraisers' section shows a post titled 'Get the word out' with social media icons. A red circle highlights the 'Manage' tab in the top right corner, and another red circle highlights the social media sharing options and the 'Add Offline Donations' button in the bottom right corner.



INTERESTED IN BEING A PARTICIPANT? CONTINUED...

4. RECORD A VIRTUAL VIDEO

After signing up on CrowdRise, Dollar Energy Fund will reach out to schedule a video meeting to record your virtual message. We will send you a photo background so you can “sit in the ice house” while delivering your message.

- Grab your CEO or staff member
- Wear winter attire, such as a coat, scarf, hat, etc.

On the video call, Dollar Energy Fund will record a short video of you talking about your involvement in the Cool Down for Warmth event. You can use one of our scripts or create your own! Be sure to mention your CrowdRise personal fundraising page to help drive donations.

Once finished, Dollar Energy Fund will edit the video, add logos, captions, and link your CrowdRise personal fundraising URL. We will send you the video for final approval.

Share the video on your social media accounts, CrowdRise fundraising page, email blasts and more to help spread the word and solicit donations to your Cool Down for Warmth CrowdRise campaign.

Sample scripts:

1. My name is [name] with [company] and I’m participating in Dollar Energy Fund’s virtual Cool Down for Warmth event on January 28 and 29. Help me assist local families maintain or restore their utility service by making a donation to our CrowdRise page today. All donations will be matched dollar for dollar and 100 percent of funds will go directly to help local utility customers in need stay warm this winter. And, be sure to tune into KDKA-TV on January 28 and 29 to help us spread the warmth!
2. Millions of families across our country are dealing with a temporary financial crisis. During this time, a safe and functioning home is so important, but thousands of households are behind on utility bills. Join us by supporting Dollar Energy Fund’s virtual Cool Down for Warmth event on January 28 and 29. Help my team reach our goal of \$[goal amount]. 100% of funds raised will go directly to help local customers in need maintain or restore their utility service. Visit our CrowdRise page to make a donation online, and tune into KDKA-TV on January 28 and 29.



SAMPLE SOLICITATION EMAIL:

Dear XXXXX,

Did you know many of our own neighbors are struggling to provide the very basics of livelihood, including safe utility service for their families. Many families in our city will try to keep their homes warm so their children can sleep well at night. They will stretch their thin incomes and still not come up with the necessary funds to stay safe. In an effort to help, I am participating in a virtual fundraising event for Dollar Energy Fund called Cool Down for Warmth.

Last year, Dollar Energy Fund helped over 13,000 Pennsylvania families maintain or restore their utility service. I will be raising funds and awareness for the many families who may go without heat during the harsh winter months. I'm asking you to help me meet my fundraising goal of \$XXXX by making a simple donation on my personal web site - www.crowdrise.com/_____.

All donations collected will receive a dollar-for-dollar match from local utility companies and 100% of the donations and matching funds will be used to help local families receive utility assistance grants.

I hope you can help me with this worthy cause. Please know that any amount you decide to give will go a long way to help our neighbors in need stay safe and warm this winter.

Tune in to the virtual Cool Down for Warmth event on January 28 and 29 on KDKA-TV to support Dollar Energy Fund and their mission. I wish you and your family the best for the upcoming holiday season.

Regards,

SAMPLE EMAIL SIGNATURES:



Help spread the warmth! Donate to Dollar Energy Fund during the Cool Down for Warmth event on KDKA – TV • January 28 & 29 • www.crowdrise.com/_____.

Join me in supporting Dollar Energy Fund as we spread the warmth to our neighbors in need! Click [here \[link to personal fundraising page\]](#) to make a donation during the Cool Down for Warmth event on January 28 & 29.



SAMPLE FACEBOOK POSTS:

Pre-Cool Down:

- I am participating in Dollar Energy Fund's virtual #CoolDownforWarmth campaign. I am raising money to help local families maintain or restore their utility services and stay warm this winter. Support me as I help local families by making a simple donation on my personal website - www.crowdrise.com/_____.
- Join me by tuning in to KDKA-TV on January 28 & 29 to support Dollar Energy Fund's virtual #CoolDownforWarmth campaign. Please consider supporting my efforts as I raise money to help local families maintain or restore their utility service. Take a look at my personal website and consider joining my team - www.crowdrise.com/_____.

During the Cool Down:

- I'm helping our less-fortunate neighbors stay warm this winter! Please consider making a donation on my personal website - www.crowdrise.com/_____. #CoolDownforWarmth
- Dollar Energy Fund's Cool Down for Warmth is happening now on KDKA-TV. Help spread the warmth to our neighbors in need by making a donation on my personal website - www.crowdrise.com/_____. #CoolDownforWarmth

Please use #CoolDownforWarmth whenever possible and tag Dollar Energy Fund so we can share!



SAMPLE TWITTER MESSAGES:

(Under 140 characters)

I'm going to #CoolDownforWarmth to help our neighbors with safe utility service. Please consider donating at [www.crowdrise.com/_____](http://www.crowdrise.com/).

Help me spread the warmth on January 28 & 29 by donating to local families in need during @DollarEnergyFnd's #CoolDownforWarmth on KDKA-TV. Support the mission here: [www.crowdrise.com/_____](http://www.crowdrise.com/).

I'm joining @DollarEnergyFnd's #CoolDownforWarmth campaign to help families stay warm this winter. [www.crowdrise.com/_____](http://www.crowdrise.com/).

Please use #CoolDownforWarmth whenever possible and tag @DollarEnergyFnd so we can share!



NEED HELP?

If you have any questions regarding the Cool Down for Warmth event or need assistance signing up to participate, please contact us at events@dollarenergy.org. You can also visit www.dollarenergy.org/CoolDownforWarmth2021 for more information.

