



Suggestions for how to use the communication tools

1. ***Green Dams, Blue Skies campaign one-page outline*** with objectives and key messages.

SUGGESTED USE: talking points for you to use with your staff, elected boards or commissioners.. Talking points for utility leaders to use with business and community groups to describe what the campaign is about.

2. ***Northwest Dams: Renewable Bounty color tri-fold brochure*** featuring renewable hydropower facts. Great to hand out and display. This business-envelope-size brochure is designed to fit in a standard brochure rack and includes space for a mailing label.

SUGGESTED USE: Place in your lobby area; use as a hand-out for staff, board or commissioners, at gatherings of business and community groups. Pre-printed copies are available for you; please contact Ruthann at mogen7944@msn.com.

3. ***Current Reflections, Northwest RiverPartner's monthly electronic publication*** recaps the campaign objectives. Updates and provides more information about the campaign.

SUGGESTED USE: copy and paste link in emails to internal and external audiences interested in general campaign information. Print out hard copy of the newsletter and post in your employee break room; add to your board or commissioner packets; use as handouts at gatherings of business or community members.

4. ***Splashy Facts about Dams & Our Hydro System in two formats: a one-page list or a two sided 3 ½ x 8 ½ " card.***

SUGGESTED USE: designed as a bill insert or, to fit a standard brochure rack. Good for handouts at large public events such as fairs.

5. ***Newsletter articles*** – Various short, concise articles will be available as the campaign progresses for use in newsletters.

SUGGESTED USE: For use in customer newsletter, in Ruralite, to offer to Chamber publications, etc.

6. ***New Poll Shows Northwest Voters value hydropower*** – recent poll results are recapped with concise facts and easy-to-read graphs, two-sided 8 ½ x 11" format.

SUGGESTED USE: Print out hard copy of the newsletter and post in your employee break room; add to your board or commissioner packets; use as handouts at gatherings of business or community members, and provide to local media.

7. ***Resolutions of support*** – available for utilities, organizations, chambers of commerce and like organizations.

SUGGESTED USE: Print out hard copy of the resolution and have your board members or commissioners sign; send out a news release announcing that your organization has signed the resolution and what it means for customers. Frame the resolution and post in a prominent location in your headquarters office.

8. ***Logo artwork***

SUGGESTED USE: Green Dams, Blue Skies logo artwork is available to incorporate in newsletters or other material

Available Soon:

9. ***Benefits of Hydro Power*** – Power Point presentation focusing on the attributes of the hydro system, includes color photos.

SUGGESTED USE: for use at public speaking opportunities.

10. ***Opinion Editorials***

SUGGESTED USE: Another opportunity to use this tool to reach out to your local media.

Find the above materials on the Northwest RiverPartners Web site:
www.nwriverpartners.org – Click on the Green Dams logo