

Please see below for samples of NW Natural’s bill payment assistance information provided through 1) Advertising, 2) Customer Communications, 3) Public Service Announcements, 4) Social Media and 4) our NW Natural Website.

1. Advertising


Helpful Digital Ad Options

Bill Payment Assistance, Calls

Click to:

<https://www.nwnatural.com/CustomerService/PayYourBill/BillPaymentAssistance>

Pulled from website messaging, encouraging calls.



SUPPORT IS AVAILABLE

Call us to make temporary payment arrangements.
800-422-4012, M-F 7am-6pm

[Learn about your payment options >](#)


Helpful Digital Ad Options

Bill Payment Assistance, Specific

Click to:

<https://www.nwnatural.com/CustomerService/PayYourBill/BillPaymentAssistance>

Pulled from NW Natural facebook messaging



SUPPORT IS AVAILABLE

If you need help with your bill, there are payment plans, extensions, and low-income assistance.

[Learn about your options >](#)

NW Natural Social Media Updated Spanish Editorial Calendar (see samples below table)

Date	Description	Boost	Twitter & IG
9/24/2020	<p>En NW Natural Ofrecemos planes de pago flexibles: tenemos una variedad de planes de pago para ayudarte a administrar un saldo adeudado. Si ya tiene un plan de pago, podemos revisar su cuenta para renegociar su plan existente o considerar una opción de plan diferente.</p> <p>https://www.nwnatural.com/customerservice/coronavirus/CoronavirusSPANISH</p>	Y	<p>En NW Natural ofrecemos una variedad de planes de pago para ayudarte a administrar un saldo adeudado. Si ya tienes un plan de pago, podemos revisar tu cuenta para renegociar tu plan existente o considerar una opción de plan diferente.</p> <p>https://www.nwnatural.com/customerservice/coronavirus/CoronavirusSPANISH</p>
9/29/2020	<p>¿Cómo puedo pagar mis facturas vencidas? ¿Qué pasa si ya me desconectaron el servicio por no haber pagado?</p> <p>https://www.nwnatural.com/customerservice/coronavirus/CoronavirusSPANISH</p>	X	<p>¿Cómo puedo pagar mis facturas vencidas? ¿Qué pasa si ya me desconectaron el servicio por no haber pagado?</p> <p>https://www.nwnatural.com/customerservice/coronavirus/CoronavirusSPANISH</p>
10/02/2020	<p>Para más información acerca de cómo pagar tu cuenta visita www.nwnatural.com</p>	X	<p>Para más información acerca de cómo pagar tu cuenta visita www.nwnatural.com</p>
10/07/2020	<p>Como miembro de nuestra comunidad durante más de 160 años, en NW Natural, estamos enfocados en contribuir a organizaciones comunitarias que apoyan a las personas necesitadas, incluyendo bancos de comida, albergues para personas sin hogar, comedores públicos, personal de emergencias y socios de acción comunitaria.</p> <p>https://www.nwnatural.com/customerservice/coronavirus/CoronavirusSPANISH</p>	Y	<p>En NW Natural, estamos enfocados en contribuir a organizaciones comunitarias que apoyan a las personas necesitadas, como bancos de comida, albergues, comedores públicos, personal de emergencias y socios de acción comunitaria.</p> <p>https://www.nwnatural.com/customerservice/coronavirus/CoronavirusSPANISH</p>
10/12/2020	<p>Comunícate con nosotros hoy mismo para que conozcas nuestras opciones de asistencia financiera como: Planes de pago flexibles, Programas de asistencia de energía y extensión de su tiempo de pago.</p>	X	<p>Comunícate con nosotros hoy mismo para que conozcas nuestras opciones de asistencia financiera como: Planes de pago flexibles, Programas de asistencia de energía y extensión de su tiempo de pago.</p>

	https://www.nwnatural.com/cus tomerservice/coronavirus/CoronavirusSPANISH		
10/20/2020	Para más información acerca de cómo pagar tu cuenta visita www.nwnatural.com	X	Para más información acerca de cómo pagar tu cuenta visita www.nwnatural.com
10/28/2020	En NW Natural ofrecemos planes de pago flexibles: tenemos una variedad de planes de pago para ayudarte a administrar un saldo adeudado. Si ya tienes un plan de pago, podemos revisar tu cuenta para renegociar tu plan existente o considerar una opción de plan diferente. https://www.nwnatural.com/cus tomerservice/coronavirus/CoronavirusSPANISH	Y	En NW Natural ofrecemos una variedad de planes de pago para ayudarte a administrar un saldo adeudado. Si ya tienes un plan de pago, podemos revisar tu cuenta para renegociar tu plan existente o considerar una opción de plan diferente. https://www.nwnatural.com/cus tomerservice/coronavirus/CoronavirusSPANISH
11/02/2020	Se llega la hora de pagar tu recibo del gas nosotros te ayudamos a buscar formas para pagarlo. https://www.nwnatural.com/cus tomerservice/coronavirus/CoronavirusSPANISH	X	Se llega la hora de pagar tu recibo del gas nosotros te ayudamos a buscar formas para pagarlo. https://www.nwnatural.com/cus tomerservice/coronavirus/CoronavirusSPANISH
11/11/2020	Para más información acerca de cómo pagar tu cuenta visita www.nwnatural.com	X	Para más información acerca de cómo pagar tu cuenta visita www.nwnatural.com
11/16/2020	En NW Natural estamos comprometidos a responder todas tus preguntas y nos comprometemos a ayudarte a ajustar los saldos de cuentas vencidas. https://www.nwnatural.com/cus tomerservice/coronavirus/CoronavirusSPANISH	Y	En NW Natural estamos comprometidos a responder todas tus preguntas y nos comprometemos a ayudarte a conciliar los saldos de cuentas vencidas. https://www.nwnatural.com/cus tomerservice/coronavirus/CoronavirusSPANISH
11/23/2020	Si necesita una manera simple y rápida de asegurarse de no perder un pago este mes, llámenos para revisar la fecha de vencimiento del pago. https://www.nwnatural.com/cus tomerservice/coronavirus/CoronavirusSPANISH	X	Si necesita una manera simple y rápida de asegurarse de no perder un pago este mes, llámenos para revisar la fecha de vencimiento del pago. https://www.nwnatural.com/cus tomerservice/coronavirus/CoronavirusSPANISH

11/30/2020	Para más información acerca de cómo pagar tu cuenta visita www.nwnatural.com	X	Para más información acerca de cómo pagar tu cuenta visita www.nwnatural.com
12/04/2020	Encuentra más información acerca de cómo puedes pagar tu recibo de gas. https://www.nwnatural.com/customerservice/coronavirus/CoronavirusSPANISH	X	Encuentra más información acerca de cómo puedes pagar tu recibo de gas. https://www.nwnatural.com/customerservice/coronavirus/CoronavirusSPANISH

Samples:

September 24 – 1,205 impressions, 44 link clicks, click-through rate 3.65%

NW Natural
Published by Victoria Lara [?] · September 24, 2020 · 🌐

En NW Natural Ofrecemos planes de pago flexibles: tenemos una variedad de planes de pago para ayudarte a administrar un saldo adeudado. Si ya tiene un plan de pago, podemos revisar su cuenta para renegociar su plan existente o considerar una opción de plan diferente.
<https://www.nwnatural.com/customerserv.../.../CoronavirusSPANISH>

October 7: 2,107 impression, 143 link clicks, click-through rate 6.78%



NW Natural



Published by Victoria Lara [?] · October 7, 2020 · 🌐

Como miembro de nuestra comunidad durante más de 160 años, en NW Natural, estamos enfocados en contribuir a organizaciones comunitarias que apoyan a las personas necesitadas, incluyendo bancos de comida, albergues para personas sin hogar, comedores públicos, personal de emergencias y socios de acción comunitaria.

<https://www.nwnatural.com/customerserv.../.../CoronavirusSPANISH>



November 16: 801 impressions, 129 link clicks, click-through rate 16.10%



NW Natural



Published by Victoria Lara [?] · November 16, 2020 · 🌐

En NW Natural estamos comprometidos a responder todas tus preguntas y nos comprometemos a ayudarte a ajustar los saldos de cuentas vencidas.

<https://www.nwnatural.com/account/covid-19-resources>



NW NATURAL report - 2020 radio and Facebook campaign

Area of coverage: Portland Metro

Spanish Radio

- Dates: Sept - Mid Nov (11 weeks)
- 1- 30 sec spot/PSA produced by Lara Media, included talent and music from our library and pool of talent
- News interview - Pre-recorded, live interview with Bustos Media
- Total # spots 388

Bustos Media

6am - 7pm	Sat - Sun	All-day rotators	88
6am - 7pm	Mon - Fri	All-day rotators	276
6am - 7pm	Mon- Thur	All-day rotators	24
TOTAL			388

Social Media Lara Media

Included:

Facebook posts

- Sept - Mid Nov
- 4 boosted posts + 4 regular posts + 3 posts directing people to website, Total = 11 posts
- Produced posts made of graphics and copy (no videos)
- Posting strategy, including editorial calendar
- Boosted posts will appear as dark ads. Regular posts can be posted on Lara Media's business page of delivered to NW Natural to be posted on their page

2. Customer Communications

April 2020

To view this email as a web page, go [here](#).

Comfort Zone



NATURAL GAS SAFETY AND CONSUMER INFORMATION - APRIL 2020 - WWW.NATURAL.COM

A commitment to the health and safety of our community



Thanks to our NW Natural essential employees out working in our communities or facilities every day to keep our customers and system safe during this unprecedented time.

[Learn more »](#)



HAPPY 50TH, EARTH DAY!



Thanks to our customers who help us Use Less and Offset the Rest

Thank you to our Smart Energy customers, who offset the carbon emissions from their natural gas use. All Smart Energy customers enrolled by May 29 can win 1 of 50 \$50 Visa gift cards.

[See details »](#)



PAYMENT OPTIONS



We are here to help

Please contact us if you need temporary payment arrangements or payment assistance. Options include payment plans, and bill payment and low-income assistance.

[Learn more »](#)

May 2020

Comfort Zone



NATURAL GAS SAFETY AND CONSUMER INFORMATION - MAY 2020 - WWW.NATURAL.COM

Dedicated to providing energy assistance for our customers



To help customers, we are providing energy assistance through our Gas Assistance Program, made possible by shareholders for 37 years. We are also working with policymakers, community partners and others, advocating for additional energy assistance and support.

[See details »](#)

**CONTACT US FOR
PAYMENT ASSISTANCE**

[See resources »](#)

**FIELD EMPLOYEE
SAFETY PRACTICES**

[Protecting customers »](#)

 **PAPERLESS
BILLING**



Join us in supporting local children in the foster care system

To thank our paperless billing

 **PARTNER IN
SAFETY**



PSU study finds our system potential resource for resilience in disasters

We're issuing a record \$17 million in June bill credits to Oregon customers



This marks 16 years of bill credits, with about \$16 back to residential customers and about \$77 to small-commercial customers.

[Learn more »](#)

EVALUATE YOUR HOME'S ENERGY USE

[See resources »](#)

SAFETY TIP FOR YOUR GAS METER

[See tip »](#)


 **WAYS TO SAVE**




You can rely on high-efficiency natural gas appliances

Let us help make your home more comfortable, so you can focus on the things that really matter. Special offers are available for qualifying heating and cooling upgrades.

[See offer »](#)

 **CUSTOMER CARE**



See how we can help with your bill payments

We continue to help customers who are facing unexpected financial challenges due to COVID-19. Please contact us today to reconcile any past due account balances. Assistance is available in several languages.

[Read more »](#)

May 2020 Comfort Zone



CZMAY2020
FINAL.pdf

September 2020 Comfort Zone



CZSEPT2020.pdf

3. Public Service Announcements:

:30 second radio (English & Spanish)

These are difficult times. At Northwest Natural, we're committed to providing helpful answers to any billing questions our customers may have.

Please contact us today if you need payment assistance or to make payment arrangements. We may be able to offer:

Flexible payment plans

More time

Or information about Energy assistance programs that are available for those on a limited or fixed income.

Call us at 800-422-4012 or visit [n-w-natural dot com](http://n-w-natural.com).

We're here to help.

:15 second radio (English & Spanish)

For information about payment plans from Northwest Natural

Call us at 800-422-4012 or visit [n-w-natural dot com](http://n-w-natural.com).

We may be able to offer:

Flexible payment plans or more time

We're here to help.

Brought to you by Northwest Natural

:10 second bumper (English & Spanish)

For information about payment plans from Northwest Natural

Call us at 800-422-4012 or visit n-w-natural dot com.

We're here to help.

:05 second station ID (English & Spanish)

Brought to you by Northwest Natural

Visit n-w-natural dot com. For information about payment plans.



NW NATURAL_11
SEC STATION ID_SPAN

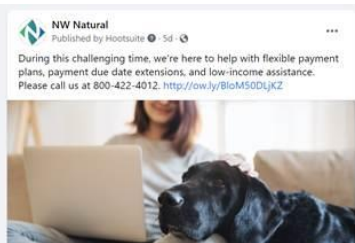


NWNPAY0501 NW
Natural Payment Assis

4. Social Media

For earned **social media** posts, we did 3-4 posts per month since last May, or 30-40 posts, regarding bill payment assistance.

FACEBOOK



TWITTER



5. NW Natural website

The screenshot shows the NW Natural website homepage. At the top left is the NW Natural logo. The navigation menu includes 'Residential', 'Business', and 'About Us'. On the right, there are contact numbers for Customer Service (800-422-4012) and Natural Gas Odor? (800-882-3377), along with 'Sign In' and 'Register' buttons. A secondary navigation bar contains 'Account & Billing', 'Ways to Save', 'Services', 'Get Natural Gas', and 'Safety', followed by 'Contact Us' and a search icon.

The main content area features a large image of a call center agent wearing a purple face mask and a blue top. Overlaid on the image is the text 'Bill payment assistance.' and a sub-headline 'Call us about financial-assistance options for your home or business. →'. A dark grey box on the right contains the text 'Come on in.' and a button 'Access Your Account', with links for 'Forgot password' and 'Register' below it.

At the bottom of the image area, there are three white boxes with icons and text:

- Make a payment** (with a bill icon): Pay online, by mail, or find a location near you.
- Find a rebate** (with a dollar sign icon): Save on high-efficiency natural gas upgrades and installations.
- Start, stop, transfer** (with a water drop icon): Turn gas service on, off or move it to a new home.

Resources during Coronavirus (COVID-19) pandemic.

Home > Residential > COVID-19 Resources

As you might know, at the beginning of the coronavirus pandemic in March 2020, we suspended late fees and disconnects, offered flexible payment options, and raised \$100,000 that provided funding to community members in need through several local organizations. These were important steps as we supported our community and customers during this difficult time.

Throughout it all, customers have understandably had questions such as: How will I pay back my past-due bills? What if my service was already turned off for non-payment? Is support available for businesses?

As we begin to resume normal business practices in 2021, we will continue providing helpful answers to these questions and assisting customers with reconciling past due account balances.

Bill payment options and other helpful information for customers

Bill payment assistance	+
Safe service response	+
In the community	+
Additional resources	+

Translation Assistance

¿Cómo pagaré mis facturas vencidas? ¿Qué pasa si ya habían desconectado mi servicio por no haber podido pagar? ¿Hay apoyo disponible para las empresas? **OBTENGA MÁS INFORMACIÓN**

Làm sao tôi có thể trả các hóa đơn quá hạn được đây? Nếu tôi đã bị cắt dịch vụ vì lý do không trả hóa đơn thì sao? Có hỗ trợ nào cho các doanh nghiệp không? **Tìm hiểu thêm**

我如何偿还逾期账单？如果我的服务已因未付款而切断，该怎么办？公司是否能获得支持？**了解更多。**

Как я смогу оплатить свои просроченные счета? Что делать, если мое обслуживание уже было отключено за неуплату? **Предлагается ли поддержка для частных предприятий? Получите более подробную информацию.**