

2021 GREAT Annual Report

Attachment 2

Talking Points/Sample Email Communication

Dear Meals on Wheels Partners:

NWN Natural is reaching out to provide information on resources for utility customers with past-due accounts. The Washington COVID-19 Assistance Program (CAP) launched recently and NWN is working to expand its communication and outreach. The information is available in five languages and NWN is contacting nonprofit partners to help spread the word about the CAP. The hope is that program information can be integrated into existing channels of communication.

The enhanced outreach includes four primary modes of communication: hard copy brochure, emailed brochure (attached), phone or in person, and abbreviated language via social media post or e-newsletter. More details on each include:

1. A Hard copy brochure can be sent to you at no cost – Several outreach partners have inserted brochures into meal deliveries from food pantries or schools. NWN is eager to get brochures into homes as soon as possible with your help. Please provide the number of copies to deliver, along with an address and phone number.
2. The e-version of the brochure is attached.
3. Phone/in-person – Several outreach partners hold weekly check-in calls with clients and pass along CAP information during these conversations. If you think it would be appropriate to do the same, the main talking points include: a) the availability of instant grants of up to \$2,500 for income-qualified customers with a past-due balance; and b) to please call this number as soon as possible: 844-795-9379.
4. Condensed language on the programs that would be useful for social media posts and/or e-newsletter distribution. See text box below. NWN logo is attached.

COVID Assistance Program

NW Natural customers in Washington with a past-due balance may qualify for instant grants of up to \$2,500 per household annually. For more information and to see if you qualify, call NW Natural at: 844-795-9380. For general information, visit nwnatural.com/community/paymentassistance.

The four unique phone numbers assigned to each line of information delivery is the same for both programs:

- Hard copy brochure [844-795-9377]
- Condensed language for social media post or newsletter blurb [844-795-9378]
- In-person or over the phone [844-795-9379]
- PDF of brochure to be emailed [844-795-9380]