Efficiency Vermont: Demonstrating Success and Sustaining Impact
Cumulative Impact of Efficiency on Growth in Annual Electrical Supply Requirements
Efficiency vs. Comparable Electric Supply

![Bar graph comparing Efficiency and Supply costs in cents per kWh. The Efficiency bar is shorter than the Supply bar.]

- **Efficiency** bar: 3 cents per kWh
- **Supply** bar: 8 cents per kWh

(Chart source: Vermont Energy Investment Corporation)
How do we tell the FULL STORY of Efficiency Vermont’s impact?
Who is our target audience?
How do we reach them?
What motivates them?
We become our own storytellers

- Think like a journalist
- Seek out compelling anecdotes and statistics
- Be transparent about goals and strategies
- Engage readers by sharing valuable and interesting information
Efficiency Vermont Blog: Readership Trends

![Graph showing trends in pageviews, visits, and most popular post views from November 2012 to November 2013. The pageviews/month line is in yellow, visits/month line is in red, and the most popular post views line is in blue. The graph indicates fluctuations in readership trends over the specified period.](image-url)
What have we learned?

- Good content drives engagement
- Quality over Quantity
- For our audience, big picture stories resonate
- Enhances (not replaces!) program-based promotion
- Leverage across channels to maximize impact
What can you do?

• Do your homework
• Evaluate your audience
• Don’t neglect the big picture
• Collaboration is key to finding and sharing great stories
• Stakeholder buy in is critical
Questions?

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