



Technical Assistance Fund Program Awardee Communications Overview

Updated January 2025

Congratulations on your [Technical Assistance Fund](#) (TAF) award from [Clean Energy Group](#) (CEG).

As CEG is committed to keeping the TAF a low-barrier program to its community-serving partners, there are no ongoing communications requirements for TAF grantees. With that said, the Technical Assistance Fund program is built largely through word-of-mouth recommendations, so it is helpful to have our grantees as collaborative partners in communicating the TAF's offerings and successes. Sharing TAF success stories also helps to build awareness of clean, resilient energy technologies.

CEG is proud to be partnering with your organization, and we are committed to mutual ambassadorship – we hope to promote your organization's mission and successes to the extent possible and desirable.

Our intention with this Communications Overview is to make it easy for our organizations to collaborate in sharing our work and achievements.

This document contains the following:

- An overview of materials and information that might be requested from your organization throughout our working relationship to highlight the TAF program and your participation in it.
- TAF awardee logo and usage guidance.
- Guidance/requests on how to reference CEG and CEG's TAF award program on your organization's webpages, social media, press releases, and in other places where you discuss your TAF-supported solar and battery storage project.

HIGHLIGHTING TAF AWARDEES ON THE CEG WEBSITE

CEG has an interactive map showing TAF awardees by location:

<https://www.cleanegroup.org/initiatives/technical-assistance-fund/impact-map/>. If you do not want your organization to be listed on this webpage, please let us know.

QUOTES AND TESTIMONIALS FROM AWARDEES

In order to help build awareness and support for CEG's TAF program, CEG may periodically ask TAF awardees to provide us with quotes about their experience participating in the TAF program, and about the impact of the TAF-supported project on your community. These quotes may be featured in press releases, reports, case studies, or on CEG's website.

You can read quotes from other awardees on the right-hand side of this webpage:

<https://www.cleanegroup.org/initiatives/technical-assistance-fund/featured-installations>. The CEG communications team can work with you to develop a quote if needed.

AWARDEE LOGO



Technical Assistance Fund awardees are encouraged to use the logo above on any publications, webpages, or signage related to your TAF-funded project, along with the accompanying text: “This project is being funded in part by Clean Energy Group’s Technical Assistance Fund.” The logo can also be posted on social media or included in other coverage announcing the TAF award. The text and/or logo can link back to CEG’s TAF webpage: <https://www.cleanegroup.org/initiatives/technical-assistance-fund>.

You can download a copy of this logo at: <https://www.cleanegroup.org/wp-content/uploads/TAF-Awardee-Logo.jpg>

The logo’s proportions should not be changed, and we ask that the logo not be any smaller than 2 inches in length so that it can be easily read. If you need this logo as a .png file, please let us know.

PROJECT PHOTOS & VIDEOS

As they become available, please send CEG photos and videos related to your TAF-supported project, including associated captions and photo credit. Photos and videos can depict the project in any stage of development (planning, construction, ribbon cutting, installed solar and/or battery storage system). Photos should be high-resolution. By sharing these materials with CEG, the grantee agrees that CEG may use these photos or videos on our websites, in email, on social media, and elsewhere to showcase the TAF awardees and their solar+storage projects.

PROJECT UPDATES AND NEWS COVERAGE

Please keep CEG staff updated as your project progresses, especially regarding major project milestones such as when your project has secured funding, when the solar array and/or battery storage system has been installed, and when you have received the Investment Tax Credit (through Direct Pay, as applicable).

Please send us any press coverage of your TAF-supported project so that we can help amplify your work.

After the TAF process has concluded, CEG will reach out to you periodically to check-in as to your project’s status and to offer support. This includes responding to one or more short surveys (typically less than 5 minutes) about your project. CEG may use the anonymized and aggregated survey data to inform CEG publications about developing a community solar+storage project.

CEG PUBLICATIONS FEATURING TAF-SUPPORTED PROJECTS

Completed and operational TAF-funded solar and battery storage projects are profiled on CEG's website, in case study publications, in blog posts, in webinars, and on social media. Examples are linked below:

- TAF awardee profiles: <https://www.cleanegroup.org/initiatives/technical-assistance-fund/featured-installations>
- TAF awardee case study: <https://www.cleanegroup.org/publication/maycroft-apartments>
- TAF awardee blog post: <https://www.cleanegroup.org/solarstorage-supports-emergency-response-in-puerto-rico-after-hurricane-fiona>
- TAF awardee webinar: <https://www.cleanegroup.org/webinar/cimarron-district-office-supporting-firefighters-in-new-mexico-with-solarstorage>
- LinkedIn post/graphic: <https://www.linkedin.com/feed/update/urn:li:activity:7250225496561520642>

These resources are intended to build awareness and knowledge about resilient power and to show communities how solar+storage can be developed to serve their needs.

Awardees will be asked to review and participate in the creation of these materials so that together we can highlight your organization's experience working with CEG to develop a solar+storage installation. CEG recognizes organizations have limited capacity and will work with you to keep this process manageable within your workload.

FINANCIAL COMPENSATION FOR PARTICIPATION IN PUBLICATION DEVELOPMENT

In cases where an awardee's participation in creating a CEG publication/resource would require substantial time thus hindering its ability to contribute, CEG may provide an honorarium for time invested. For example, partners could be eligible if they co-author a blog post/article with CEG or collaborate with CEG in creating video-based content.

If you have any questions or would like to request an honorarium, please contact the TAF team at TAF@cleanegroup.org.

CONNECT WITH US: CEG NEWSLETTERS AND SOCIAL MEDIA

Awardees are encouraged to stay up to date on CEG's resilient power work and progress by [signing up for CEG's newsletters](#) and following the social media sites listed below.

Awardees are encouraged to retweet, like, and share CEG's social media posts and promote content using hashtags, @mentions, etc., in social media activities. We also ask that you mention and tag us as applicable.

- CEG Website: <https://www.cleanegroup.org/>
- CEG TAF Webpage: <https://www.cleanegroup.org/initiatives/technical-assistance-fund/>
- CEG LinkedIn: <https://www.linkedin.com/company/clean-energy-group>
- CEG Facebook: <https://www.facebook.com/Clean.Energy.Group/>
- CEG Twitter / X: <https://twitter.com/CleanEnergyGrp>

- CEG YouTube: <https://www.youtube.com/channel/UC6aFsmZNmmb2E-WHOJFCetA> (@ceg-cesa)
- CEG Flickr: <https://www.flickr.com/photos/cleanenergygroup/albums>

Please also send CEG links to your organization's newsletters and social media channels, so that we can stay up to date on your work.

PRESS RELEASES

CEG requests the opportunity to review any press releases describing our work prior to publication/distribution. We would be happy to provide a quote upon request. We are also happy to discuss issuing joint press releases, collaborating on press outreach, or developing media toolkits.

CONTACT

If you have questions or would like to discuss any of the above, please contact:

- Anna Adamsson, Project Manager, Clean Energy Group: anna@cleanegroup.org
- Marrielle Mango, Project Director, Clean Energy Group: marrielle@cleanegroup.org
- Samantha Donalds, Communications Manager, Clean Energy Group: sam@cleanegroup.org