

**POWER YOUR POSSIBILITY  
FUEL YOUR FUTURE**



## **ANNOUNCING THE POWER YOUR POSSIBILITY, FUEL YOUR FUTURE CAMPAIGN**

The Center for Energy Workforce Development Launches 5-Year Initiative to Showcase Energy Careers



**Energy companies routinely collaborate on the industry's biggest, most critical issues.** It's now time for unified action on the latest threat to business operations – a lack of people to pursue the energy careers of today and tomorrow. In facing expected retirements, unemployment rates and projected industry growth, those from the recruiting ranks to the C-Suite recognize the sector must do more to attract people from all communities to the workforce. The Center for Energy Workforce Development is responding to this challenge by leading a multi-year career awareness campaign.

The campaign will use traditional and novel public relations initiatives to:

- Increase candidate pools and applications for industry employment
- Increase the industry's diversity, including those from systemically marginalized communities
- Increase positive perceptions of industry careers by educators, parents, and students

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CEWD's **Power Your Possibility, Fuel Your Future** career awareness campaign will:

- Build awareness for careers in energy, especially with communities of people underrepresented in today's energy workforce
- Build awareness for the lifestyle benefits careers in energy enable
- Unify the voice of the industry across all sectors in promoting energy careers
- Fuel the talent pipeline using a commitment to diversity and equity as guiding principles
- Increase pride and improve the image within the industry



## Messaging that Sparks

From mobile marketing labs that bring awareness of energy careers to rural communities, metropolitan towns, and even high trafficked sporting events...to the HirePowHer initiative that shows women there are career pathways in energy they never imagined...to empowering videos that take explorers on simulated field trips...to virtual support classes that arm talent prospects with help to pursue employment opportunities....and even a catchy, custom anthem that is the foundation of our modernized, trending-worthy presence on TikTok, Instagram, BeReal, and other platforms that are primary sources of influence for students...the **Power Your Possibility, Fuel Your Future** campaign will deliver a modernized awareness of what it really means to be part of the energy workforce.

There has never been a more critical time to tell our career story with dynamic messaging *on* social media, *in* schools, and *out* with the community in ways that will energize our future workforce. To support America's Clean Energy Future and build a skilled, diverse workforce, we need athletes and mathletes, drone drivers and dirt diggers, environmentalists and engineers to discover careers in energy.

## Leading the Charge

The **Power Your Possibility, Fuel Your Future** campaign will require an investment exceeding \$30 million over the next five years. Fundraising goals have been established to transform awareness of what industry employment has to offer and to allow the energy sector to connect, inspire, and drive more career path pursuit than other industries against which we are competing for talent.

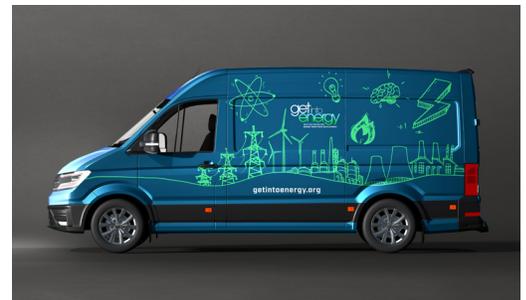
Companies that support the campaign will enjoy unique benefits, including ready-to-use, customizable collateral; prioritized stops on the nationwide career tour and visits from energy influencers; inclusion in media relations, podcasts, and other PR tactics; speaking and promotional engagement opportunities; and much more. *Some benefits are dependent on contribution levels.*

## Igniting Change

Energy powers our lives, our communities and our futures. Its spark is the driving force that makes all things possible. Across every sector, boundless opportunities await those who will be inspired by energy's promise of innovation and partnership as we build a workforce that's as bright as the industry's clean energy future. It's time to Get Into Energy. It's time to Power Your Possibility, and Fuel Your Future.

This is the energy industry's rallying cry. Our ethos to ignite real, impactful change across the workforce.

The **Power Your Possibility, Fuel Your Future** campaign will commence in late 2023 with the creation of fundamental assets to reposition the industry's career brand (think sizzle, spark, and energy!) and will expand to an annualized \$7 million investment for each of the next five years. This is an industry-wide undertaking. Each industry company is urged to help us act to attract the best and brightest to energy career paths.



# POWER YOUR POSSIBILITY, FUEL YOUR FUTURE CAMPAIGN FOUNDING CONTRIBUTION LEVELS

The energy industry has a responsibility to collaborate in the name of career awareness. We can all be champions of change by investing in and inspiring the energy workforce of tomorrow. **Power Your Possibility, Fuel Your Future** campaign partnerships allow us to amplify our message and attract more talent into the industry.



## Champion Level Contributor – Over \$2,500,000

Champion Level Contributors receive all the benefits afforded Platinum Level Contributors, plus additional, exclusive, and customized recognition.

## Platinum Level Contributor – \$1,000,000

(\$200,000/year for five years)

Platinum Level Contributors receive all the benefits afforded Gold Level Contributors, plus:

- Priority market selection for visits by mobile energy lab vehicle for students
- Priority market selection for visits by mobile marketing bus for work-ready adults
- Tour stop brand/logo presence
- Named scholarship for pursuit of energy education
- Opportunity to participate in select high-level, exclusive events

## Gold Level Contributor – \$500,000

(\$100,000/year for five years)

Gold Level Contributors receive all the benefits afforded Silver Level Contributors, plus:

- Priority market consideration for visit by mobile energy lab vehicle for students
- Priority market consideration for visit by mobile marketing bus for work-ready adults

## Silver Level Contributor – \$250,000

(\$50,000/year for five years)

Silver Level Contributors receive all the benefits afforded Bronze Level Contributors, plus:

- Market consideration for visit by mobile marketing bus targeting work-ready adults
- Seat on CEWD's Career Awareness Advisory Board
- Prioritized selection for national media opportunities focused on career awareness

## Bronze Level Contributor – \$100,000

(\$20,000/year for five years)

Bronze Level Contributors receive all the benefits afforded Advocate Level Contributors, plus:

- Customized career awareness videos, branded to contributor
- Media relations outreach in contributor communities
- Inclusion in CEWD's career focused podcasts
- Collaboration on social/digital activation content

## Advocate Level Contributor – \$50,000

(\$10,000/year for five years)

Advocate Level Contributors receive all the benefits afforded Benefactor Level Contributors, plus:

- Prioritized recognition in free, monthly virtual classes to help people prepare for energy careers, including tips for passing field assessments, pre-employment test prep support, interview, and resume preparation, etc.

## Benefactor Level Contributor – Gifts Under \$50,000

Donors will receive the following for gifts of at least \$10,000:

- Career Awareness Toolkit for use in local markets
- Customized career awareness collateral, branded to contributor
- Highlighted attention in CEWD and Troops to Energy Jobs Job Board
- Company spotlight on CEWD's Get Into Energy Jobs Board
- Recognition to CEWD partner organizations, including those representing people from systemically marginalized communities, veterans, etc. for enabling energy education

The industry must **act to attract** lineworkers, gas technicians, plant operators, business leaders, engineers, cyber professionals, call center representatives, and all the other talent essential for a skilled, diverse energy workforce.

To learn how to help ignite change as a Founding Ambassador of the **Power Your Possibility, Fuel Your Future** campaign, contact **Missy Henriksen**, CEWD's Executive Director, at [missy@cewd.org](mailto:missy@cewd.org) or **(202) 508-5468**.

