

## WELCOME TO THE STATE OF SAVING

California is on a mission. In a public-private partnership among state agencies, utilities, lenders, contractors and borrowers, the **California Hub for Energy Efficiency Financing** (CHEEF) was developed to help California reach its aggressive clean energy goals and reduce climate pollution by increasing the availability of lower cost financing for energy projects.

## What is Co-op Marketing?

The Go Green Financing cooperative (or “co-op”) marketing program is designed to increase the capacity of your marketing efforts by pooling resources and using consistent messaging delivered through multiple channels. By enrolling in this program, local governments can gain access to funding for energy marketing efforts that present financing as a solution.



## Why Should We Participate?

- Earn \$2,000 marketing credit redeemable for professionally designed collateral
- Apply for a \$20,000 microgrant for custom marketing ideas
- Expand your marketing to reach thousands of your constituents with minimal staff and budget requirements
- No cost to enroll or participate
- Complete more energy projects and reach your city's climate action goals sooner
- Access free training for your staff

## Three Ways to Participate

### 1) Receive \$2,000 for Co-branded Marketing Materials

Materials are customized with your agency's logo and contact information and then printed and shipped to your door.

### 2) Apply for a \$20,000 Micro-grant for Custom Ideas

Receive funding to share up to 50% of your project's costs.

### 3) Gain Access to Free Tools and Resources

Free tools and resources include a statewide Financing Finder, financing decision making assistance, online finance training for staff, news articles, web buttons and much more!





## How Do We Start?

### 1) Register Your Organization

To register and gain access to the Marketing Solutions Center, visit [Community.TrainEnergyUpgrade.com](http://Community.TrainEnergyUpgrade.com) Under "Company Type," choose "Government Agency." Each local government or local government organization receiving funding receives one account.

### 2) Register Your Staff

If your organization wants additional logins for individual staff members, have employees visit [Community.TrainEnergyUpgrade.com](http://Community.TrainEnergyUpgrade.com) to register and gain access to the Marketing Solutions Center. Under "Company Type," choose "Employee - Government Agency." This allows multiple staff members within an agency to take advantage of the \$2,000 credit, while keeping track of funds available per local government agency.

### 3) Access The Marketing Solutions Center

- a) Click on the "Online Store" tab
- b) Click "Login to Online Store"
- c) Register for Online Store (if you haven't already registered)
- d) Enter site

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## State of Savings Campaign

The "State of Saving" marketing campaign call to action is to visit [www.GoGreenFinancing.com](http://www.GoGreenFinancing.com) in order to learn about the available energy project financing options. This unbiased website has user friendly tools to help borrowers narrow down the options available to them.

- Posters
- Fliers
- Retractable Banners
- Print Ads
- Video Marketing
- Trifold Brochures
- Door Hangers
- Postcards
- And Much More



## Apply for a Microgrant: Up to \$20,000

Participating local governments are eligible to apply for a micro-grant, up to \$20,000. Micro-grant funds are reserved for creative marketing projects that demonstrate potential for increased program participation and are funded up to 50% of the total project cost. Since funding is limited, grants are awarded on a first-come, first-served basis.

## Can Local Government Organizations Participate?

Yes! Local government organizations such as councils of government (COGs) and other umbrella groups with member cities are encouraged to participate. Up to ten of your member cities may choose to sign a form giving you the rights to aggregate their co-op marketing money (\$20,000 max.), and up to five member cities for the micro-grant (\$100,000 max.).