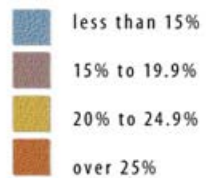


# Fighting for LIHEAP

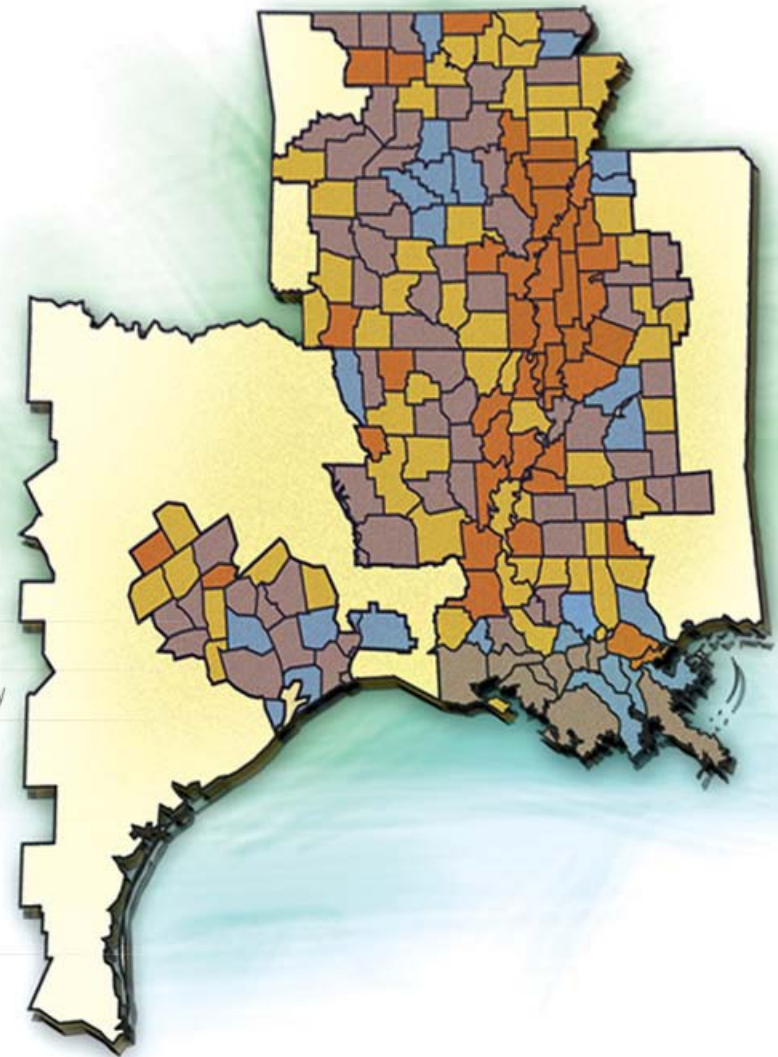
## “Why???”

Linda Barnes  
Entergy Corporation  
Manager, Low-Income Initiatives  
Corporate Social Responsibility

Percentage of  
People in Poverty



Source: US Census Bureau



# Why Support Action Day?

- **20 - 30 % of Entergy's customers qualify for federal assistance (Food Stamps, LIHEAP)**
- **The four Entergy served states are among the poorest in the nation**
- **Opportunity to build stronger partnerships**
- **Positive impact on Entergy's bottom line**
- **"It's the right thing to do."**



# LIHEAP

## “The Fight for Funding”

### NFFN Action Day – 2009

- Pre-planning
- Communication Strategy
- Logistical Support and Scheduling
- Advocate Support
- Implementation
- Follow-up
- Evaluation



# Action Day

## “Getting Ready”

### Pre-Planning

- Conference Calls
- Special events
- Identifying participants

### Communication Strategy

- What’s the message
- Pre and post media
- “Fact Sheets”
- Promotional items

### Logistical Support and Scheduling

- Group hotel arrangements
- Individual travel
- Congressional meeting



# Action Day

## “Final Planning and Delivery”

### Advocate Support

- Grants
- Briefing Sessions

### Implementation

- Twenty-six employees and advocates
- Twenty-four meetings
- Over 75 attended reception



# Action Day

## *“Follow-up”*

### Post media

- Print, Radio, and Television Coverage
- National Fuel Funds Network
- Texas “Welcome Home” Reception

### Evaluation

- Advocate Feedback
- Lessons Learned



# Contact Information

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***Entergy***