

# City of *Banning* ELECTRIC UTILITY

Education & Outreach for our Next Generation



Filling Backpacks to Fill BEU's Bright Minds!

**OBJECTIVE** - Many of our standard rebate programs are underutilized by our low-income customers. A backpack filled with school supplies could make more of an impact in a struggling family's life than an Energy Star Rebate. This was our first Bright Minds Event, and we felt an overwhelming need to help Banning students start off the year with what they needed to be successful.

## THE PLAN

Give away 500 backpacks containing educational material and BEU-themed school supplies

## WHY A BACKPACK EVENT?

- 91% of students receive free/reduced lunch
- 90% of students socioeconomically disadvantaged
- BEU as a positive image for youth

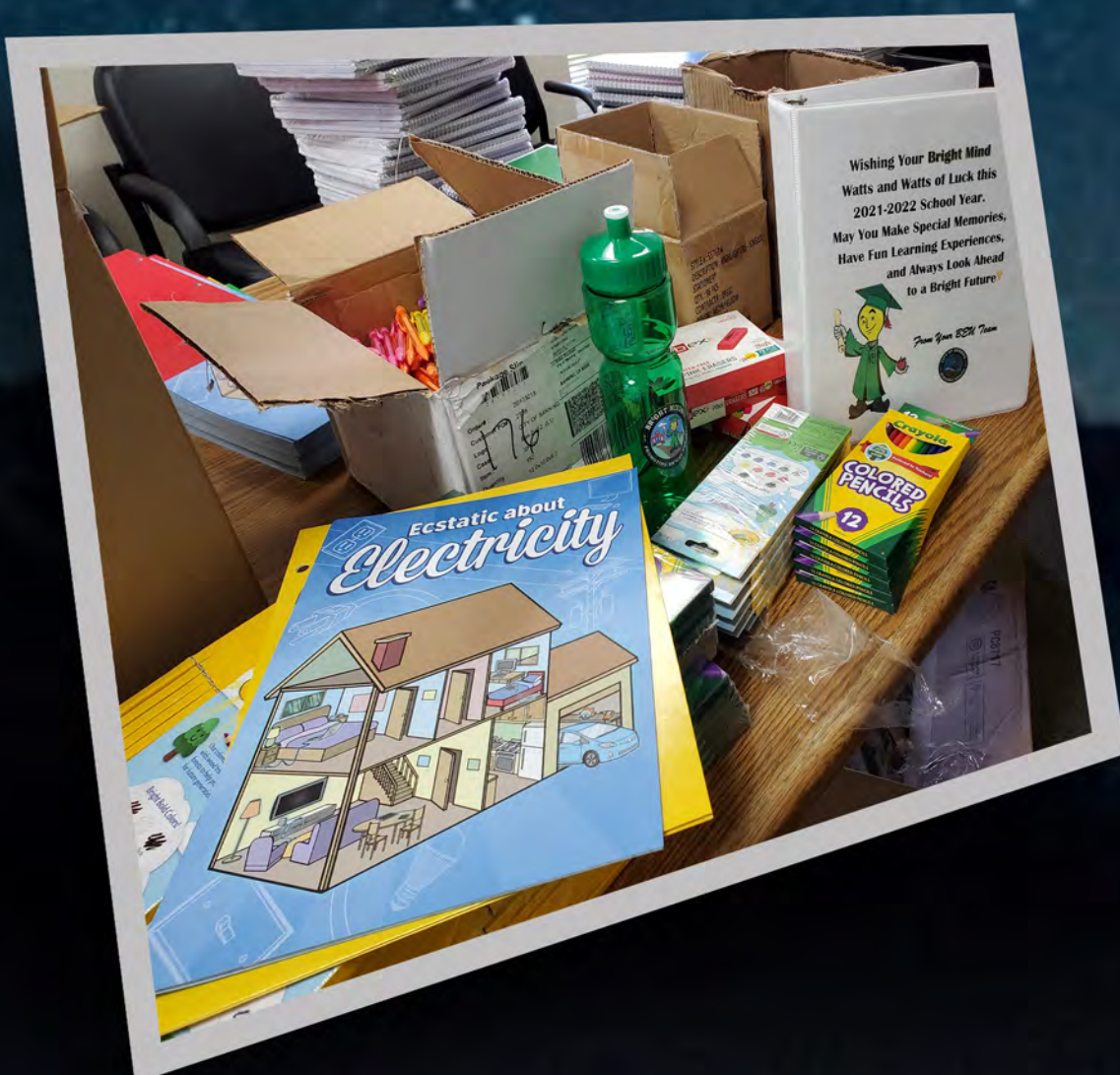


## MARKETING CAMPAIGN

- Create English/Spanish Event flyer
- Place flyers at Cashier windows, Community Center, & Library
- Advertise on City Website and news channel
- Post on Facebook and Instagram - before, during, after

## OBSTACLES

- Delays in supply delivery
- Schools & Boys & Girls Club closed
- Limited access to students
- Reaching Spanish speaking families (68% of students)
- Small staff (3 people stuffing 500 backpacks)



## Takeaways

- Ask for help when you need it.
- Give extra time for shipments,
- Have guidelines in place
- Remember who you are helping & why

