

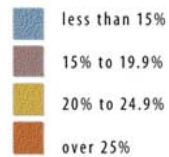
# ***Why We're Proud to Fight for LIHEAP!***

***Wednesday, September 1, 2010***

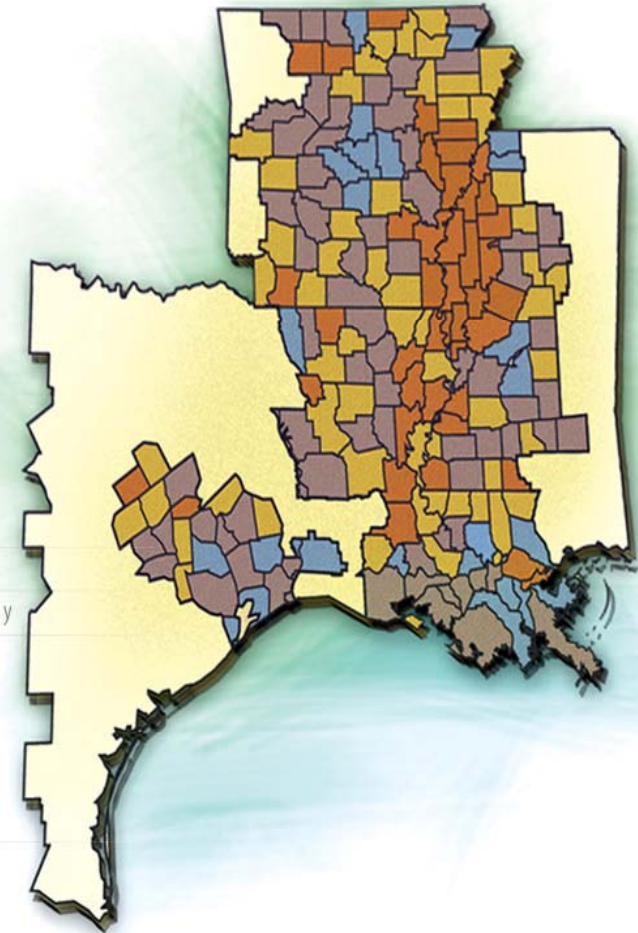
***Linda Barnes***

***Entergy Corporation***

Percentage of  
People in Poverty



Source: US Census Bureau



# Why is LIHEAP Important?

- 20 to 30 percent of Entergy's customers live at or below the poverty line; as much as forty percent qualify for LIHEAP
- The four Entergy-served states are the poorest in the nation
- Warm weather states' have exceptional need
- Roughly 350,000 households served vs. about 4.6 million eligible in our states!
- Helps Entergy's and customers' bottom line
- "It's the right thing to do."



# LIHEAP Funding Process – Necessitates “Continuous Battle”

## – Full Court Press

- Multiple activities (*on Hill and @ home!*)
- Year round effort (*hot & cold*)

## – National

- Front line experience (*Advocates and Recipients*)
- Statistics help (*just 1 in 5 reached!*)

## – State/Local

- Engage top leadership
- Develop strong relationships with agencies
- Forge partnerships



# *Planned LIHEAP February 2010 Action Day... ...Meets 39” of Snow!*

## ■ Plan “B”: Spread the word locally

### –Press Conferences

- Louisiana - 4 press conferences ---  
4 cities in a day!
- Mississippi - local event with State Senator,  
County Supervisor, Recipient
- Arkansas –local LIHEAP Day press  
conference with Senator Lincoln
- Texas - “Thank you” with Senator

### –More Outreach

- Local office Congressional Meeting
- Radio Interviews
- Print Media
- Television



# *First-Ever* SUMMER Action Day: *“Snowballed”* from There!

- **Pre-Planning**
  - Conference calls
  - Special events
  - Identifying participants
- **Communication Strategy**
  - What’s the message?
  - Pre and post media
  - State-specific “Fact Sheets”
  - Promotional items
- **Logistical Support/Scheduling**
  - Group hotel arrangements
  - Individual travel
  - Hill meeting



# SUMMER Action Day

## *“Final Planning and Delivery”*

- Advocate Support
  - Grants
  - Briefing Sessions
- Implementation/Results
  - Fifteen employees and advocates
  - Twenty-five meetings
  - Press Conference



# Action Day “*Follow-up*”

- Evaluation

- Advocate Feedback
- Lessons Learned



- *“In helping others, we shall help ourselves, for whatever good we give out completes the circle and comes back to us.”*

*Flora Edwards*



# Contact Information

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