



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

FAITH-BASED ORGANIZATION TOOLKIT

XCEL ENERGY PARTNERS IN ENERGY AND THE ROLE OF TOOLKITS

Xcel Energy Partners in Energy provides communities in Colorado, Minnesota and Wisconsin services to develop Energy Action Plans, along with assistance to implement those plans. Each community has its own unique energy needs and priorities, and Partners in Energy tailors its services to complement each community's vision. More and more communities now realize that energy planning plays a critical role in reaching their goals. Wise energy choices produce diverse benefits. By working with citizens, businesses and even in their own government facilities, a community can reduce energy and lower bills, promote renewables, drive resource conservation, and contribute toward greenhouse gas (GHG) emission reduction goals. Partners in Energy helps address the challenge of identifying local priorities and structures a path forward, leveraging all available resources.

As part of this offering, we have developed several toolkits to help communities reach their energy goals.

For more information about other available toolkits or to customize any of the resources with your community's unique brand identity, contact your Partners in Energy community facilitator.

HOW TO USE THIS TOOLKIT

This toolkit is ideal if you would like to help faith-based organizations and members save money on utility costs and promote stewardship of earth's resources. This kit will help you understand the benefits of partnering with faith-based organizations and how to develop long-term relationships and energy actions.

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A Case for Faith-based Energy Initiatives

DEFINING FAITH-BASED ORGANIZATIONS

Generally, a **faith-based organization** is a not-for-profit organization whose values are based on faith and/or beliefs. These organizations have leadership, members and volunteers that hold beliefs of a particular religion, mission, or value system. The faith of the organization does not necessarily have to be classified as religion.

According to the Corporation for National and Community Service, faith-based organizations usually include:

- A religious congregation (church, mosque, synagogue or temple).
- An organization, program or project sponsored or hosted by a religious congregation (may be incorporated or not incorporated).
- A nonprofit organization, founded by a religious congregation or religiously motivated organizers and board members that clearly states in its name, incorporation or mission statement that it is a religiously motivated institution.
- A collaboration of organizations that explicitly includes organizations from the previous categories.

Examples of Faith-Based Organizations

- Synagogues
- Mosques
- Congregations
- Salvation Army
- Local food shelf or pantry
- Goodwill
- YMCA and YWCA

These organizations are grassroots and usually active in local community outreach, as well as broader statewide and international efforts. They are often viewed as service organizations with resources to support those who have some sort of need. Funding for faith-based organizations typically comes from its member donations, grants or government funds. It is important to recognize that although some faith-based organizations have a lot of history, large memberships and buildings, many are new and growing, and may not have meeting space.





OPPORTUNITIES AND BENEFITS OF PARTNERSHIPS WITH FAITH-BASED ORGANIZATIONS

OPPORTUNITIES AND BENEFITS OF PARTNERSHIPS WITH FAITH-BASED ORGANIZATIONS

Connecting energy work to faith-based organizations can be a challenge. Remember that many organizations have clearly stated their mission and values to attract membership, so finding organizations with values like environmentalism, social justice or quality of life will help communities connect them to energy projects. Faith-based organizations also want to save on their own operating expenses including utility costs, so increasing energy efficiency and supporting renewable energy creates long-term opportunities to empower faith-based organizations to actualize their values.

Opportunity	Benefit
Implement energy efficiency upgrades in a building the faith-based organization rents or owns.	Help the organization save money and allocated funds toward mission-related activities.
Promote the organization’s mission to advocate for environmental sustainability.	Implementing strategies that reduce greenhouse gas emissions can support community energy goals, utilities, and the organization and its members.
Faith-based organizations provide leadership and guidance to their members and can help members understand their energy opportunities.	Expand energy actions into the community network by being the trusted messenger of those asks/actions.
Members of faith-based organizations often volunteer and engage in their communities, creating an opportunity to share energy messages more broadly.	Grassroots level engagement with energy efficiency measures.
Faith-based organizations can serve as gathering spaces in times of disaster or uncertainty.	Having energy efficiency, renewable energy, energy storage and electric vehicle car charging measures within an organization’s facilities can benefit the community during emergency situations by providing resilience.
Faith-based organizations are often a resource for community members in financial need.	Opportunities to save money or access Energy Action Plan offerings.



Useful Tip

Ask your faith-based organization why they might want to partner with you on energy actions. You can offer suggestions on how they might benefit from this partnership and listen for what would most benefit the organization.

UNDERSTANDING AND BUILDING PARTNERSHIPS WITH FAITH-BASED ORGANIZATIONS

Finding Your Community's Faith-Based Organizations and Leaders

Don't just Google it. Use your relationships with the community to your advantage, contact other organizations that work with faith-based organizations like food shelves or social service organizations, and collaborate with housing, community development and permitting staff to become familiar with the faith-based organizations in your community. Some will have websites that can help you get to know the missions, leaders and membership. Others may communicate through newsletters or social media or may just meet at various locations and times. Taking meticulous notes on all variables can be helpful, and your most valuable tool is to show up and meet the organizations where they are.

Common Barriers for Energy Initiative Participation

Educational Barriers: Energy knowledge barriers exist in all corners of our communities. In faith-based organizations, initiatives often happen because leadership has an interest and knowledge, or because members ask for something. If energy saving is not a priority, action won't happen organically. Informing members and organizations by helping identify opportunities for projects and connecting energy action to their values and existing work will be great first steps to build a relationship with that organization.

Financial Barriers: Even larger faith-based organizations face financial barriers to energy work. Knowing what other organizations spend for various types of energy projects and the length of project payback periods and returns on investment can be useful. Get to know the local institutional and nonprofit grants, cost shares, rebates, and programs so that you can help navigate the financial conversation about energy projects. Members of the faith-based organization may also face financial barriers to taking energy actions in their own homes. Make sure to recognize that all members of an organization do not have the same financial situation and connect them with programs, rebates and other funding opportunities when asking members to engage in energy action. View the resources sections to explore rebates and programs in [Colorado](#), [Minnesota](#), and [Wisconsin](#).



Useful Tip

If an organization has subsets of groups (e.g., a green team, volunteer group or events committee), a building and grounds person, or other valued groups or partners, it is helpful to engage all those members to listen for values and get creative around what type of energy work best fits the organization.

Decision-Making Barriers: Many faith-based organizations, whether nonprofit or community led, have decision-making bodies that aren't necessarily on the same page. Understanding the organization's decision-making process can help ensure questions are easily answered and concerns addressed.

Time and Capacity Barriers: Time and capacity is limited for most organizations, but for faith-based organizations this can be a greater constraint because funds are limited and staff are often volunteers. The best way to overcome this barrier is to know how much time you are asking of organizations. Note if the people you are working with are volunteers or staff and ask them upfront what their time and capacity is to partner on energy action. Leveraging Partners in Energy resources and templates can help make the organization's participation easier and ease capacity anxieties.

Considerations When Working with Faith-Based Organizations

Faith is different for each organization and even different among the members of each faith-based organization. Faith is a part of a person's worldview and can influence everyday decisions. Don't assume what someone's faith means about them or whether or not they will engage with your community on energy initiatives.

Reaching out to faith-based organizations can be difficult at the start, so once you've connected be sure to foster the relationship for future partnerships on energy actions.

Consider cultural nuances that might be related to certain faiths (e.g., food or beverage avoidances at gatherings, head coverings in certain spaces, language considerations). Understanding these unique needs ahead of engagement can benefit your relationship with organizations.





FAITH-BASED ORGANIZATION STRATEGIES

Faith-Based Organization Strategies

BEST PRACTICES

Co-create strategies to align values. As mentioned throughout this toolkit, connecting the selected strategies to an organization's values can support success. Before bringing solutions and recommendations to the organization, look for those value connections and ask the organization's leaders and members what might make sense in their buildings and with their members. Create your campaign for strategies alongside the organization's leaders and members to help you understand your audience's capacity, organizational needs and barriers. After you review these strategies, complete the [Faith-based Organization Strategy Development Worksheet](#) (in the next section) to help you work co-create strategies with the faith-based organization.

STRATEGIES

Building Facility Strategies

Faith-based organizations can start realizing the benefits of energy action by exploring energy efficiency, renewable energy and electric vehicle opportunities at their facility. Once you select the strategies that you will work on with the organization, review the available programs for technical expertise, funding and other resources.

Facilities Staff Outreach And Training

If an organization owns or leases a building or other facilities, connect with the staff that manages those facilities to start implementing energy efficiency measures. Facility staff can supply valuable details about energy use and are essential to implementing other energy efficiency strategies.

Energy Audits/Assessments

Whether an organization owns or leases a building, encourage the building owner or manager to sign up for an energy assessment that can help identify opportunities to save energy and money. This is often a great first step to help identify subsequent opportunities for energy action.

Complete Efficiency Upgrades

Based on recommendations from an energy assessment, or understanding the building's envelope and equipment, a faith-based organization can make energy improvements to ensure their building is more energy efficient. To find more details on programs by state, visit the [Colorado](#), [Minnesota](#), and [Wisconsin](#) resources section.

- **Insulation:** Insulating the building to be at or above code will help reduce energy loss and overspending on utility bills.
- **LED lighting and controls upgrades:** LED bulbs can save a large amount of energy in spaces that have substantial lighting and staging needs. Controls can avoid leaving lights on in unused spaces.
- **Appliance upgrades:** Efficient appliances, such as heating and cooling units, refrigerators, and water heaters, use less energy and help an organization save on energy bills. More efficient energy use is also a great first step to powering a building with renewable energy.

- **Smart thermostat controls:** Smart thermostats can program heating and cooling for more efficient use in a building, ensuring the building is not unnecessarily heating or cooling space. Smart controls also help the utility monitor for efficiencies through program participation.
- **Time of use and rate programs:** Facilities can participate in rate programs, when available, to be efficient energy users. These can save the organization money by using cheaper energy when available.
- **Financing tools:** Identify possible funding sources and to help encourage the payback of these investments.

Support Renewable Energy

Renewable energy helps reduce a buildings' energy-related greenhouse gas emissions. Depending on the organization's preference, capacity and financial situation, there are two ways to support renewable energy.

- **Subscription programs:** If an organization pays an electricity bill, it can participate in renewable energy subscription programs to ensure they are using local wind or solar energy to power their work. This is easily done through utility programs or by subscribing to a community garden where available.
- **On-site solar:** If an organization owns or has a long-term leased building, on-site solar might be an option to power the building. A rooftop or open area might be a good place for solar panels that can power the building. On-site solar provides a payback period averaging 8 years, according to [EcoWatch.com](https://www.ecowatch.com).

Support Electric Vehicles and Charging

Electric vehicle (EV) ownership is growing and is a great strategy to reduce transportation-related emissions in a community. Organizations who own vehicles or parking structures can support EV ownership.

- **Fleet electrification:** If an organization owns or leases vehicles, help them identify an electric option for the next time it purchases a vehicle. EVs can help the organization save on gas and reduce harmful air pollutants in parking lots where people may often gather after services or meetings.
- **Charging:** Faith-based organizations can attract and serve their members and communities with the installation of EV charging on or near their facility or meeting space. This can look like parking lot chargers in an owned or leased parking lot/garage or it could be advocating for public charging in nearby spaces.

Member Outreach Strategies

Like facilities strategies, organizations can reach out to members to encourage action on energy efficiency improvements, like home audits, insulation and appliance upgrades. Members can also take advantage of renewable energy subscriptions and on-site programs or multi-family building programs. There are a few ways to do that in faith-based organizations.

Broad Outreach Campaign

Reach faith-based organization members through existing communications (e.g., newsletters) and use the facilities to educate members through posters or announcements as a low-effort way to reach people where they gather regularly.

Targeted Campaign

Reach specific audiences through targeted audience outreach campaigns (e.g., youth, clubs within the organization, or interest groups) that ask organization members to take specific actions geared toward their ability, capacity and influence. Consider creative ways to make the request more engaging (e.g., challenges or pledges) and create a resource packet for those with financial challenges.

Form a Green Team

Green teams (also called sustainability or creation care teams) can be a great way to develop momentum within the organization and create a strong energy culture through trusted messengers. Use the Partners in Energy Green Team Guide in the [collateral section](#) to help you create your team.

Want to broaden the work of a faith-based organization? Look for more strategies in [Xcel Energy's toolkits for Underserved Communities, Small & Medium Businesses, Multi-Family and Rentals, and more!](#)

Faith-based Organization Strategy Development Worksheet

Organization Information	Notes:
Organization Name:	<i>e.g., Worship space leased through 2030, main contact wants youth involvement, mentioned saving money on utility bills at homes of members</i>
Faith:	
Contact Name:	
Role:	
Address:	
Phone:	
Email:	

Cultural Considerations:	Value and Mission Alignment:
<i>e.g., Head coverings needed in worship space, food considerations, greeting practices, or other cultural sensitivities.</i>	<i>e.g., Mission to serve the children of tomorrow, protect creation by a god, environmental stewardship, or serving a specific impoverished community.</i>

Guiding questions that will help you co-create your strategies and campaigns with this partner:

1. Where do the values of this faith-based organization fit into your energy work, and where does your work fit into their values and mission?

2. Does this organization have any unique connections or relationships with the community that can align with your energy work?

3. Are there other leaders or members of the organization who would be particularly excited about this partnership that you'd include in your conversations? (Who is your energy champion within the organization?)

4. What do you want this organization to know about your work and hopes for partnership?

WORK WITH THE ORGANIZATION TO DEVELOP STRATEGIES:

Strategy Development

Strategy 1:

e.g., Work with organizational facility landlord to implement energy efficiency projects

Who is Impacted?

e.g., Organization, members, building owners

Resources and Support Needs

e.g., Utility connection, landlord buy-in, organizational lead

Program and Funding Opportunities

e.g., Energy Smart Program, utility rebates, city grant, federal funds

First Steps**Strategy 2:**

e.g., Deliver LED kits and energy tips sheets for members

Who is Impacted?

e.g., Members, their homes

Resources and Support Needs

e.g., Utility-donated items, tips sheet creation, communication help

Program and Funding Opportunities

e.g., Utility LED Finders, Free

First Steps

Think of the strategies that ignited the most excitement in the group and prioritize those strategies to develop your next steps and details:

Next Steps:

A photograph of several people holding hands in a circle, symbolizing unity and support. The image is partially obscured by a large white diagonal shape on the left side. The text 'COLORADO RESOURCES' is overlaid in white, bold, uppercase letters.

COLORADO RESOURCES

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Colorado Resources

The following programs and opportunities may be suitable for a faith-based organization with building facilities and for its members and their own homes.

This information is valid as of September 2022. Visit the [Xcel Energy website](#) for current offerings and resources.

FACILITY PROGRAMS

Financial Programs

- **C-PACE:** Commercial Property-Assessed Clean Energy (PACE) is a way to finance energy efficiency and renewable energy projects for new or existing buildings.
- **Xcel Energy Partner Financing:** HBC Energy Capital has partnered with Xcel Energy to provide a one-stop shop for energy financing.
- **Energy Performance Contracting:** The Colorado Energy Office supports public entities ability to finance energy projects through energy performance contracting.
- **Additional funding opportunities:** Depending on the project and location, there may be state, federal or third-party grants available. Grant funds are available for a large range of projects including promoting renewable energy, developing EV infrastructure, supporting nonprofits and schools, etc. Examine your project from all angles to determine if an opportunity exists.

Energy Efficiency

- **AC Rewards Smart Thermostat Program:** Receive a smart thermostat and installation for free, plus earn up to \$25 per thermostat just for enrolling your organization.
- **Business Energy Assessments:** Xcel Energy's program uses an Energy Assessment Match to offer the best option for an energy assessment tailored to the facility that will extend advisory services along the way.
- **Equipment Rebates:** Xcel Energy offers a range of rebates for commercial customers, including faith-based organizations, in areas like lighting, refrigeration, computer equipment and more.
- **Nonprofit Energy Efficiency Program:** Xcel Energy partners with Energy Outreach Colorado to provide nonprofit organizations that serve income-qualified communities with free energy efficiency assessments and uses the results to help organizations secure grants and rebates.

Renewable Energy

- **Windsource®:** Organizations can get some or all their energy from renewable wind sources through Xcel Energy's Windsource®. In this subscription service, customers pay a small additional fee to source from wind, no installation or new equipment required.
- **Solar*Rewards:** Incentives available upfront and per-kilowatt-hour for installing a photovoltaic system (based on program availability).

- [Solar*Rewards Community](#): Support the development of nearby solar gardens by subscribing to a nearby, third-party solar garden.
- [Net Metering](#): Offset electric consumption by selling back excess electricity from their solar panel system.
- [Renewable*Connect®](#): Customers without space or an ideal location to host on-site renewable energy can opt to support large-scale solar development elsewhere.

Electric Vehicles

- [Xcel Energy EV Solutions](#): Xcel Energy's EV advisors will help identify the best resources for selecting, installing and operating charging infrastructure by providing technical expertise, connecting you to equipment rebates, and helping you maximize and manage your chargers.
- [Drive Clean Colorado](#): Drive Clean Colorado can provide EV technical assistance for fleet electrification.
- [Charge Ahead Colorado](#): The Charge Ahead Colorado program provides grant funding for EV charging stations.
- [Federal Tax Credit](#): Qualified EVs may be eligible for a tax credit. With the passage of the Inflation Reduction Act of 2022, tax credit amounts and requirements have changed. Check the website for the latest guidance.

MEMBER PROGRAMS

Energy Efficiency

- [Home Energy Squad®](#): The Home Energy Squad offers a simple solution for a drafty door, an old thermostat and inefficient light bulbs. An expert technician comes to the home and fixes these things and more in one quick, efficient and affordable visit.
- [Home and Appliance Rebates](#): Receive incentives while you save energy on your home appliances by installing new and efficient models or by insulating your home.
- [Smart Thermostats](#): Installing a Smart Thermostat can lead to energy savings by letting you fine-tune your home's comfort. Some Xcel Energy customers even qualify for rebates on Smart Thermostats. Having a smart thermostat allows you to participate in programs that provide rebates for cutting back on air conditioner use during peak demand.
- [LED Finder](#): Replacing standard bulbs with LED bulbs saves energy. Xcel Energy offers discounts on LED bulbs from retailers like Home Depot, Costco and more.
- [Xcel Energy's 101 Energy Tips](#): Making small changes around the home can help residents save money on their energy bills. Check out Xcel Energy's 101 Energy Tips for unexpected ways to reduce energy use.

Renewable Energy

- [Windsource®](#): Organizations can get some or all their energy from renewable wind sources through Xcel Energy's Windsource®. In this subscription service, customers pay a small additional fee to source from wind, no installation or new equipment required.
- [Solar*Rewards](#): Incentives available upfront and per-kilowatt-hour for installing a photovoltaic system (based on program availability).
- [Solar*Rewards Community](#): Support the development of nearby solar gardens by subscribing to a nearby, third-party solar garden.
- [Net Metering](#): Offset electric consumption by selling back excess electricity from their solar panel system.
- [Renewable*Connect®](#): Customers without space or an ideal location to host on-site renewable energy can opt to support large-scale solar development elsewhere.

Electric Vehicles

- [Xcel Energy Advising and Rebates](#): Xcel Energy offers advising tools, vehicle and charging equipment rebates, and charging programs for customers interested in purchasing an EV and charging at home.
- [Colorado Tax Credit](#): Qualified EVs titled and registered in Colorado are eligible for a tax credit.
- [Federal Tax Credit](#): Qualified EVs may be eligible for a federal tax credit. With the passage of the Inflation Reduction Act of 2022, tax credit amounts and requirements have changed. Check the website for the latest guidance.

MINNESOTA RESOURCES



Minnesota Resources

The following programs and opportunities may be suitable for a faith-based organization with building facilities and for its members and their own homes.

This information is valid as of September 2022. Visit the [Xcel Energy website](#) for current offerings and resources.

FACILITY PROGRAMS

Financial and Recognition Programs

- **PACE:** Property-Assessed Clean Energy (PACE) is a way to finance energy efficiency and renewable energy projects for new or existing buildings.
- **Trillion BTU Financing:** Trillion BTU Financing is offered through a partnership between the Saint Paul Port Authority, Xcel Energy and Center for Energy and Environment.
- **Additional funding opportunities:** Depending on the project and location, there may be state, federal or third-party grants available. Grant funds are available for a large range of projects including promoting renewable energy, developing EV infrastructure, supporting nonprofits and schools, etc. Examine your project from all angles to determine if an opportunity exists.

Energy Efficiency

- **Business Energy Assessments:** Xcel Energy's program uses an Energy Assessment Match to offer the best option for an energy assessment tailored to the facility that will extend advisory services along the way.
- **EnerChange:** Tailored specifically to nonprofits, EnerChange assesses facilities to find ways for organizations to save money and energy. This program offers consultations to nonprofits to analyze utility bills and identify energy goals that support the implementation of energy-saving measures in HVAC, lighting and other areas.
- **Equipment Rebates:** Xcel Energy offers a range of rebates for commercial customers, including faith-based organizations, in areas like lighting, refrigeration, computer equipment and more.
- **AC Rewards Smart Thermostat Program:** Customers receive a smart thermostat and installation for free, plus earn up to \$25 per thermostat just for enrolling their organization.

Renewable Energy

- **Windsource®:** Organizations can get some or all their energy from renewable wind sources through Xcel Energy's Windsource. In this subscription service, customers pay a small additional fee to source their electricity from wind, with no installation or new equipment required.
- **Solar*Rewards®:** Incentives for upfront and per-kilowatt-hour for installing a

photovoltaic system (based on program availability).

- **Solar*Rewards® Community:** Support the development of nearby solar gardens by subscribing to a nearby, third-party solar garden.
- **Net Metering:** Connect photovoltaic systems to the electricity grid and offset electric consumption. Participants can sell back excess electricity from their solar panel system.
- **Renewable*Connect®:** Customers without space or an ideal location to host on-site renewable energy can opt to support large-scale solar and wind development elsewhere by subscribing to this Xcel Energy program.

Electric Vehicles

- **Electric Vehicle (EV) Supply Infrastructure:** Xcel Energy will install and maintain EV supply infrastructure to help an organization's property be EV ready.
- **Federal Tax Credit:** Qualified EVs may be eligible for a tax credit. With the passage of the Inflation Reduction Act of 2022, tax credit amounts and requirements have changed. Check the website for the latest guidance.

MEMBER PROGRAMS

Financial and Recognition Programs

- **Citizens Utility Board:** Citizens Utility Board of Minnesota helps residents understand their energy bills. Understanding their bill is the first step for residents to save energy and reduce their bill.

Energy Efficiency

- **Home Energy Squad®:** The Home Energy Squad offers a simple solution for a drafty door, an old thermostat and inefficient light bulbs. An expert technician comes to the home and fixes these things and more in one quick, efficient and affordable visit.
- **Home and Appliance Rebates:** Xcel Energy offers incentives for new and efficient appliances and equipment, and for insulating your home.
- **AC Rewards Smart Thermostat:** Installing a smart thermostat can lead to energy savings with greater temperature control. Having a smart thermostat allows you to participate in programs that provide rebates for cutting back on air conditioning use during peak demand.
- **LED Bulb Finder:** Replacing standard bulbs with LED bulbs saves energy. Xcel Energy offers discounts on LED bulbs from retailers like Home Depot, Costco and more.
- Xcel Energy's 101 Energy Saving Tips: Making small changes around the home can help residents save money on their energy bills. Check out [Xcel Energy's 101 Energy Tips for unexpected ways to reduce energy use](#).

Renewable Energy

- [Windsource®](#): Xcel Energy Customers can get some or all their energy from renewable wind sources through Xcel Energy's Windsource program. In this subscription service, customers pay a small additional fee to source their electricity from wind with no installation or new equipment required.
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- [Renewable*Connect®](#): Xcel Energy customers without space or an ideal location to host on-site renewable energy can opt to support large-scale solar and wind development elsewhere by subscribing to this Xcel Energy program.

Electric Vehicles

- [Xcel Energy EV Incentives and Rebates](#): Xcel Energy offers advising tools, vehicle and charging equipment rebates, and charging programs for customers interested in purchasing an EV and charging at home.
- [Federal Tax Credit](#): Qualified EVs may be eligible for a tax credit. With the passage of the Inflation Reduction Act of 2022, tax credit amounts and requirements have changed. Check the website for the latest guidance.

A hand is shown in silhouette, reaching upwards. The background is a warm, hazy sunset or sunrise over a city, with blurred lights and buildings. A large, solid orange triangle is positioned on the left side of the image, pointing towards the top right. The text 'WISCONSIN RESOURCES' is centered in the lower half of the image, overlaid on the hand and background.

WISCONSIN RESOURCES

Wisconsin Resources

The following programs and opportunities may be suitable for a faith-based organization with building facilities and for its members and their own homes.

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FACILITY PROGRAMS

Financial and Recognition Programs

- [PACE Wisconsin](#): Property-Assessed Clean Energy (PACE) is a way to finance energy efficiency and renewable energy projects for new or existing buildings.
- **Additional funding opportunities:** Depending on the project and location, there may be state, federal or third-party grants available. Grant funds are available for a large range of projects including promoting renewable energy, developing EV infrastructure, supporting nonprofits and schools, etc. Examine your project from all angles to determine if an opportunity exists.

Energy Efficiency

- [Focus on Energy Programs](#): Focus on Energy offers a variety of assessment, rebate and program options to help facilities become more energy efficient.

Renewable Energy

- [Renewable*Connect®](#): Xcel Energy customers without space or an ideal location to host on-site renewable energy can opt to support large-scale solar and wind development elsewhere by subscribing to this Xcel Energy program..
- [Solar*Connect Community](#): Support the development of nearby solar gardens by subscribing to a nearby solar garden.
- [Net Energy Metering](#): Connect photovoltaic systems to the electricity grid and offset electric consumption. Participants can sell back excess electricity from their solar panel system.

Electric Vehicles

- [EV Solutions](#): Xcel Energy offers advisory services for customers interested in purchasing EVs and charging programs for installing infrastructure.
- [Federal Tax Credit](#): Qualified EVs may be eligible for a tax credit. With the passage of the Inflation Reduction Act of 2022, tax credit amounts and requirements have changed. Check the website for the latest guidance.

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A high-angle, close-up photograph of a person's hands working at a dark wooden desk. The person is using a silver laptop on the left, a tablet on the right, and a notebook at the bottom. A clear glass with water is on the desk. The scene is lit with warm, natural light. The text 'COLLATERAL EXAMPLES' is overlaid in large, white, bold, sans-serif font across the center of the image.

COLLATERAL EXAMPLES

Faith, Fellowship, and Stewardship

Faith communities like yours are trusted leaders who are essential to our community's sustainability goals. Richfield invites you to be a leader in environmental stewardship.



FORM A GREEN TEAM

Green teams are a great way to promote environmental stewardship in your worship facility and with your faith community. The City of Richfield can help you form a team and provide resources along the way.



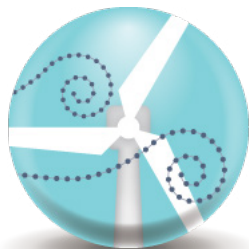
SIGN UP FOR A FREE ASSESSMENT

EnerChange offers a free walk-through assessment for nonprofits that includes a total building review and tailored recommendations for energy-saving improvements in your worship facility. EnerChange also helps identify financing options. Call **952-562-8697** or visit enerchange.org.



USE REBATES TO SAVE ON UP-FRONT COSTS

Utilities offer a variety of rebates to help make the decision to upgrade easier. From LED lighting to heating and cooling or foodservice equipment, it's cost-effective to make your worship facility more energy efficient. Visit xcelenergy.com/Business and CenterPointEnergy.com/SaveEnergy.



POWER WITH RENEWABLES

It's easy to power your facility with renewable energy. Ranging from on-site installations to subscription programs, there are different options available to best suit your needs. Visit xcelenergy.com/BusinessRenewables.

Come Together and Conserve

Make an impact and spread environmental stewardship to your faith community

Promote Energy Stewardship in your Newsletter

Spread the message of energy stewardship with a short article in your newsletter.

- Feature testimonials from community members about why energy stewardship is important to them.
- Encourage community members to make changes to their daily routine.
- Share program and financing resources to help worshipers increase efficiency.

Tabling Sessions

Host an information table before or after service to share ways worshipers can learn about their environmental footprint and ways to conserve and preserve.

Host an Energy Giving Campaign

Host a giving campaign that promotes energy efficiency. Structure the giving campaign to encourage community members to donate money saved through energy efficiency actions.

Make a Commitment

Ask your community to make a formal commitment to conserve energy and be a good steward of our resources.

The City of Richfield is here to help you.

Contact the City of Richfield's Sustainability Specialist, Rachel Lindholm, at **(612) 861-9188** or RLindholm@richfieldmn.gov for more information or energy kits for your congregants.



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

How to Guide: Creating an Environmental Stewardship & Creation Care Team

People want to authentically engage and participate in groups where energy and environmental stewardship can be practiced. This guide is meant to share effective ways to organize a team that can work alongside or within your organization on specific energy and environmental challenges. People will be highly engaged in your team when your group is collaborative, takes action, and is responsive to the needs of participating individuals and the community.

What can a volunteer team do?

A team can provide any number of supportive tasks to your organization depending on the team's talents and time. Some examples of support would be:

- Leading events, campaigns and educational booths.
- Drafting communications for newsletters, e-mail campaigns or social media.
- Being a liaison between specific communities and your organization.
- Brainstorming and visioning projects, groups or desired outcomes.
- Coordinating the groups works, organizational goals and community.
- Organization of timelines, budgets and group notes, goals and efforts.

This guide is organized into 3 easy steps:

- **Step 1:** Identify the need
- **Step 2:** Recruit your team
- **Step 3:** Organize your team

The City of Roseville is here to help you.

Visit cityofroseville.com/Partners-in-Energy to read more about our Energy Action Plan and find ways you can support our work.

Please contact Environmental Manager Ryan Johnson to learn how you can help Roseville achieve our energy vision at Ryan.Johnson@cityofroseville.com.



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Step 1: Identify the need

A good question to ask before you organize your team of volunteers is: What is the need that exists outside this group that we are trying to address? You are only going to have success in your team if you are working toward satisfying or fulfilling a community need and not fulfilling your own organizational needs. That might be as simple as “our earth needs caring for” or as intricate as “our community is suffering from specific air pollutants”. The needs are also important to revisit alongside your team once it is created.

Step 2: Recruit your team

Now that you have identified a need for your team, you are better equipped to recruit. Remember, asking people to volunteer is not a burden on them and their time, it is a welcome into an activity where they can add value, and personally grow and develop. Create your list and start asking!

Recruitment is not a one-time task. Throughout the team’s lifetime, the recruiting process is ongoing. Make sure once the team is created that the whole team is involved in recruitment.

Invitation

This might be the most important part of forming a team of volunteers. A personal ask is always going to have a greater impact on whether or not someone participates in a volunteer group. When that personal ask is not an option, make the alternative ask be as personal as can be. The invitation should come from someone who knows the individuals or has worked alongside them in the past, is respected or has a history of being an effective organizer or leader. An email invitation from the leader of a congregation is going to have a much better response than the leader’s administrative staff. Describe the position as clearly as you can. The ideal way to frame a volunteer position is by making a position description. A position description has a summary of what you are asking for, the skills and qualities needed, and the benefits to the volunteer. Finally make the position sound easy and fun, and something they can do with friends, neighbors or family members.

Tips for Recruiting Team Members

- 1. Ask people who are already doing volunteer work.** People who already volunteer are more likely to volunteer when asked.
- 2. Ask other stakeholders.** Are other stakeholders affected by the work your volunteers will do?
- 3. Invite people from outside the box.** The most highly functioning teams are diverse teams with many perspectives and many backgrounds or talents. Are there people or groups not represented in your list?

Important Elements to Include in your Invitations

- ✓ Keep your message brief
- ✓ Use plain language (no acronyms)
- ✓ Highlight key details (e.g. time commitment)
- ✓ Ask for a specific response and timeline for responding
- ✓ Ask yourself: If you were being asked to volunteer, how would you respond to this message?

Step 3: Organize your team

Your 1st Meeting!

Make sure everyone on your team can make the first meeting to ensure your volunteer team can meet each other and kick off this process together. To make scheduling easier for everyone, use online organizing tools, such as Doodle or another scheduling application.

Greet your volunteers as they arrive to make them feel welcomed and appreciated for their time. Providing food will help show your appreciation and keep up your team's energy for planning.

Collaborating to create a work plan:

- o **Check in with your team.** Learn who they are and why they raised their hands to volunteer. This information should be recorded and used to make sure you are also filling the needs of the individuals that were called to do this work.
- o **Revisit the need you've created and ask for input from your team.**
- o **A great way to start a team of volunteers is to hear directly from them how they would like to work together.** Start with a discussion to formally collect some operating principals. Ask the team "How do we want to work together in this group?" Make sure these come across as values or behaviors that the team generates. These are your operating principals that will help guide the work and keep a structure that the team created together.
- o **Identify a common mission or vision for the group.** This does not have to be final or permanent, but rather guide you as you move forward in your work. This can be a living vision or mission that changes over time or with the people of the group.
- o **Brainstorming strategies and themes of work.** Host a conversation around what the team would like to do together to help you develop your work and assign tasks to each volunteer.

Operating Principles (Values put into practice)

- Step up/step back: let all voices be heard
- Be open to suggestions and new ideas
- Communicate clearly and especially when it's difficult, open lines of communication
- Evaluate ourselves for effective work
- LISTEN to each other, to the community
- Be flexible, be nimble and allow for growth
- Keep the work and conversation focused
- Keep the work fun
- Okay to fail, but learn and build from it!
- Respect for each other
- Remember our mission
- Meetings should be near or in sight of river

Source: Operating principles by MWMO Master Water Steward team of volunteers

Use the attached worksheet to guide you through this process in your meeting.

- **Success:** Ask the team what success looks like 1 year or two years down the road. Give everyone space and time to contribute their thoughts. Record these ideas.
- **Barriers:** Identify the barriers that exist to getting to those successes. Naming these barriers will help to overcome them before you begin your work.
- **Strategies:** With the barriers in mind, start to name strategies that will get you to success. These are specific actions, events and goals of the group.
- **Themes:** What themes are emerging from your strategies (i.e. are there some that have to do with events, communication, fun)? Start putting these strategies into themes or categories.
- **Identify champions:** Now that you have some themes and strategies for your work as a team. You might start seeing the themes as more of a position for someone specific. Start identifying who is going to do what strategies and if there are tasks or themes that are not picked up, talk about who we need to invite for those specific buckets of work.

Recognition

People are motivated to volunteer for three reasons according to the MN Association of Volunteer Administration:

1. They want to be affiliated with your organization because their values align with your mission.
2. They want to influence or have power over whatever the environmental challenge is.
3. They want to learn or achieve a new skillset.

Remember to recognize your volunteers for their time and efforts by thanking them personally, recognizing them in your communications, and celebrating their accomplishments with awards. You will have a stronger team because of those recognitions.

Keeping people engaged

It is important to remember that these are volunteers and not employees of your organization. The more you ask of a volunteer, the more they will give. Be mindful not to over-ask. It is also important to listen to each volunteer's hope for participation. An accountant by day may not want to do the accounting for your group as their volunteer work. Ask people how they want to be engaged.

Keep invitations open to others! Your original volunteer team's participation will ebb and flow. Life happens and interest and capabilities change. Keep inviting people to join your work and show them what success looks like. Formalizing some term limits might keep your volunteers from getting burned out.

Good luck, you are off to a great start!

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Organizing your team's goals and strategies

Use this worksheet to walk your team through goals setting strategies to achieve those goals

Tip: recreate this template on a whiteboard or other open space for better collaboration

What does success look like?

This is a brainstorming activity. Imagine your group a year from now. What do you hope to be or have accomplished? *e.g. Reduce the carbon footprint of our place of worship*



What are the barriers you will encounter in this work?

Look at what success looks like. Identify barriers you'll encounter to get there.

e.g. Not knowing the most cost-effective ways to improve energy efficiency of the building

Use these boxes to identify specific strategies to getting to success overcome the above barriers



e.g. Get a free lighting assessment for the building

e.g. Sign up the place of worship for Windsource

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Once you've identified strategies you will start seeing themes of work (i.e. strategies that fall under communications, projects, or research) Sort your strategies into categories and start identifying your champions. Who will do that work and who do you still need on your team to do what is remaining?

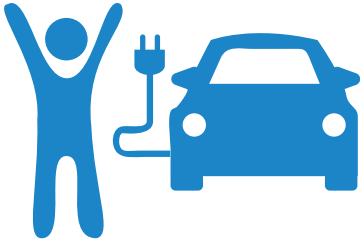
Record this work.

Congrats, you've got a plan for your first year together!

At Home

Faith Facility

Daily Behavior



- ✓ Install power strips, sensors, and/or timers so your devices aren't using energy when you don't need them
- ✓ Consider purchasing an electric vehicle

- ✓ Sign up for Home Energy Squad®
- ✓ Leverage Xcel Energy rebates at xcelenergy.com/HomeRebates

- ✓ Sign up for a lighting audit
- ✓ Sign up for an energy audit or building tune-up for equipment optimization

Faith, Fellowship, and Stewardship

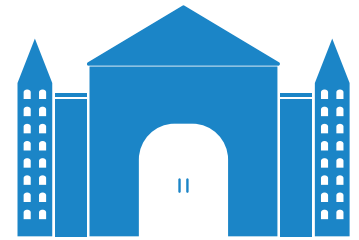
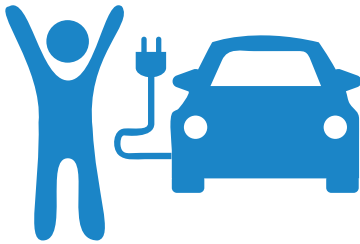
Reducing our Impacts Together

Xcel Energy is pleased to work with your community to achieve its energy goals.

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Faith, Fellowship, and Stewardship

Reducing our Impacts Together

Xcel Energy is pleased to work with your community to achieve its energy goals.

Congregate and Conserve

Be a good steward of our resources by following these tips

- Make Changes to your Daily Routine:**
 - Turn off lights when you leave a room.
 - Use power strips and timers so devices aren't using energy when you don't need them.
 - Use the cold water setting on your washing machine whenever possible.
 - Keep interior doors open to help circulate air and maintain room temperatures.
- Increase Your Home's Efficiency and Comfort with an Audit:** Having a home energy audit is a great way to learn about how your home uses energy, and find ways to reduce costs and improve comfort year round.
- Leverage Rebates and Programs to Cut Costs:** Your utility offers a wide variety of rebates and programs to help you save energy and money. Ranging from refrigerator recycling to insulation rebates, you can keep costs low with the help of utility rebates.
- Consider Powering with Renewable Energy:** There are different opportunities for you to source some or all of your energy from renewable sources. Ranging from on-site installations to subscription programs, there different options available to best suit your needs.
- Explore Low-cost Financing Opportunities:** Whether you need help filling the gap to fund a project or find it hard to afford energy-efficient improvements, low-interest loans are available to help.
- Spread the Word of Energy Stewardship:** Share why you care about energy stewardship and encourage your fellow congregants to take action. Posting on social media or sending an email about your experience can inspire others to do the same.

**Visit ci.rosemount.mn.us/Energy
to learn more and access these resources**



