

**UDM SUSTAINING SERVICE ORGANIZATIONS—DEPT. OF ENERGY/OFFICE OF STATE & COMMUNITY ENERGY PROGRAMS**  
**INTEGRATED MARKETING & COMMUNICATIONS PLAN**

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**Program Summary:** *UDM and partners will improve the energy efficiency of 13 nonprofit-owned buildings located in and serving thousands of people in the Detroit, Hamtramck and Highland Park communities (13 potential subrecipients are already identified). Nonprofits will receive energy audits, led by UDM Engineering Faculty and students, and upgrades to heating systems, insulation, windows, air sealing and more. Union contractors will complete the work and Focus: HOPE will connect 15+ Preconstruction Training Program trainees with contractor firms for job experience. The subrecipient nonprofits will each pay a minimum of 20% on the cost of improvements. The 100 UDM students and 40 trainees, new curriculum that will outlast the project, and new pathways for the subrecipients to gain energy savings will provide lasting impact for Detroit's nonprofits.*

**Requested DOE funds and proposed applicant cost share**

*DOE Funds: \$ 3.79 million Cost Share: \$1.01 million*

**Benefits Metrics**

*Expected energy savings: 25% to 30%*

*Estimated energy cost savings: 25% electricity, 25% gas*

*Emission reductions: 4.9 lbs. of CO2 per sq. ft.*

*Cost Effectiveness: Target 25-year payback.*

**Timeline**

**Project Partners**

University of Detroit Mercy's Detroit Collaborative Design Center and Focus: Hope, as well as 13 subrecipients.

**Scope of MarCom Plan**

The goal is to generate local, state and national awareness around this news and bring attention to the application of energy improvement efforts for area nonprofits in accordance with the Improvements at Nonprofits- Bipartisan Infrastructure Law (BIL) - Renew America's Nonprofits program. A secondary scope is to leverage the results of this initiative for future, sustainable efforts and to help leverage additional streams of potential funding beyond the grant cycle.

**Dept. of Energy Announcement**

<https://electricenergyonline.com/article/energy/category/climate-change/82/1047451/biden-harris-administration-announces-45-million-for-energy-efficiency-building-upgrades-for-nonprofits.html>

**Potential Visits**

Governor Whitmer; DoE Secretary Granholm; Work with Tanner Friedman on others.

**MARCOM PLAN**

Vehicle	Audience	Purpose	Frequency	Medium	Responsibility	Launch Date	Completed (X)	Outcomes/Notes
1. Media story/feature for local, state, national distribution	Public, nonprofit recipients of services, prospective students/parents, alumni, donors, community members	To increase public awareness; build future sustainability via funding leverage/work with foundations and other nonprofits	1X release to local, state, national markets; this includes potential exclusive for Crain's Detroit Business	Cision Media, PR Newswire, PR Newswire Sponsored Guarantee Placement, Crain's exclusive	MarCom/Tanner Friedman & project partners	Release week of 11/27	<b>X</b>	Request that project partners carry story on their websites, social medias, internal and external newsletters to employees and recipients of services
2. Post story to <a href="http://www.udmercy.edu">www.udmercy.edu</a> front page news section	All visitors to university webpage	To increase awareness among visitors to UDM webpage	1-4X; updates added to site as they are made during grant cycle	www.udmercy.edu	MarCom	Release week of 11/27	<b>X</b>	
3. Post story to SACD, E & S websites	All visitors to these specific college pages	To increase awareness among visitors to UDM webpage	1-4X; updates added to site as they are made during grant cycle	SACD & E & S college websites	MarCom/E & S comms. staff	Release week of 11/27	<b>X</b>	
4. Push via University FB, Twitter, LinkedIn, Instagram, Snap Chat.	Faculty, staff, students, general public, corporate leaders, alumni, donors	Increase awareness among key UDM and project stakeholders; to encourage increased engagement with project partners	2-4X starting in November and carrying through as updates are made during grant cycle	UDM social platforms; shared with project partner social platforms	MarCom/project partners	Week of 11/27	<b>X</b>	Project partners to follow all DoE guidelines for social media posts
5. Campus Connection for employee and student editions of digital newsletter	Detroit Mercy community for those who may have an interest.	Notify undergrads, other grad students, employees.	4x: Nov. 2x; Late Jan. 2023 1x; Feb. 2023 1x.	Campus Connection story	MarCom	Week of 11/27	<b>X</b>	
6. Program/short video + stinger with project partners introducing program	People on social media, corporate leaders, foundations, DoE, others	To provide multi-media content in quick-hitting, digestible format	1-3X during course of grant cycle; use for updates as well	Video	MarCom/project partners	TBD	<b>TBD</b>	

Vehicle	Audience	Purpose	Frequency	Medium	Responsibility	Launch Date	Status/Completed (X)	Outcomes/Notes
7. Branded Content Marketing with MarCom WDIV buy	News broadcast viewers/all of Michigan, Toledo, Ohio, parts of Indiana	Communicate news to prospective students, Michigan residents	1X; Possibly Dec. 2023	WDIV Website	MarCom/project partners	TBD	X	
8. Alumni Social Media Facebook Post	Alumni and their family/friends	To notify alumni and their family and friends	1-2X	Alumni Facebook page	Alumni/MarCom	TBD	X	
9. Alumni Newsletter post	Alumni and their family/friends	To notify alumni and their family and friends	1X	Digital newsletter	Alumni Affairs/MarCom	TBD	X	
10. Story in Spiritus Magazine	Corporate partners, alumni, foundations, parents, faculty, staff	To notify all readers	December 2023 issue	Print and electronic versions of newsletter; roughly 80,000 printed copies mailed	MarCom	Dec. 2023	X	
11. Release to Michigan Independent Colleges & Universities (MICU)	Independent universities and colleges in the state of Michigan	To notify institutions in Michigan	1X	MICU digital newsletter sent to all leaders at MICU schools	MarCom	TBD	X	
12. Release sent to UDM lobbyists and legislature members	Lobbyists, legislators	To inform political reps	1X	Email	MarCom & project partners to share with their reps	TBD	X	

**NOTES**

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