

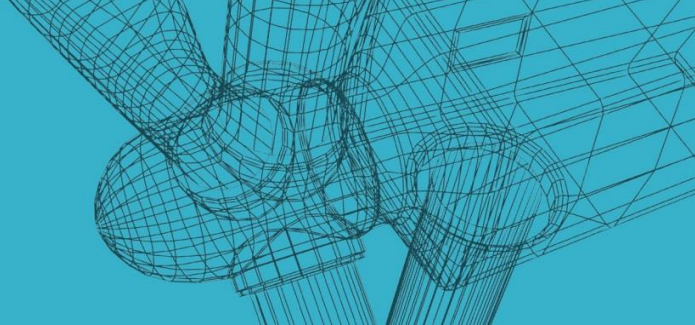


U.S. DEPARTMENT OF ENERGY **COLLEGIATE WIND COMPETITION**

Partner Engagement Toolkit

Major Announcements for the 2024–2025
School Year





Introduction

Thank you for partnering with the U.S. Department of Energy's (DOE) [Collegiate Wind Competition](#) (CWC)! The resources included in this toolkit can easily be used to help promote major CWC announcements throughout the 2024–2025 school year. The toolkit includes a [timeline of announcements](#), [images](#), [sample social media posts](#), and [best practices](#) for promoting the event. You will also receive notifications throughout the school year to remind you to help amplify CWC announcements.

The major CWC announcements for the 2024–2025 school year are provided on the following page.

Please note that the 2024–2025 school year includes announcements for both CWC 2025, which will commence in fall 2024 and culminate in May 2025, and CWC 2026, which will commence in fall 2025 and culminate in spring 2026.

Questions?

For questions about the CWC, please contact:

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Alex Lemke, DOE CWC Manager

Alexsandra.Lemke@ee.doe.gov

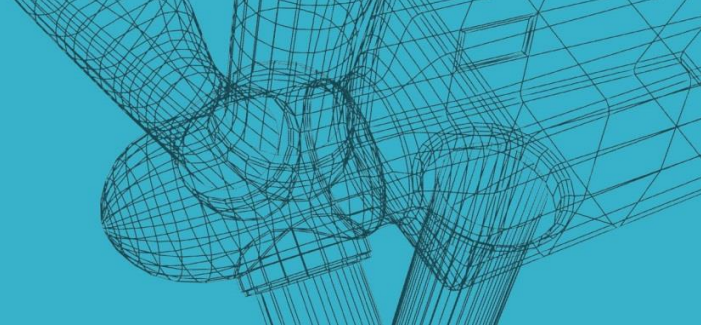
For help with outreach efforts, please contact:

Carter Long, CWC Communications Lead

Carter.long@nrel.gov

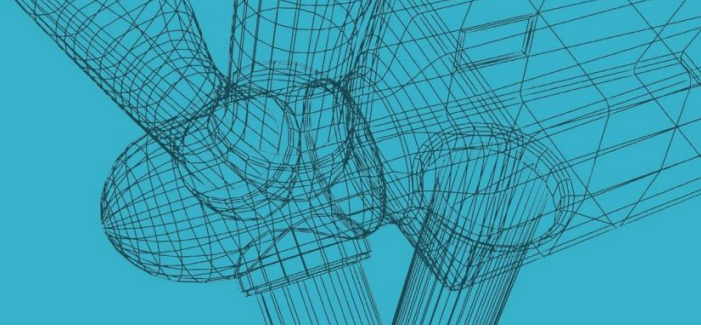
Jackson Davis, CWC Communications Support

Jackson.Davis@nrel.gov

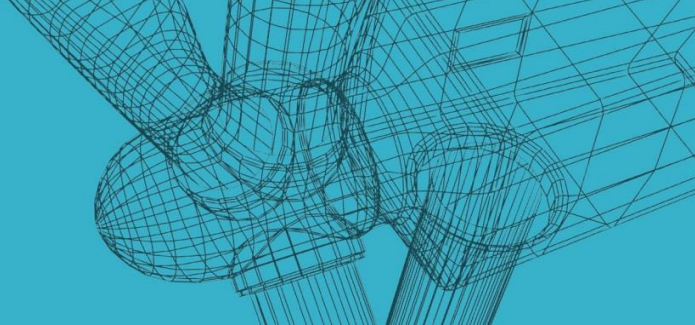


Timeline of CWC Announcements for 2024–2025 School Year

Time Period	Update
Fall 2024	<p>CWC 2025 Qualifying Teams Announced</p> <p>What's the News? Thirty-five teams of college students have qualified to participate in CWC 2025, which will take place during the first half of the 2024–2025 school year.</p> <p>What Should You Do? Help wish these teams good luck in the first half of the school year! After DOE publishes the announcement, share the news via emails, newsletters, blogs, and social media posts, using your own language or the sample provided in this toolkit.</p>
Early 2025	<p>CWC 2025 Finalist Teams Announced</p> <p>What's the News? CWC organizers will select up to 12 finalist teams out of the 35 qualifying teams. These teams will be invited to participate in CWC 2025 during the second half of the school year and represent their schools at the CWC 2025 final event. DOE will publish an announcement of the selected finalist teams in early 2025.</p> <p>What Should You Do? Sign up for CWC updates to get the announcement delivered to your inbox. Then, help spread the word by sharing the announcement via emails, newsletters, blogs, and social media, using your own language or the sample provided in this toolkit (dates TBD).</p> <p>You can also monitor DOE's news and the DOE Office of Energy Efficiency and Renewable Energy's (EERE's) news webpages, and keep an eye on DOE, EERE, and National Renewable Energy Laboratory (NREL) social media to see if DOE has published the announcement.</p>
Spring 2025	<p>2026 CWC Application Period Opens</p> <p>What's the News? The CWC will begin accepting applications for the 2026 competition, which will take place during the 2025–2026 school year and culminate in spring 2026. DOE will publish this announcement in spring 2025.</p> <p>What Should You Do? Sign up for CWC updates to get the announcement delivered to your inbox. Then, help spread the word by sharing the announcement via emails, newsletters, blogs, and social media posts at any point during the application period, using your own language or the sample provided in this toolkit (dates TBD).</p> <p>You can also monitor DOE's news and webpages, and keep an eye on DOE, EERE, and NREL social media to see if DOE has published the announcement.</p>



Spring 2025	<p>2025 CWC Winners Announced</p> <p>What's the News? The CWC 2025 finalist teams will represent their schools at the CWC 2025 final event in May 2025. Then, the judges will select the winners of the 2025 competition. DOE will publish this announcement in May 2025.</p> <p>What Should You Do? Sign up for CWC updates to get the announcement delivered to your inbox. After DOE announces the winners, help celebrate by sharing the announcement via emails, newsletters, blogs, and social media, using your own language or the sample provided in this toolkit.</p> <p>You can also monitor DOE's news and EERE's news webpages, and keep an eye on DOE, EERE, and NREL social media to see if DOE has published the announcement.</p> <p>If you are involved with the event, please do not share the results of the competition until DOE has issued its announcement about the 2025 winners.</p>
Summer 2025	<p>2026 CWC Qualifying Teams Announced</p> <p>What's the News? The CWC organizers will announce up to 35 teams of college students who have qualified to participate in CWC 2026, which will take place during the first half of the 2025–2026 school year and culminate in spring 2026. DOE will publish this announcement in summer 2025.</p> <p>What Should You Do? Sign up for CWC updates to get the announcement delivered to your inbox. Then, help wish these teams good luck in the first half of the school year! After DOE publishes the announcement, share the news via emails, newsletters, blogs, and social media posts, using your own language or the sample provided in this toolkit.</p> <p>You can also sign up for CWC updates, monitor DOE's news and EERE's news webpages, and keep an eye on DOE, EERE, and NREL social media to see if DOE has published the announcement.</p>



Promoting CWC Announcements

You can help promote the CWC's announcements across your professional and personal networks via emails, newsletters, blogs, and social media posts.

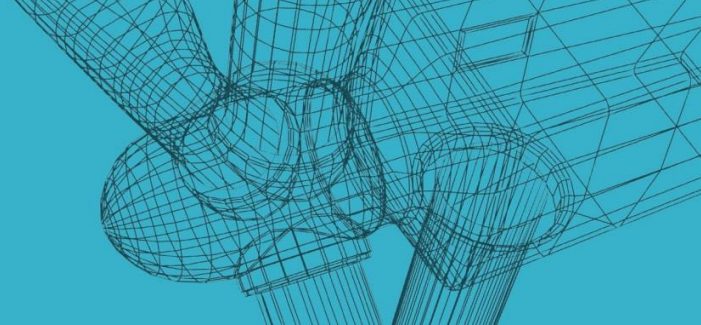
Tips for Promotion

You can help promote these announcements when you:

- Share your excitement about the CWC and describe what you're most looking forward to as a partner.
- Provide a narrative of your own experience in the wind energy industry.
- Encourage all competitors—please *do not* publicly endorse a specific team during the competition.
- Tag your institution to increase engagement if you're posting from your personal social media account.
- Be creative by adding some breezy humor or a fun pun—perfect for social media!

Event Naming Conventions

Use the full name of the event on first text reference: **U.S. Department of Energy Collegiate Wind Competition (CWC)**. After using the full name and providing the acronym in parentheses, you can refer to the event as the "CWC" or "the competition."



Photos

Use photos from past CWC events in your outreach efforts whenever possible. Download photos from the [2024 CWC Flickr album](#).

When using images:

- [Add alt text](#) for screen reader accessibility.
 - To find the alt text for the following graphics, right click on any graphic and select “Edit Alt Text...” to copy the alt text we have provided.
- Provide an image credit.



Alt text: Two participants working on a miniature wind turbine.



Alt text: A participant sets up a miniature wind turbine in a wind tunnel.



Alt text: Participants working on electrical wiring.



Alt text: A participant points to a poster to explain information about their wind turbine project.

Photos by Taylor Mankle, NREL

Logos

You can find approved logos in our [Partner Toolkit Resources](#) folder.

Please use only approved versions of CWC logos, as illustrated below, in original orientation, size proportions, and brand colors.

Approved Logos:

HORIZONTAL LOGO (PREFERRED)



HORIZONTAL LOGO (REVERSED)



VERTICAL LOGO



VERTICAL LOGO (REVERSED)



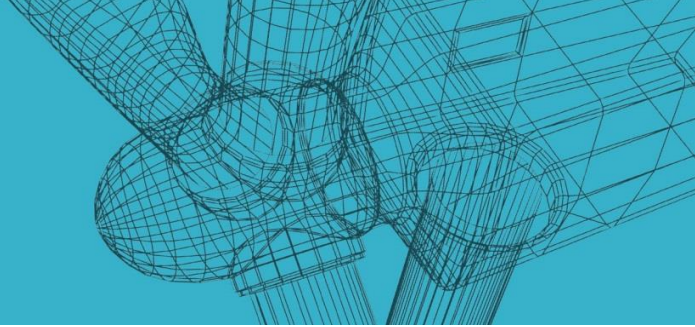
Not Approved Logos:



The logo should never be manipulated by moving or resizing elements.



The logo should never be shown in any colors other than the approved brand colors.



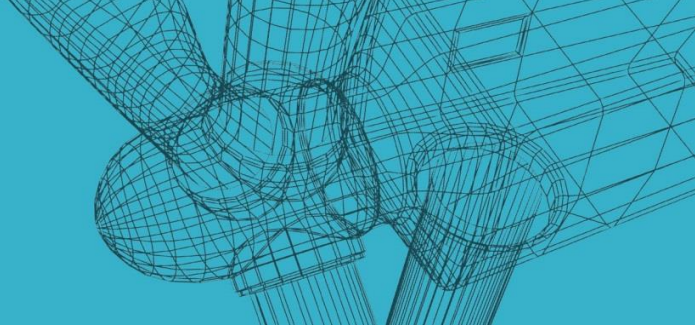
Social Media

Follow the accounts listed here to see, share, and tag CWC posts.

	Twitter	LinkedIn	Facebook	Instagram
DOE	@ENERGY	@u-s--department-of-energy	@energy	@energy
EERE	@eeregov	@eeregov	@eeregov	
NREL	@NREL	@national-renewable-energy-laboratory	@nationalrenewableenergylab	@nationalrenewableenergylab
American-Made Challenges	@AMCprizes			

Use these hashtags (and others you may think of) to draw attention to your post:

- #CollegiateWind
- #WindEnergy
- #STEM.



Sample Social Media Posts

The following are several example posts for social media that you can copy/paste or modify for each announcement. Be sure to include a photo from the [CWC Flickr album](#) or use the “link preview” feature to use the image associated with each announcement’s URL.

CWC 2025 Kickoff

(Fall 2024)

[Sample Post](#)

The first half of @ENERGY’s 2025 #CollegiateWind Competition has kicked off! Join me in wishing the qualifying teams good luck as they begin their competition journey and compete for a spot at the final event next spring! 🏆 <https://www.energy.gov/eere/collegiatewindcompetition/articles/thirty-five-teams-qualify-2025-collegiate-wind-competition>

2025 CWC Finalist Teams Announced

(Early 2025)

[Sample Post](#)

@ENERGY has announced the teams that will participate in the second half of the 2025 #CollegiateWind Competition. As a competition #WindEnergy industry partner, I’m excited to see the creative ideas these college students present at the final event this spring! 💡 [\[Link to announcement\]](#)

2026 CWC Application Period Opens

(Spring 2025)

[Sample Post](#)

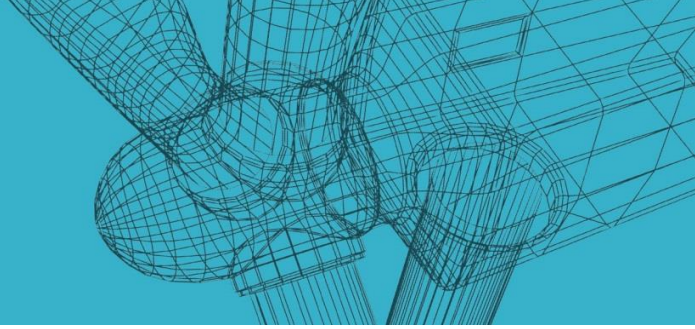
Interested in a career in #WindEnergy? Apply to participate in the 2026 @ENERGY #CollegiateWind Competition to build the skills and industry connections that will help you break into the wind energy industry! 📄 [\[Link to announcement\]](#)

Promoting the 2025 Final Event

(May 2025)

[Sample Post](#)

As one of this year’s #WindEnergy industry partners for the @ENERGY #CollegiateWind Competition, I’m excited to see how the student teams’ wind turbine prototypes perform at the competition on **DATE!** Best of luck to all the teams! 🏆 [\[Link to announcement\]](#)



2025 CWC Winners Announced

(May 2025)

[Sample Post](#)

Congratulations to the winners of the 2025 @ENERGY #CollegiateWind Competition, and bravo to all the teams who participated and helped to advance #WindEnergy! 🏆 [\[Link to announcement\]](#)

2026 CWC Preliminary Teams Announced

(Summer 2025)

[Sample Post](#)

@ENERGY has announced the teams that will participate in the first half of the 2026 #CollegiateWind Competition! As a competition partner, I'm cheering on this fresh batch of #WindEnergy innovators!

★ [\[Link to announcement\]](#)

About the Collegiate Wind Competition

The CWC, which first launched in 2014, helps college students prepare for jobs in the wind and renewable energy workforce through real-world wind energy technology, project development, finance, communications, and outreach experience. The competition helps address the climate emergency and supports growth and innovation in the wind and renewable energy industries by developing the trained, qualified workers needed for the continued growth of the carbon-free power sector.

The CWC competition draws students from a variety of programs, including engineering, computer science, business, economics, communications, energy systems, physics, integrated science and technology, and environmental studies, making it critical for students to engage with the range of professionals already in the wind energy industry. By supporting the CWC, partners help cultivate fresh talent for the wind and renewable energy industries and build relationships with the next generation of the wind energy workforce.