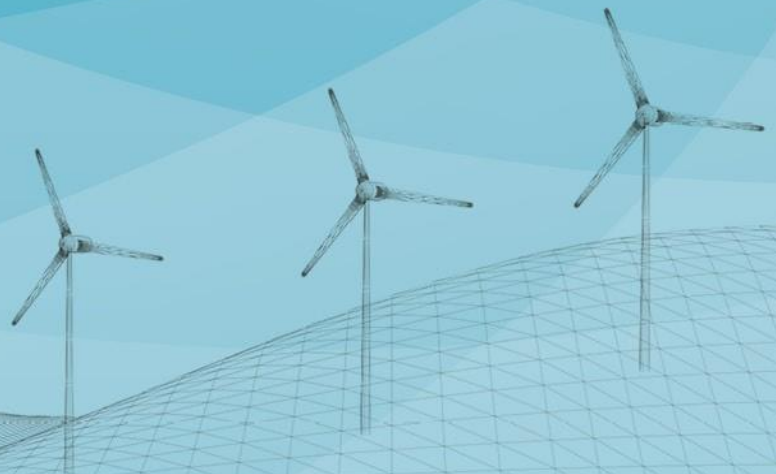




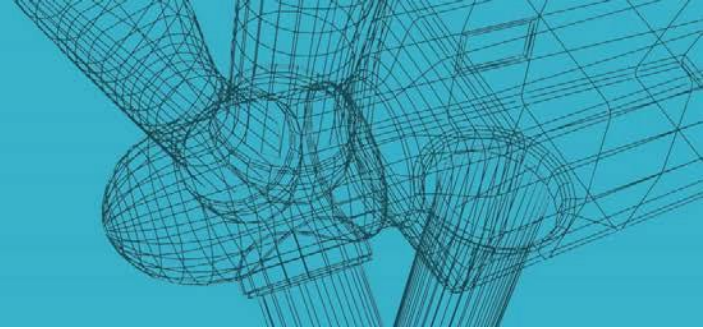
U.S. DEPARTMENT OF ENERGY **COLLEGIATE WIND COMPETITION**

Team Engagement Toolkit for the 2024–2025 School Year



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Introduction

Welcome to the U.S. Department of Energy (DOE) 2025 Collegiate Wind Competition (CWC)! The resources included in this toolkit are designed to help your team complete the outreach plan and execution portion of the Connection Creation Contest so that you can share your team's story through digital and traditional media.

If you have questions or a story you think should be shared, please contact:

Carter Long, CWC Communications Lead

Carter.Long@nrel.gov

Jackson Davis, CWC Communications Support

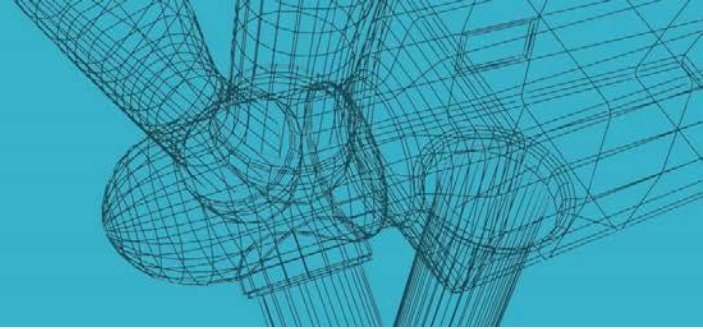
Jackson.Davis@nrel.gov

Effective Outreach

You should tell the world about your team's CWC journey! Share updates on your team's progress, news about your team's wins, and any other stories you want to tell about your team.

Media for Telling Your Team's Stories

- **Videos**
 - Videos drive growth on all major online platforms, and they last longer than text posts.
 - Consider developing a video montage that illustrates your team's journey from beginning to end.
 - To look their best, videos should be a minimum resolution of 1,080 pixels.
- **Photos**
 - Photos are a great complement to a blog or article.
 - To look their best, photos should be a minimum resolution of 1,080 by 2,400 pixels.
- **Blogs and Articles**
 - These can appear on your team's own website, or you can pitch story ideas to your school's communications office or to your local media outlets.



Where and How To Share Your Team's Stories

To share your team's stories, you can:

- Create a team website and/or team social media account(s) and post your updates there.
- [Work with your school's communications team](#) to get featured on your school's blogs, newsletters, and social media platforms.
- [Reach out to traditional media outlets](#), like your local newspaper and news station, to pitch a story about your team.
- [Tell the CWC communications team about your team's accomplishments](#), so they can amplify them on DOE and National Renewable Energy Laboratory (NREL) platforms!
- Appoint 2–3 team members to act as communications representatives for your team and lead the work listed above.

Outreach Timeline Example

Your team will submit an outreach strategy report as part of the Midyear Submission (Outreach Strategy and Team Story Report) in the Connection Creation Contest. An important component of your outreach strategy is your outreach timeline.

See the 2025 CWC Phase 2 and 3 rules document (coming soon) for details on this deliverable.

Use the example below to help you create your outreach timeline. Simply replace the **bracketed and highlighted text** with information relevant to you/your school.

[Your School's CWC Team] Outreach Timeline

Date	Outreach Type	Activity Details	Status Update/Other Comments
[1/15/25]	[Blog]	[Publish blog on school's news page]	[In progress]

Social Media Outreach

Help promote your team's work, accomplishments, and the competition in general by sharing CWC-related posts from DOE, DOE's Office of Energy Efficiency and Renewable Energy (EERE), and NREL, as well as by writing your own content.

Follow the accounts listed below to receive notifications about CWC posts you can share, and tag these handles in your own 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 to increase the visibility of your posts:

- #CollegiateWind
- #WindEnergy
- #STEM
- #WindPower
- #WindIndustry
- #WindTurbine

Social Media Posts

Use the following sample posts to promote specific accomplishments or speak generally about your team and the work you are doing to prepare for the competition. Use the posts as they are or as inspiration to write your own.

If you use the posts as they are, be sure to replace the **bracketed and highlighted text** with your team's information.

To link to the CWC homepage, use this shortened URL: energy.gov/CWC. You can also add your own URL if linking to other CWC-related content, like your team's webpage or an article about your team.

Search for the #CollegiateWind hashtag on Twitter, Facebook, and LinkedIn to get inspired by posts from previous teams.

Twitter (280-character limit)

[University Name] is participating in @ENERGY's #CollegiateWind Competition! We're excited to showcase our wind energy wizardry. 🌬️ ⚡️ 🧑‍🔬 Stay tuned for updates!



(Alt text: A person adjusting a model wind turbine in a wind tunnel)

What will you do after graduation? 🎓 **[Year]** **[University Name]** grad and #CollegiateWind Competition alum **[Alum Name]** landed a job at **[Company Name]**. Join the **[University Name]** CWC team and build the skills and connections for a career in #WindEnergy! 🌬️ ⚡️



(Alt text: A person smiling next to a model wind turbine)

What will you do after graduation? 🎓 The @ENERGY #CollegiateWind Competition helps prepare students for jobs in #WindEnergy. Join the [University Name] team and build your skills and connections now!



(Alt text: A person holding a sticker that reads “Penn State Wind Energy Club”)

We are thrilled to announce that [University Name] won [place # and/or contest] in the 2025 @ENERGY #CollegiateWind Competition! After a year of hard work and flexing our #WindPower muscles, we’re proud to bring this win home! 🤝 ⚡ 🏆

[Image of winning team]

Facebook/Instagram/LinkedIn

How well can you think on your feet? 🦶 Last year, [University Name] presented their siting plan and #WindTurbine design as part of the @energygov #CollegiateWind Competition. [Interesting detail(s) about your team’s past work]. Follow us to see what we come up with for the 2025 competition!



(Alt text: Two people adjusting a model wind turbine in a wind tunnel)

[University Name] wants YOU for the 2025 @energygov #CollegiateWind team! 🇺🇸 ⚡

This competition is an amazing opportunity to build hands-on experience and make connections for a career in the growing #WindIndustry. We need all types of skills, including business, marketing, political science, and engineering.

Be on the lookout for recruitment information coming soon!

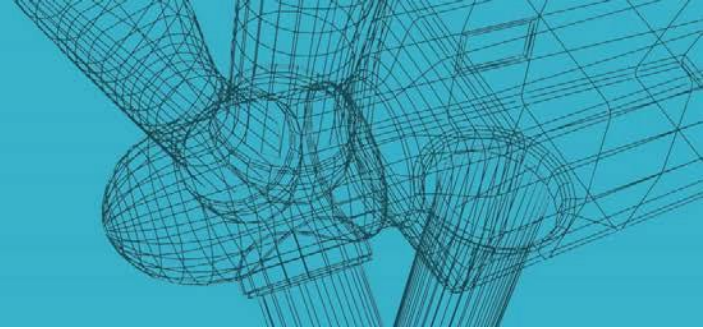


(Alt text: A person adjusting a model wind turbine in a wind tunnel)

[University Name] just won [place # and/or contest] in the 2025 @ENERGY #CollegiateWind Competition! 🇺🇸 ⚡ 🏆

In the past year, we've worked so hard, learned so much, and come so far. We want to thank our amazing faculty advisors for their support, our industry partners for their guidance and expertise, our friends and families for cheering us on, and—last but not least—every member of our team for their contributions. We could not have done this without you!

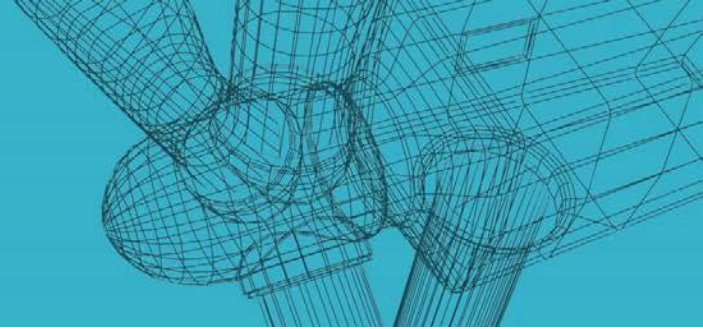
[Image of winning team]



General Social Media Tips

To maximize your social media posts' impact, you should:

- Use pictures or graphics. Posts with images perform best across most social media channels.
 - Use your own photos, or use NREL's [photos from the 2024 competition](#), which you can find on NREL's [Flickr](#) feed.
 - Please give credit to the photographer where possible (e.g., at the bottom of your post on Instagram or Facebook).
 - Where possible, add alt text to your photos to make them accessible.
- Share the lessons learned and successes of building, brainstorming, validating, evaluating, and revising your model wind turbines and plans.
- Ask a thought-provoking or open-ended question to increase engagements on your post.
- Consider spotlighting each team member in their own post. Posts about individual people perform well. Record a short video (15–90 seconds) on a smartphone and upload it directly to each social media platform.
 - Remember that some sites will promote native video files that are directly uploaded to that platform more than links to videos posted on other sites, like YouTube.
- Use a social media scheduling tool to share your posts when most of your followers are online.
- Ask everyone you know to follow you.
- Determine which social media platforms you and your friends use, and post there.
 - This document suggests some of the main channels (i.e., Facebook, Twitter, Instagram, and LinkedIn), but you know how to reach your peers the best.
- If you are copying and pasting the suggested posts in this toolkit, check to make sure the tagging transferred.
 - Always include a space after a tag or hashtag.
- Use related emojis to add visual interest to your posts. Here are a few to consider:
 - Wind Energy: 🌬️ ⚙️ ⚡
 - Offshore: 🌊
 - Miscellaneous: 🕒 📅 🤖 👁️ 🏆 ➡️



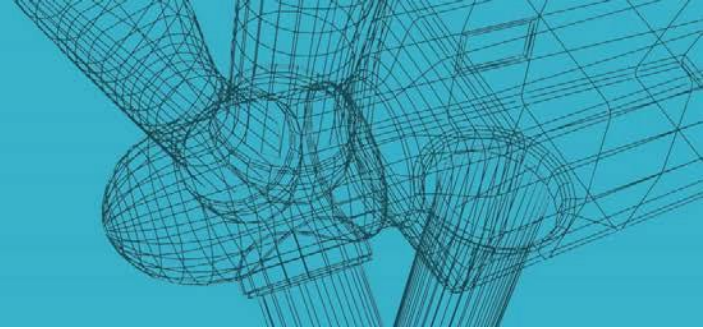
Media Outreach

A story on your school's news page, in your local newspaper, or on your local news station is a great way to raise awareness about your team's work and accomplishments. The best way to spark interest in such a story is to draft it as a team and then pitch it to media. This section will help you with that process.

Note: When reaching out to media, please be clear which phase of the competition you are participating in.

Who To Contact

To get your story featured, you will need to do some research to find out who to contact. Your school's communications office and your local news outlets should have a webpage with a "Contact Us" or "Contact the Newsroom" option that connects you to an email address. This is a good place to start.



What To Include in Your Pitch

We have provided a [pitch email template](#) in the following section. When you contact your school's communications office or your local news outlet, make sure to:

- Introduce yourself and tell your reader why you are contacting them.
- Grab the reader's attention. Tell them up front why they should care and what's interesting.
- Set a reminder on your phone or calendar to follow up in 2 weeks from the date of your pitch if you do not hear back.

Your pitch should include the following elements:

- Information about the competition.
 - If your reader is interested, they can follow up with you or [Carter Long](#) for more detail.
 - Your reader can also find more information on the [CWC website](#).
- Information about your team. For example,
 - How many years has your school competed?
 - Has your school won any awards in previous competitions?
- Compelling pictures.
- Link(s) to your team's social media channels or webpage.
- Most importantly, the news you want to share! For example:
 - Your story can announce that your team is participating in the competition, announce your team's triumph if you win one of the contests, or share something unique, moving, inspirational, or interesting about your team.
 - Check out these examples to get inspired:
 - [Cal Maritime Captures the Breeze at the 2022 Collegiate Wind Competition](#)
 - [CU Boulder Grads Compete for First Time at National Collegiate Wind Competition](#).

Some communications offices and news outlets will draft a story based on the basic details you provide, whereas others may want you to draft the bulk of the story, which their office will then edit and further develop. If you are asked to draft the bulk of the story, refer to the [press release template](#) in a following section.

Pitch Email Template

Use the template below to help draft your pitch email. Simply replace the **bracketed and highlighted text** with information relevant to your school.

Subject: [University] to Participate in [Phase #] of the U.S. Department of Energy Collegiate Wind Competition

Body Text:

Dear [name of person you are contacting],

My name is [your name] and I am a member of [name of your school's CWC team]. I'm writing to tell you about my team's participation in [Phase #] of the U.S. Department of Energy 2025 [Collegiate Wind Competition](#), as I think it would make a good story for [name of your school's news page or your local news outlet].

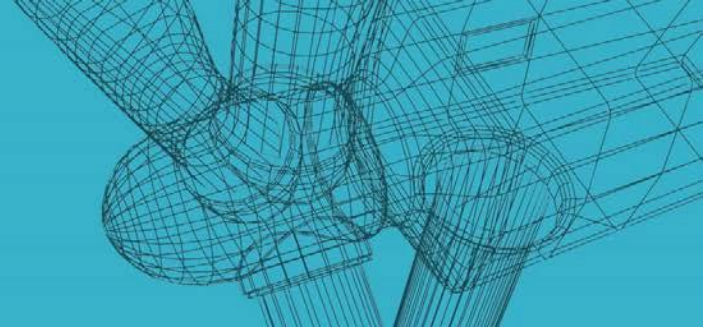
The Collegiate Wind Competition helps prepare college students for careers in the wind industry by providing real-world wind technology and project development experience. This unique competition challenges students from around the country to design, build, and test a model wind turbine, develop a plan for a hypothetical wind energy project site, collaborate with industry experts, and engage with their local communities. Students will present their work to a panel of judges in May 2025.

[1–2 paragraphs with details about your team]

If you are interested in running a story about [your school's CWC team], feel free to write back and I can give you more information. You can also contact [Carter Long](#), communications support for the Collegiate Wind Competition, for more information about the competition.

I hope you agree this is a story worth sharing with the [your school or city] community. Thank you for your consideration, and I look forward to hearing from you soon.

Sincerely, [Your name]



Press Release Template

When you contact your media outlet, you may want to include a press release. Tailor your press release to focus on your team's success in past competitions (if applicable) and your approach this year. Fill in the **bracketed and highlighted text** with your school's information, and always remember to cover the news basics: who, what, where, when, and why.

Headline: Local **[University Name]** Competing for a Wind Win

Body Text:

On **[dates for final competition presentations]**, students from **[University Name]** will present their wind turbine prototypes, site plan, and outreach work to a panel of wind energy experts in hopes of taking top honors at the U.S. Department of Energy's 2025 Collegiate Wind Competition. This competition helps students prepare for careers in the wind industry by providing hands-on, real-world wind energy technology and project development experience.

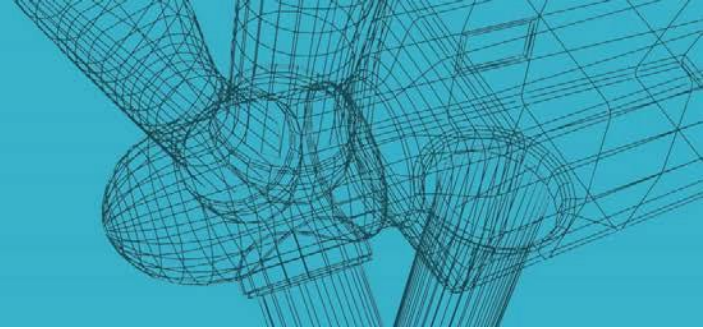
The Collegiate Wind Competition is designed to help the next generation of workers build the skills, experience, and connections necessary for a career in the wind industry. Students will design, build, and test a model wind turbine, develop wind project plans, collaborate with industry experts, and engage with their local communities—preparing them for careers in the growing wind and renewable energy workforce to support our country's goal of net-zero carbon emissions by 2050.

Each year, the Collegiate Wind Competition integrates a new challenge into the contest that reflects real-world wind industry needs. This year's teams are tasked with considering challenges in the siting, outreach, and development of offshore, fixed-bottom wind turbines.

At **[University]**, the team—made up of students from many areas of study—decided to focus on developing a wind turbine that can **[discuss your team's design approach]**. To determine which design to pursue, the team **[describe what your team did to develop your design and the challenges you encountered during your design process]**.

Teams will present their work to a panel of wind industry professionals who will judge each team's site plan, industry and community engagement products, and final turbine design.

For additional information, please visit **[your team's website]** or contact **[your team's preferred contact(s) and contact info]**.



Identity Guidelines

Naming Conventions

Ensure you use proper naming conventions in all reports and plans and when posting about the competition on social media.

Correct Use:

Competition Name

- U.S. Department of Energy Collegiate Wind Competition
- Collegiate Wind Competition
- 2025 Collegiate Wind Competition
- CWC
 - Note: 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.”

Social Media

- #CollegiateWind
- #CollegiateWind Competition
- 2025 #CollegiateWind Competition
 - Note: Make sure to add a space between #CollegiateWind and Competition.

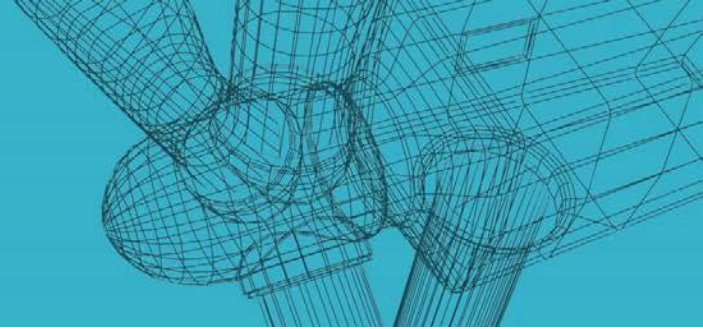
Incorrect Use:

Competition Name

- Wind Competition
- U.S. DOE Collegiate Wind Competition

Social Media

- #CollegiateWindCompetition
- #CWC
 - Note: This hashtag stands for the Cricket World Cup.



Branding and Logo Usage

You should feel free to use the CWC logo in your posts and on things you create. You can find CWC logo files in the [CWC Logos Box folder](#).

Please follow these design guidelines when using CWC branding:

Approved Logos:

HORIZONTAL LOGO (PREFERRED)



HORIZONTAL LOGO (REVERSED)



VERTICAL LOGO



VERTICAL LOGO (REVERSED)



Not Approved:



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.