Anatomy of a Campaign
Welcome
### Inside Information

#### (research)
- End Use/Appliance Saturation
- Employee
- Member Satisfaction
- Customer Service Tracking
- Market Research
- Publication Readership
- ACSI
- Commercial Accounts
- Transactional/Follow Up (outage, new member, service order, annual meeting)

#### (member communication)
- Website Design / Management
- Mass Mailings (capital credits/annual meeting notice/rate letters/ etc.)
- Member Promotional Campaigns
- Grassroots Initiatives
- Key Accounts Engagement

#### (tracking / reporting)
- Energy Efficiency Data and Reporting
- Rebate Program Online Systems
- Safety Training Information Systems
- Member Database Management
Our Agenda

- Overview and Introductions
- Campaign Goals
- Design and Fulfillment
- Quantifying Results
- Questions
- Your Campaign Road Map
Our Guests
Corn Belt Power Cooperative, Humboldt, IA

Jim Sayers, Energy Services Director

Marena Fritzler, Graphic Designer
Campaign Goals

- Increase Awareness of Rebates
- Educate Members About Heat Pumps
- Replace Inefficient Systems with Heat Pumps
Targeted Audience

Members planning to build or remodel and also those with propane or natural gas heating.

Having updated member survey data is critical.
Keys to Design

- Testimonials
- Shared co-op content
- Multi-channel
- Co-op customization - printing and mailing
- Designed by Corn Belt Power – fulfillment by Amazing Mail
Economical: Efficient: Electric
Heating and cooling in one integrated system.
Efficient comfort year-round.

Can be installed in new or existing homes

Quiet, safe, clean and environmentally friendly
Multiple speed compressors and variable speed fans can increase efficiency even more.

BUSINESS REPLY MAIL
FIRST CLASS
PERMIT NO. 317
PLATTE CITY, MO. 64079
Postage will be paid by addressee
IOWA LAKES ELECTRIC
C/O INSIDE INFORMATION
PO BOX 1730
PLATTE CITY MO 64079–9800

Why we love our heat pump

Incentives

Air-source heat pump rebates
14.5 SEER or higher efficiency rating, $2,500 rebate

Geothermal heat pump (HP) rebates –
Must be EPB-DESIGN STAND enrolled or member of EER-14 and
COP 3.5: $5,000 rebate. New Geo HP $5,000 rebate.

All electric heat rebates
Grapes of electric heat rates applied during the heating months of October-April.
Heat pumps must be separately metered.

Free home energy audit

Iowa Lakes Electric Cooperative
320 N. West St.
Eastman, IA 50530
The Power of Many Working as One!

For more information or to apply, call 800-490-7658
www.IowaLakesElectric.com
**Geothermal heat pump**

Sometimes called a “ground source heat pump,” a geothermal heat pump is the most efficient heating and cooling system available and returns up to four dollars of heating or cooling energy for one dollar of electricity consumed.

A geothermal heat pump doesn’t burn fuel to create heat; instead, it uses electricity to move heat from the ground through a large loop of buried, fluid-filled pipes to a compressor located inside the home. There are several configurations for loop installation, including horizontal, vertical or pond/lake installation.

Depending on local electricity costs, the payback period can be just a few years - much shorter than the heat pump’s anticipated lifetime of 20 years or more. Iowa Lakes Electric Co-op offers rebates on installation costs and special electric heating rates.

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**Air-source heat pump**

*An air-source heat pump uses the difference between the outdoor air temperature and indoor air temperature to heat (or cool) your home.*

During the summer, the heat pump functions as an air conditioner; during the winter, it runs in reverse to provide heat.

Because it heats and cools, an air-source heat pump is a good choice for replacing an existing heating and cooling system or when you need a new furnace and want to add central air-conditioning. Look for a heat pump with high HSPF and SEER ratings.

The best units have two-stage compressors that run in a low-power, energy-saving mode most of the time, along with variable speed blower motors that minimize noise and energy consumption.

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**Member-owners love their air-source heat pump**

Visit www.ilec.coop/energy cooled for more information and to join the conversation about the benefits of a heat pump.
Campaign Landing Page

http://www.prairieenergy.coop/campaign/prairiegeo

http://www.ilec.coop/campaign/ilecairsource
Co-op Website Article

Why we love your heat pump

ENERGY EFFICIENCY: HEATING, COOLING, VENTILATION

Your Sussexiana Energy Cooperative is available to help you compare the most energy-efficient heating options for your home or business, as well as provide details about rebates and incentives.

Geothermal (ground-source) heat pumps

Geothermal heat pump systems— when either both heating and cooling— rely on the constant temperatures of the earth below the frost line. In the summer, geothermal units transfer heat from your home into the ground so that your home can be cooled. The heat is transferred by pumping water and biodegradable antifreeze through buried ground loops; the circulated liquid transfers the heat.

Advantages of geothermal

- Geothermal units are an average of 61% more efficient than traditional HVAC systems, and can save between 31 and 71% on your heating and cooling bills compared to conventional systems. Actual energy savings will vary, depending on the equipment, installation, geography and climate. ENERGY STAR labeled ground source heat pumps use 40-60% less energy than air source heat pumps.
- Geothermal systems have a much longer lifespan than traditional HVAC systems, because the looper is buried underground, not exposed to harsh weather, and the units are housed indoors, with no exposure to water, snow and winds. Many manufacturers warrant the loop piping for 50 years.
- There are no “run” or “off” cycles, meaning your home will be a constant temperature, with no temperature fluctuations.
- It’s possible to obtain hot water as a by-product of the geothermal process, too.
- Your REC offers rebates for geothermal heating/cooling systems.
- There are tax credits available through 2016, including 30% federal and 5% state. In addition, in Iowa there is no increase in assessed value in a home for adding a geothermal unit through 2016.

Watch a brief video: REC Members Love Their Geothermal

Related Articles

- Choosing a geothermal contractor
- Why homeowners choose geothermal
- Heating and cooling trends
- Advice for staying cool this summer
- Electric space heaters can add comfort, use wisely
- Electric heat pumps
- Why you should switch to geothermal heating and cooling
- Dealing with drought
- Ask M. Tim Hall: single-stage vs. variable-temperature air-source heat pump

Air-source heat pumps

When properly installed, an air-source heat pump delivers 1 to 3 times more heat energy than it consumes; that’s because these units move heat rather than converting it from a fuel as combustion heating systems do. Instead, they extract heat from one place and move it to another, much like a refrigerator does. Because moving heat is easier than generating it, an air-source heat pump is much more efficient and costs less to operate compared to conventional heat sources.

Advantages of air-source heat pumps

- These units have a lower initial cost than geothermal units.
- Both heating and air-conditioning are offered by one unit, which can be cost-effective when compared to traditional HVAC equipment or central air conditioners alone.
- Many past air-source heat pump units have been tested to warmer climates, newer units are able to work more effectively in colder temperatures. While supplemental heat may still be necessary on the coldest days, newer technologies offer dual-fuel, low-temperature, cold-temperature and all-climate heat pump.
- On/off type of heat pump - Buckeye mini split heat pumps - do not require ductwork.
- There are rebates available from your electric cooperative.

Watch a brief video: REC Members Love Their Air Source Heat Pump
Multi-Channel | Air Source

Our air-source heat pump

Why we love our heat pump

Al Stangi, Ayrshire, Iowa, tells why he and his wife Connie love their air-source heat pump.

An efficient air-source heat pump system brings efficiency and comfort to Al and Connie Stangi's home near Ayrshire. They found their Lakes Electric Cooperative provided valuable assistance and guidance to help them make their purchase decision.

"We just fell in love with it. It's efficient and how nice the heat and air conditioning are, and we thought it was a good fit for us."

"We got a rebate for the heat pump because it was an adequate size for which we're receiving a rebate.

I would like more information!

Name

Email address

Submit
Our geothermal heat pump

Why we ♡ our heat pump

Hear what Lawnie and Patty Seaman, Jonia, IA, have to say about the comfort and efficiency of their geothermal heat pump.

Lawnie and Patty Seaman installed a geothermal heat pump in their new home and found they could heat a larger home very economically and comfortably.

"The REC is always trying to make sure you know what’s available and they want you to get the best deal you can get."

"Our monthly bills have been very good."

"The REC has been very helpful in helping us pinpoint how to be even more energy efficient."

Ask Lawnie for more geothermal heat pump product info.

Geothermal heating & cooling

REC members love geot. 🗡️️

Geothermal Heat Pump Rebates

Prairie Energy Cooperative

Prairie Heat Pump Rebates

More about Geot. Heating/Cooling - IA Energy Center

IA Gov Asst.

What are the benefits of having a geothermal heat pump? A geothermal heat pump can offer several advantages over other heating and cooling systems. Here are a few key benefits:

1. **Energy Efficiency**: Geothermal heat pumps are highly efficient, using a small amount of electrical energy to move heat from the ground to your home. This means they can provide heating and cooling at a lower cost than traditional systems.

2. **Longevity**: Geothermal systems have a long lifespan, often lasting 20 years or more. This can lead to significant savings on maintenance and replacement costs over time.

3. **Comfort**: Geothermal heat pumps provide consistent, comfortable temperatures, ensuring you stay warm in the winter and cool in the summer.

4. **Environmental Impact**: By using the ground as a heat source, geothermal heat pumps reduce greenhouse gas emissions and contribute to a cleaner environment.

5. **Quiet Operation**: Geothermal systems are generally quieter than fossil fuel heating and cooling systems, providing a more peaceful living environment.

These benefits make geothermal heat pumps a popular choice for homeowners looking to improve their energy efficiency, reduce costs, and enjoy a comfortable living experience.

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Geothermal heat pump estimated costs:

- **Initial Investment**: The upfront cost of installing a geothermal system can vary depending on the size of your home and the number of zones you want to cover. It's important to factor in all costs, including the cost of the system, installation, and any necessary foundation or structure modifications.

- **Energy Savings**: Geothermal systems are highly efficient, which means they can save you money on your energy bills in the long run. The exact savings will depend on your location, the size of your home, and your energy usage patterns.

- **Government Incentives**: Many governments offer incentives and rebates for installing geothermal systems. Check with your local government or contact a geothermal professional to learn about available programs in your area.

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FAQs on Geothermal Heat Pumps:

**Q1**: What is a geothermal heat pump?

A geothermal heat pump is a system that uses the ground to absorb heat in the winter and release it in the summer. It uses a compressor to circulate a fluid through heat exchangers buried in the ground or implanted in rock formations, allowing it to transfer heat between the ground and your home.

**Q2**: How does a geothermal heat pump work?

A geothermal heat pump works by circulating a refrigerant through a heat exchanger buried in the ground. In the winter, the heat exchanger absorbs heat from the ground and transfers it to your home, providing heat. In the summer, the process is reversed, with heat from your home being transferred to the ground to cool your home.

**Q3**: Are geothermal heat pumps worth it?

Geothermal heat pumps are generally considered to be an excellent investment for homeowners. They provide significant energy savings, are highly reliable, and offer a long lifespan. While the initial installation cost can be higher than other heating and cooling systems, the savings over time make them a cost-effective choice.

**Q4**: What are the potential drawbacks of a geothermal heat pump?

Some potential drawbacks of geothermal heat pumps include:

- **Initial Investment**: Geothermal systems require a significant initial investment, which may be a barrier for some homeowners.

- **Foundation Requirements**: Geothermal systems often require modifications to your home's foundation, which can add to the installation cost.

- **Space Requirements**: Installing a geothermal system may require additional space, depending on the number of zones to cover.

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Learn more about geothermal heat pumps and get in touch with a professional to discuss your options. Contact Prairie Energy Cooperative for more information on how a geothermal heat pump can benefit your home. 

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Geothermal Heat Pump Rebates:

Prairie Energy Cooperative offers rebates for geothermal heat pump installations. Contact them to learn more about the available programs in IA.

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Contact Prairie Energy Cooperative:

- **Website**: praireenergycoop.com
- **Phone**: (800) 692-1313
- **Email**: info@praireenergycoop.com
- **Address**: 1660 NW 29th Street, Altoona, IA 50009

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Sources:

- Department of Energy
- Geothermal Exchange Organization
- Ground Source HP Research Project

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Further Reading:

- "Geothermal Heat Pumps: A Guide for Homeowners" (DOE)
- "Geothermal Heat Pump Options" (Geothermal Energy Association)
- "Geothermal Systems: Economics and Applications" (Wolfram et al.)
Corn Belt Campaign Links

Campaign landing pages:
http://www.prairieenergy.coop/campaign/prairiegeo
http://www.ilec.coop/campaign/ilecairsource

YouTube videos:
https://www.youtube.com/watch?v=f-rE8GkuNO0
https://www.youtube.com/watch?v=adrKFF2tx0g

Co-op website articles
Campaign by the Numbers

- Participating Cooperatives: 6
- Direct Mail Pieces Sent: 8,892
- Total Heat Pumps Installed: 75
- Lifetime kWh Savings: 14,228,280
1% of those receiving direct mail installed new systems.

Heat pumps are high ticket items with longer sales cycle (members typically act when current system fails)
Average direct marketing campaign response rate is 1 – 2%
## Energy Savings Summary

<table>
<thead>
<tr>
<th>Unit Type</th>
<th>Units Installed</th>
<th>Annual kWh Savings</th>
<th>Annual kW Savings</th>
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<tbody>
<tr>
<td>Air Source</td>
<td>47</td>
<td>342,348</td>
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<tr>
<td>Geothermal</td>
<td>28</td>
<td>448,112</td>
<td>22.5</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>75</strong></td>
<td><strong>790,460</strong></td>
<td><strong>35.1</strong></td>
</tr>
</tbody>
</table>

Annual kWh savings = 40 residential members

Savings based on engineering study by CH Guernsey:
- GSHP = 16,004 kWh/yr and 0.803 kW/yr per unit
- ASHP = 7,284 kWh/yr and 0.269 kW/yr per unit
- Lifetime Both = 18 years
Other Campaigns to Consider

- Pre Paid
- Bank Draft
- Surge Protection
- Levelized Billing

- Facebook Promotion
- Annual Meeting
- Grassroots Efforts
- Energy Efficiency Programs

Anything that requires action by the member!
Steps in a Successful Campaign

- Information Gathering
  - Surveys
  - CIS Member Data
- Design
- Support
- Execution
- Tracking
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