

EERE Recovery Act Communications – Program Guidance

Last updated 3/30/09

The following is guidance to EERE's programs about how to communicate Recovery Act activities and coordinate with communication efforts at the EERE corporate and DOE levels.

EERE Program Web Sites

EERE Programs receiving funding from the Recovery Act should establish a page dedicated to Recovery Act information. Below are the guidelines for programs posting information about the Recovery Act.

1. Place one of the following on program home pages:
 - o Text or graphics in the center content that leads visitors to the program's recovery page – or –
 - o A feature button in right column that leads visitors to the program's recovery page.
2. Create a program Recovery Act page to describe Recovery Act funding.

Follow these guidelines for location, URL, and navigation:

- o The page should be located in the Financial Opportunities section of the program site.
- o URL should be <http://www.eere.energy.gov/programname/recovery.html>
- o Left navigation label should read "Recovery Act"

Include the following content and links:

- o If appropriate, include a table with funding amounts per state.
- o Link to specific funding opportunities.
- o Include the following text and link: "If you have questions about the Recovery Act and the funding it allotted to the Office of Energy Efficiency and Renewable Energy, please contact the [EERE Information Center](#)."
- o Include a Learn More section with the following links:
 - EERE Recovery Act <http://www.eere.energy.gov/recovery/>
 - DOE Recovery Act <http://www.energy.gov/recovery/>
 - Recovery.gov
 - Any additional links relevant to the program page's content
- o Link to "Subscribe to EERE Progress Alerts for updates on Recovery Act activities (<http://apps1.eere.energy.gov/news/subscribe.cfm>)" and "Subscribe to the Financial Opportunities RSS Feed" (<http://feeds2.feedburner.com/EereFinancialOpportunities>)
- o Add news to right column of this page. Recovery Act news will be available in the EERE News database.

3. Add links to the program's Recovery Act page from other areas of the Program Web site.

News and Progress Alerts

Progress Alerts are the main source of email communication on EERE's Recovery Act activities. All press releases related to the Recovery Act will also be published as Progress Alerts. Visitors interested in Recovery Act updates are encouraged to subscribe to Progress Alerts.

Programs should submit Progress Alerts through the following process:

1. Send proposed Progress Alert content to Drew Bittner at andrew.bittner@ee.doe.gov. Drew will coordinate reviews and approvals.
2. Once approved, Drew Bittner will send to NREL for editing, posting, and distribution.

Financial Opportunities

EERE will list all Recovery Act solicitations on its Financial Opportunities Web site. To facilitate communication of these opportunities:

- Programs who use the Financial Opportunities database can subscribe to receive updates when solicitations related to that program are posted. These postings can then be selected for posting on the program site.
- Programs can also enter their own solicitations, as normal.
- An RSS feed is available for all financial opportunities entered here: <http://www1.eere.energy.gov/financing/business.html>
- NREL is creating a widget that will show the three most recent financial opportunities. EERE sites and external users will be able to place the widget on their own sites.

Inquiries

The EERE Information Center (EIC) will initially be the central point of contact for outside inquiries on the Recovery Act.