



Client:

# Louisiana Clean Fuels

May 5, 2025

Cade Williams: Account Executive

Grace Woods: Creative Director

Riley Andreen: Research Director

Camille Daigle: Social Media Director

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# Introduction



**Mission:** To create a more sustainable future for Louisiana and to increase public engagement in alternative fuel initiatives.

As a public relations firm, we aim to address issues with energy and ambition to create a more positive future for those around us. We chose the name Charged to represent our team's willingness to tackle tough challenges.

Working alongside our client, Louisiana Clean Fuels, we strive to highlight the organization's significant impact on our community. Louisiana Clean Fuels provides businesses with large vehicle fleets the resources to transition to alternative fuels.

Through our campaign, we seek to raise awareness of Louisiana Clean Fuels' vision: a future where Louisiana is more sustainable and affordable, relying on clean energy that continues to support the state economy as the oil and gas industry has.

Our public relations expertise will assist in educating the community and bringing attention to the nonprofit work of Louisiana Clean Fuels.

# Introduction

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## Cade Williams

Account Executive



## Grace Woods

Creative Director



## Riley Andreen

Research Director



## Camille Daigle

Social Media Director





# Secondary Research

Louisiana Clean Fuels, or LCF, is a nonprofit organization committed to reducing Louisiana’s dependence on petroleum-based fuels by promoting alternative energy sources and advocating for clean transportation policies. In partnership with the U.S. Department of Energy’s Clean Cities initiative, LCF helps implement clean technologies, educates the public and lawmakers, and supports the installation of electric vehicle infrastructure, including key charging corridors funded by the National Electric Vehicle Infrastructure Formula Program.

LCF is supported by a broad coalition of public and private stakeholders, with funding from membership dues, federal and state grants, and corporate sponsorships. Executive Director Ann Vail brings extensive experience in the energy and marketing sectors, helping the organization secure millions in funding for workforce development, outreach, and clean transportation efforts—such as the GUMBO plan, which trains Baton Rouge Community College students to become electric vehicle technicians.

Despite its successes, LCF faces challenges in media engagement and regional visibility compared with similar organizations like the Southeast Louisiana Clean Fuel Partnership. However, LCF’s wider scope, stronger funding base and larger workforce enable it to maintain a broader impact statewide, advancing economic development, environmental progress and equitable job opportunities.

Our full secondary research report can be found in the appendix.

## Strengths

- Strong Governmental Support
- Leadership Expertise
- Contributing to NEVI Formula Program
- Established Partnerships
- Large Environmental Impact

## Weaknesses

- Low Social Media Engagement
- Overreliance on Grants
- Limited Branding Cohesion
- Competition from Regional Peers
- Lack of Exposure

## Opportunities

- Public Interest in Sustainability
- Government Policies Favoring Clean Energy
- High-Profile Events
- Enhanced Community Engagement

## Threats

- Political Instability
- Competing Initiatives
- Economic Challenges
- Public Misconceptions
- Government Funding Issues



# Key Publics

## Internal Audience:

Louisiana Clean Fuels' *internal audience* includes the organization's members, sponsors, and government stakeholders.

## External Audience:

The *external audience* comprises clean energy advocates, industry professionals, community members, and local businesses.

In our campaign, we chose to mainly target LCF's internal audiences considering those would be the people most inclined to attend the gala.

To learn more about LCF's target audiences, please view our target audience analysis found in the appendix.

# Goals

Increase public awareness of LCF's mission and initiatives.  
Strengthen community and donor engagement ahead of the gala.  
Enhance brand cohesion and messaging across all platforms.



# Campaign Themes and Messages

Theme: Louisiana Clean Fuel's 25th Anniversary

Message: Join us in celebrating 25 years of Louisiana Clean Fuels making progress toward a more sustainable future.





# Planning

## Strategy 1: Social Media and Digital Outreach

**Objective:** Achieve a 20% increase in social media engagement—including likes, shares and comments across various platforms like LinkedIn, Instagram, and Facebook—by mid-May.

### Tactic 1: Social Media Content Calendar and Execution

**Details:** Develop and implement a two-month content calendar featuring a mix of engaging posts, including success stories, infographics, event reminders and interactive content such as polls and Q&A sessions.

**Frequency:** Post at least four times per week across LinkedIn, X (formerly Twitter), and Facebook.

**Visual Branding:** All posts will follow a branded template using Louisiana Clean Fuels' colors, fonts and logos to ensure consistency. This brand guide can be found in the appendix.

### Tactic 2: Live Social Media Coverage of the Gala

**Details:** On the day of the gala, share live updates, speaker quotes and behind-the-scenes moments via Instagram Stories and Facebook Live.

**Implementation:** Selfie Stand, balloon arch and backdrop will be available for people to post pictures of themselves in front of. Attendees will be encouraged to post their photos and tag LCF so the pictures can be reposted.

**Engagement Strategy:** Encourage attendees to tag LCF and use designated campaign hashtags to amplify visibility.

## Strategy 2: Community and Donor Engagement

**Objective:** Increase private donor commitments by 10% before the gala.

### Tactic 1: Local Business Partnership Program

**Details:** Recruit local businesses to sponsor gala elements such as catering, signage or promotional giveaways in exchange for brand recognition.

**Implementation:** Offer tiered sponsorship levels with benefits like logo placement, recognition at the gala, and social media mentions.

### Tactic 2: Post-Event Donor Follow-Up and Recognition

**Details:** Within 48 hours after the gala, send personalized thank-you emails with event highlights and a video message from an LCF representative.

**Engagement Strategy:** Encourage donors to share their support publicly using





campaign hashtags.

### **Strategy 3: Event Promotion and Execution**

**Objective:** Boost attendance at the 25th-anniversary gala by 15% compared to previous events.

#### **Tactic 1: Targeted Social Media Ads for Gala Registration**

**Details:** Launch a two-week paid ad campaign on Facebook and LinkedIn targeting professionals, environmental advocates and local business owners. The campaign would feature graphics created by our team that feature the “25th Anniversary” logo. You can find these graphics in the appendix.

**Ad Messaging:** “Celebrate 25 Years of Progress – Join Us for the LCF Anniversary Gala! RSVP now.”

#### **Tactic 2: Press Release and Media Outreach**

**Details:** Distribute a press release to local media promoting the gala’s impact. You can find this press release in the appendix.

**Key Messages:** Include LCF’s history, its clean energy mission and the community’s role in its success.

**Follow-Up:** Contact at least five key reporters personally to secure coverage.

#### **Tactic 3: Media Appearances**

**Details:** Have LCF representatives make appearances on local media outlets promoting the gala as well as paid underwriting spots on radio networks. See underwriting script in the appendix.

**Implementation:** Contact news producers from different networks and inquire about morning show appearances.



# Timetable

**March:** Finalize branding materials and begin social media countdown to the gala.

**Early April:** Host the 25th-anniversary gala and post live updates and engagement content.

**Mid-April:** Post social media content focusing on LCF's achievements and gala retrospective. Thank shareholders for attending and donating.

**Late April:** Collaborate with local media for press coverage and push for more fee for service clients.

## Budget

Louisiana Clean Fuels (LCF) leveraged existing grants and fee-for-service revenue to support the 25th Anniversary Gala. The following is an estimated breakdown of marketing and event-related expenses:

### Marketing

Social media and email outreach: No additional cost

HubSpot subscription: \$15 per month

### Event Materials

Balloon arch: \$20

Selfie stand: \$80

Catering: \$400

Bar service: \$300

Louisiana Art & Science Museum rental: \$2,500

DJ and sound equipment: \$400

Miscellaneous event materials: \$2,000

**Total Estimated Budget: \$5,715**

Louisiana Clean Fuels



# Implementation

To begin our work, the Charged team met virtually with LCF Executive Director Ann Vail and intern Claire Walters on a weekly basis to plan the gala and coordinate additional responsibilities. Together, a contract was established and signed by both parties establishing the baseline duties that Charged would be held to assist LCF with. Furthermore, these meetings resulted in the development of promotional materials, primary research strategies, and a checklist of deliverables leading up to the event. Charged also provided Louisiana Clean Fuels with 14 social media posts for various platforms, although only a few were ultimately published.

When we brought to LCF the idea of a content calendar, they told us that they already employ their own calendar, so there was no need for us to develop one. However, we still created a branding guide for them to use because we felt that increased branding consistency was needed. Early on in the process, we were promised access to LCF's various social media accounts; however, as talks developed, it was decided that we would be taking a more removed role when it came to socials. We would instead send graphics to the LCF team for them to post on their own basis. This threw out plans for us to do any sort of coverage on our own for LCF before, during, or after the gala.

In the back and forth planning process leading up to the gala, Charged realized that the most efficient process to undertake to help LCF achieve a successful event, was seeing what services they needed taken care of, and taking that upon ourselves. This made it so that most of our pre and post gala plans were void, and instead we began work assisting LCF on basic needs that might make the gala more successful.

Some parts of the original plan were still developed, such as the brand guide and a survey for internal audience members to take to access their awareness of LCF's mission, both of which and more can be found in the appendix of this book.

To attract sponsors to the gala, a newsletter with details of how to sponsor the gala were sent out to businesses that were on LCF's email list. There was also a page that could be found attached to the registration page on the LCF website. That page can and email can be seen in the appendix.

For traditional media coverage, WBRZ, WAFB, and WRKF were all contacted either through phone calls or email. No response was gathered through email for all of the networks, and phone calls led to dead ends because the show time slots were already booked on the days that LCF could make an appearance. The radio underwriting script was also brought to KLSU Radio, but the LCF board denied having a radio spot playing on that network, so it was never implemented.

The gala took place on April 2 and drew 35 attendees. The event delivered on its promotional promises and more, offering catering, a full bar, a selfie stand, a



# Implementation

balloon arch, and full access to the exhibits at the Louisiana Art & Science Museum in Baton Rouge. Almost all attendees used the selfie stand and utilized the fact that the museum was open. Tickets were priced at \$50 for members and \$75 for non-members. The event began with a networking hour, during which hors d'oeuvres and drinks were served. Once seated, attendees were welcomed by Ann Vail, who introduced the organization's 25th anniversary promotional video in the theater room.

Following the video, Amanda Shaw performed a 30-minute set before a DJ took over for the remainder of the evening. Throughout the event, guests enjoyed continuous access to refreshments and interactive features. Later in the night, Vail returned to the stage to host a raffle of gift packages donated by sponsors. The DJ then closed out the celebration.

Through this event, Charged aimed to honor and thank Louisiana Clean Fuels' supporters for their dedication over the past 25 years.

Toward the conclusion of our engagement, Charged undertook a specialized



# Primary Research

Charged's primary research was unique in its approach. Our client preferred not to send a survey to sponsors or clients. Instead, we analyzed an extensive email list using Microsoft Excel to sort through 2,352 addresses. We categorized them as private individuals or public and private organizations. This effort aimed to develop a more targeted strategy for engaging clients and donors through email communication. Cultivating personalized email messaging is especially important for donor support in the private sector, which has been a noted weakness in Louisiana Clean Fuels' fundraising efforts.

We also flagged email addresses that appeared suspicious, particularly those ending in ".ru," which are often linked to phishing scams. In addition to sorting the list, we created short questionnaires tailored to private individuals and organizational clients or donors. Although these surveys were not distributed to Louisiana Clean Fuels' email list, they remain available for future use. The email list was built in Excel and shows potential for growth; with clearer direction, we would have approached its development differently. The email list can be found in the Google Drive that will be sent along with this book.



# Evaluation

During our collaboration with LCF, Charged observed inconsistencies in LCF's social media presence. Notably, most posts originated from Executive Director Ann Vail's personal account, focusing primarily on the 25th Anniversary Gala, rather than utilizing LCF's official channels to share a broader range of content.

To enhance outreach, Charged recommends LCF adopt a branded social media strategy, employing a content calendar to ensure regular, diverse posts that reflect the organization's mission and activities. Relying solely on a single individual's account may convey the impression that LCF's identity is tied exclusively to that person.

We also suggest that all LCF social media accounts be managed using a centralized communications email, rather than personal addresses, to maintain consistency and professionalism. Synchronizing content across platforms can further streamline messaging. Additionally, establishing a presence on TikTok could engage younger audiences interested in clean energy topics.

The limited promotion of the 25th Anniversary Gala on social media likely impacted attendance and engagement. Implementing a structured content calendar and synchronized posting could improve future event outreach. Moreover, hosting events in more intimate venues and offering free or low-cost admission may encourage greater community participation. Incorporating fundraising elements, such as auctions, could also enhance revenue generation.

Throughout our partnership, Charged identified communication challenges within LCF that hindered goal attainment. We recommend adopting Slack for internal communications to facilitate real-time collaboration and information sharing. Furthermore, LCF's existing HubSpot subscription appears underutilized; leveraging its full capabilities can enhance marketing and promotional efforts.

Lastly, we advise LCF to regularly update and monitor their email list, which Charged refined by removing over 2,300 suspicious addresses, including potential phishing scams. Maintaining a clean and secure contact database is crucial for effective outreach and organizational integrity.



# Appendices

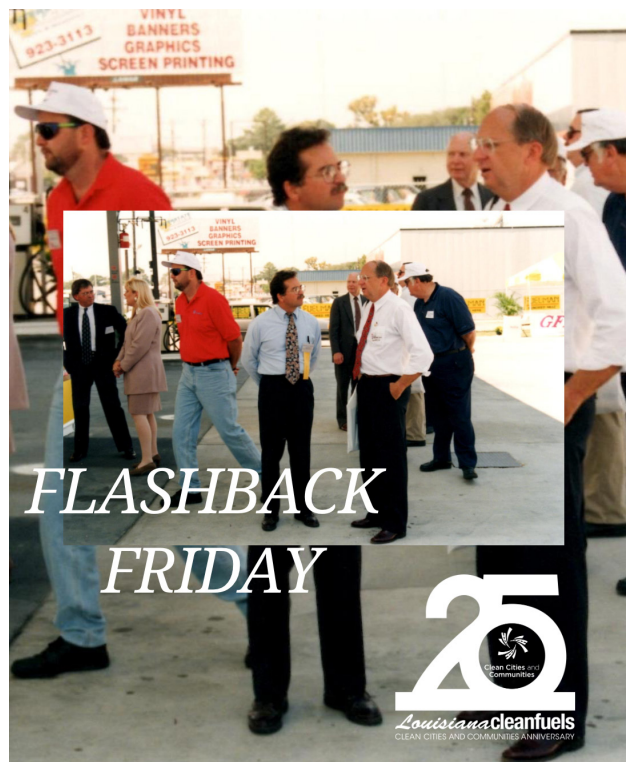
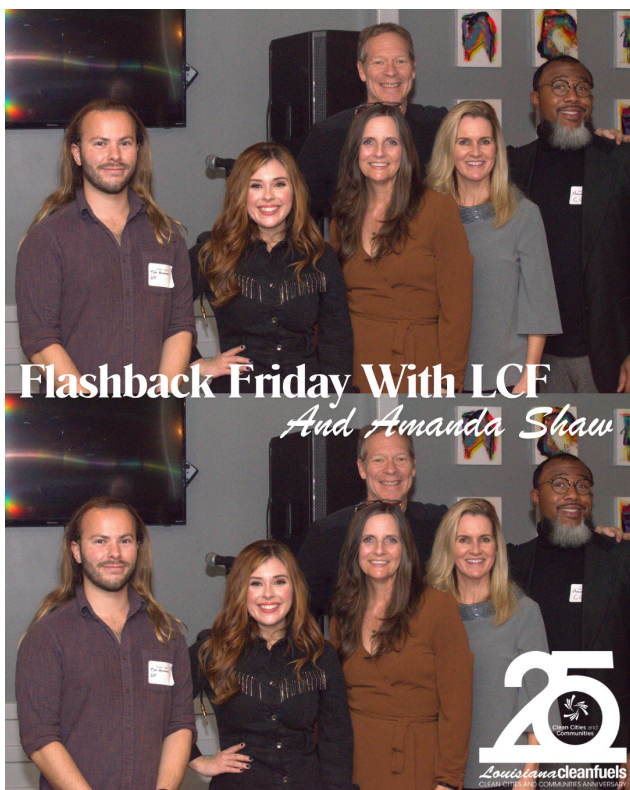
16-19	_____	Social Media Posts
20-21	_____	Branding Guide/ Content Calendar
22-23	_____	Press Release
24-25	_____	Gala Newsletter
26-28	_____	Client Agreement
29-30	_____	Target Audience Analysis
31-32	_____	Primary Research Proposal
33-34	_____	Survey Consent Form
35-38	_____	Secondary Research
39	_____	LCF Member Survey
40	_____	Underwriting Script
41	_____	Resources

# Appendix: Social Media Posts



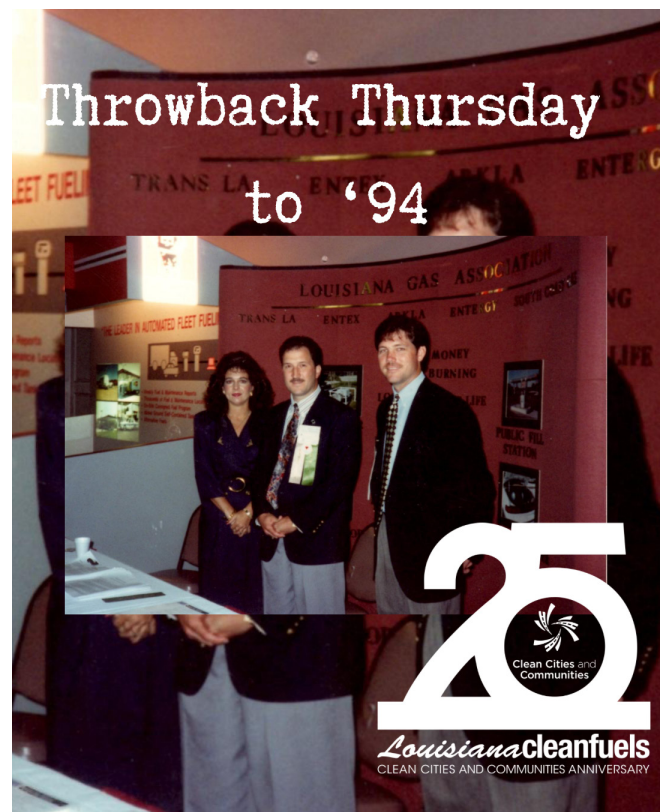
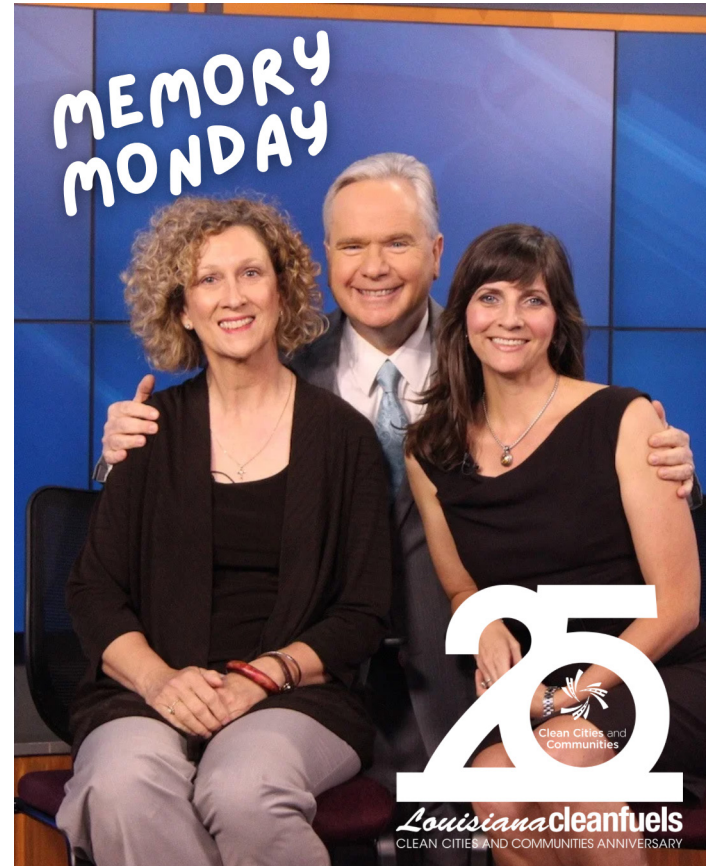


# Appendix: Social Media Posts



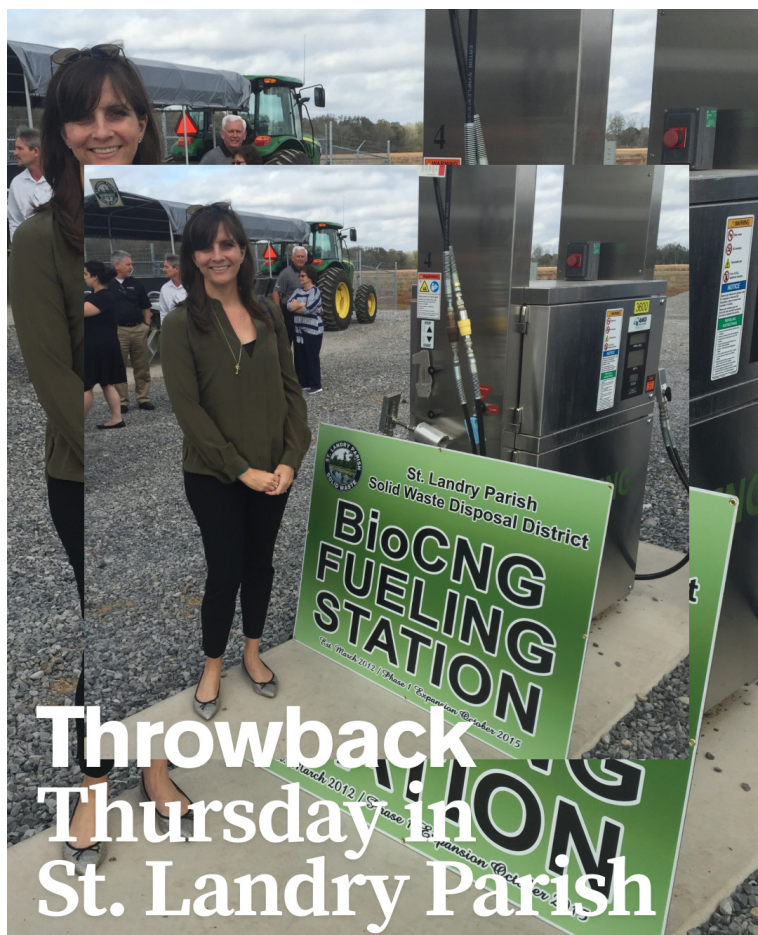


# Appendix: Social Media Posts





# Appendix: Social Media Posts



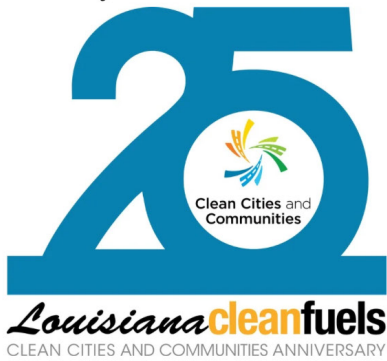
THANK YOU SO MUCH



# Appendix: Branding Guide

## LCF 25th Anniversary Brand Style Guide

MAIN LOGO



Please adhere to the following guidelines when using the Clean Cities and Communities logo.

### Minimum Size and Space

The logo should be no smaller than 1.25" (90 pixels). Maintain white space around the logo.

Do not alter the logo in any way.



COLORS

<b>PANTONE 158 CP</b> C 0 M 62 Y 25 K 0 R 245 G 127 B 41 HEX F47E28	<b>C 79</b> M 8 Y 100 K 1 R 47 G 165 B 75 HEX 2FA549	<b>C 100</b> M 38 Y 8 K 18 R 0 G 129 B 176 HEX 008B80	<b>C 0</b> M 0 Y 0 K 100 R 0 G 0 B 0 HEX 000000
<b>C 0</b> M 36 Y 55 K 0 R 251 G 173 B 59 HEX FBAD27	<b>C 50</b> M 0 Y 100 K 0 R 141 G 135 B 63 HEX 8DC63F	<b>C 73</b> M 38 Y 0 K 0 R 14 G 154 B 222 HEX 09A4DE	<b>PANTONE 431 CP</b> C 35 M 27 Y 27 K 51 R 94 G 106 B 113 HEX 566A71
<b>PANTONE 116 CP</b> C 0 M 12 Y 100 K 0 R 254 G 203 B 0 HEX FECB00	<b>C 29</b> M 0 Y 100 K 0 R 193 G 216 B 47 HEX C1D82F	<b>C 61</b> M 1 Y 0 K 0 R 60 G 195 B 243 HEX 3CC4F3	

FONTS

**PRIMARY FONT : TT INTERPHASES**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**SECONDARY FONT: OPEN SANS**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890



# Appendix: Content Calendar

## MARCH

M	T	W	T	F	S	S
24	25	26	27 Gala Annoucement	28	1	2
3	4	5	6 Throwback Thursday	7 Flashback Friday	8	9
10	11 Honoring Vivian Aucoin	12	13 Throwback Thursday	14 Flashback Friday	15	16
17 Memory Monday	18 Amanda Shaw Highlight	19	20 Throwback Thursday	21 Flashback Friday	22	23
24 Memory Monday	25	26	27	28 Flashback Friday	29	30
31 Memory Monday	1	2	3	4	5	6

## APRIL

M	T	W	T	F	S	S
31	1 Gala Tomorrow Reminder	2 Gala Live Coverage	3 Thank you for attening Gala	4	5	6
7	8	9	10	11 Fleet Friday	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11



# Appendix: Press Release

**April 2, 2025 | 6:30 PM - 9:30 PM**

Louisiana Clean Fuels is celebrating 25 years as a designated coalition in the Clean Cities and Communities partnership; working collaboratively with our stakeholders to boost our state's energy security, economic vitality, and quality of life by advancing affordable, efficient, and clean transportation fuels and technologies.

Join us in Baton Rouge on April 2nd as we celebrate our 25th Anniversary at the Louisiana Art and Science Museum. Network with friends and colleagues, old and new, while enjoying live music and great food! We will also be selling raffle tickets and 25th Anniversary T-shirts to help our coalition raise funds to expand our services. One lucky person could win Nascar Tickets!

**Ticket prices:**

- LCF Dues Paying Members: \$50 online (until 4/1 at 5PM)
- Non Members: \$75 online (until 4/1 at 5PM)
- Former LCF Staff and Interns: \$50 (register as a non-member please)
- At the door: \$80

**Schedule:**

6:30 Cocktails & Hors d'Oeuvres  
7:00 Welcome & Toast  
7:15 Video Premier  
7:30-9:30 Live Music, DJ, & Cocktails

**Entertainment Sponsors**



**Hospitality Sponsors**



**REGISTER NOW**

**Tickets**

\$2,500.00 25th Anniversary Headline Sponsor  
\$500.00 25th Anniversary Hospitality Sponsors  
\$50.00 Member Gala Ticket  
\$75.00 Guest / Non-Member Gala Ticket



# Appendix: Press Release

\$50.00 Former Staff, Spouses of Staff, & LGA

\$0.00 Will Call: Member RSVP - Reserve my space and I will pay at the door

\$0.00 Will Call: Non Member RSVP - Reserve my space and I will pay at the door

###



# Appendix: Gala Newsletter



## Get Your Tickets for the LCF 25th Anniversary Gala

Louisiana Art and Science Museum | April 2, 2025 | 6:30 PM - 9:30 PM

Louisiana Clean Fuels is celebrating 25 years as a designated coalition in the Clean Cities and Communities partnership! Join us in Baton Rouge on April 2nd as we celebrate our 25th Anniversary at the Louisiana Art and Science Museum.

Network with friends and colleagues, old and new, while enjoying live music and great food!

[Get Tickets](#)

### ABOUT



Cajun influence is integral to understanding Amanda Shaw's music, but her sound is all her own. A fiddle player since childhood, she grew up in New Orleans with early years steeped in both fais do-dos and a vibrant mélange of jazz, blues, funk and rock 'n' roll. By the time she was 15, Shaw had a record deal with Rounder Records, and in the years since, she has appeared as part of a number of notable pop culture touchstones, including Dick Clark's New Year's Rockin' Eve, the Today Show's Roker-thon, and the Macy's Thanksgiving Day Parade. She is the recipient of prestigious honors including the Big Easy Award for Best Female Entertainer and is a Louisiana Music Hall of Famer.



### Schedule:

6:30 Cocktails & Hors d'Oeuvres

7:00 Welcome & Toast

7:15 Video Premier

7:30-9:30 Live Music, DJ, & Cocktails

### Ticket Prices:

LCF Members: **\$50 online**

Non Members: **\$75 online**

At the door flat rate: **\$80**



# Appendix: Gala Newsletter

## Entertainment Sponsors



## Hospitality Sponsors



Become a Sponsor

Louisiana Clean Fuels, 804 Main Street, Suite B313, Baton Rouge, LA 70802, United States

[Unsubscribe](#) [Manage preferences](#)



# Appendix: Client Agreement



## Letter of Agreement Between:

**Louisiana Clean Fuels, Ann Vail**  
PO Box 1771 Baton Rouge, LA 70821

**Charged PR:**  
211 Journalism Building  
Baton Rouge, Louisiana 70803

This binding agreement of services, dated and effective February 27th, 2025, is between Charged PR and Louisiana Clean Fuels and its Executive Director, Ann Vail. Louisiana Clean Fuels's mission is to support local actions to diversify transportation fuel options.

Charged PR will offer Louisiana Clean supporting local actions to diversify transportation fuel options. Fuels the services of four public relations consultants for the spring 2025 academic semester. The account executive will serve as the primary contact between the two entities and will ensure the completion and effective execution of all work outlined in this agreement.

### **Project Description:**

Charged PR will provide its services to Louisiana Clean Fuels and will work throughout the semester to establish a brand identity for the organization's 25th anniversary gala and to increase membership awareness for the nonprofit. Charged PR will conduct primary research, utilize existing research, create a brand identity, and execute promotions for a gala to succeed in the advancement of Louisiana Clean Fuels.

### **Project Objectives:**

Charged PR will launch a public relations campaign aiming to promote and increase awareness for Louisiana Clean Fuels in Louisiana and the 25th anniversary gala. Initiatives used to achieve this goal will include, but are not limited to:

- Increase attendance at gala by rebranding and creating deliverables for the LCF 25th Anniversary Gala. This includes a branding guide, invites, program, social media images, etc.
- Assist with gaining visibility with its internal audience to ensure gala attendees and increased fee for service clients.
- Increase fundraising, gala attendance and social media engagement by implementing a social media plan with custom graphics and initiatives.
- Raise awareness of fee for service through social media initiatives.
- Conduct primary and secondary research to learn how to increase awareness of alternative fuel accessibility in Louisiana and the awareness of the LCF 25th Anniversary Gala.

All strategies, design material and other initiatives developed by Charged PR will need prior approval from Ann Vail or other Louisiana Clean Fuels members before execution.

Cade Williams | Account Executive | cwil646@lsu.edu | 211 Journalism Building | Baton Rouge, LA 70803



# Appendix: Client Agreement

Charged PR shall treat all information relating to services as strictly confidential. Charged PR is strictly prohibited from using and discussing information deemed confidential without the consent of Louisiana Clean Fuels or any of its executive members. All property, documents and information relating to Louisiana Clean Fuels are and shall remain property of Louisiana Clean Fuels.

Both entities have a complete understanding of individual roles and agree to work in effective collaborations to plan and successfully carry out a public relations campaign. Louisiana Clean Fuels understands that Charged PR is in its early stages of development and recognizes the agency's differing schedules and additional commitments as full-time LSU undergrad students. Charged PR respects Louisiana Clean Fuels and its resources and will utilize this partnership and time in a professional manner.

I have read and agree to the terms and conditions specified by this letter of agreement between Charged PR and Louisiana Clean Fuels.

X \_\_\_\_\_  
Ann Vail  
Executive Director  
Louisiana Clean Fuels  
Date: \_\_\_\_\_

X \_\_\_\_\_  
Camille Daigle  
Social Media Director  
Charged PR  
Date: \_\_\_\_\_

X \_\_\_\_\_  
Cade Williams  
Account Executive  
Charged PR  
Date: \_\_\_\_\_

X \_\_\_\_\_  
Cade Williams  
Account Executive  
Charged PR  
Date: \_\_\_\_\_

X \_\_\_\_\_  
Grace Woods  
Creative Director  
Charged PR  
Date: \_\_\_\_\_

X \_\_\_\_\_  
Riley Andreen  
Research Director  
Charged PR  
Date: \_\_\_\_\_



# Appendix: Client Agreement

## Timeline Louisiana Clean Fuels

- March 9rd: Social Media Branding Guide Due
  - \* Gala branding, invitations, press release drafts, social media posts, etc.
- March 12th: Pre-event social media outline to LCF/Gala invites sent to internal audience
- March 16th: Pre-event social media calendar to LCF
- **March 17th: Research Due**
  - \* **Primary and Secondary**
- March 19th: All gala promotions in effect
- April 2nd: Gala occurs
- April 21st: Final Capstone Presentation Day (Client Encouraged to Attend)
- **May 5th: Final Book Due**

**\*All items in Bold will be turned in to Sadie Wilks -Charged**





# Appendix: Target Audience Analysis

1. For Louisiana Clean Fuels, The internal audience for Louisiana Clean Fuels predominantly are made of “members” who donate the majority of their non-profit funds. The top member of the Louisiana Clean Fuels is the Department of Energy and Natural Resources. This is a government-funded agency and depending on the administration in power the funding received differs. The other “members” are made of up various energy and transportation companies. Notable members from this category are Entergy (energy company), UPS (Shipping), Cleco (Utilities), and Southwestern Electric Power Company. Other companies involved with LCF include various gas companies like Louisiana Propane and Loves. These companies all donate the most to LCF and they are all energy and transportation companies. This means they would have a direct stake in LCF making them the main internal audience. The other internal audiences involved would be the Board of Directors who are all members of the companies listed above. Furthermore, the LCF staff is also an internal audience to consider as well. Mainly Ann Vai, who is the Executive Director & Clean Cities and Communities Director. The external audiences include electric and transportation companies in the Baton Rouge area. The client wants to reach out to local transportation companies in hopes of converting or recommending a switch to alternative forms of fuel. This predominantly includes certain trucking companies, waste management, and supply chain-focused businesses.

2. Despite Louisiana Clean Fuels having various target audiences, the audiences that we have decided to focus on are local business owners with the means to make donations to LCF and regional and local delivery businesses considering making the change to clean fuel. We have chosen these two main target audiences in consideration of our main goals of attracting more memberships and increasing attendance and fundraising for the 25<sup>th</sup> annual LCF gala that is taking place April 2<sup>nd</sup>, 2025. By concentrating on local and regional delivery business in Louisiana, it will allow LCF to reach more fleets that could be willing to make the change with the right push. We intend to update the branding of LCF to maximize how customs view their services and help convince them to make the change to clean fuel. By aiming at delivery services with many cars in their fleet it gives a greater chance of more people switching to clean fuel, which is our goal. With the 25<sup>th</sup> annual gala in mind and recent funding changes, we are looking to advertise and fundraise for this event, and we believe that the best approach is through local businesses within the Baton



# Appendix: Target Audience Analysis

Rouge area. Local businesses are more likely to be willing to attend and donate to LCF because it is considered local and will allow businesses to contribute to the environment and their state all while receiving a tax break when they donate.

3. Our target audience demographic information is twofold since we have two different goals. For the audience of local wealthy business owners, those are going to be primarily married white people in their mid-forties. These business owners are interested in social events and live music and will be interested in attending our charity gala. They will want to bring their spouses to the event to drink and support a cause that they could donate to, so they can help increase sustainability in the state while also getting tax breaks. For the second target audience of potential clients, that being regional and local delivery services, we are looking at companies on smaller scales that are interested in saving money, while also increasing sustainability. If they are not interested in switching their fleets over or receiving consultation, we will need to overcome those verticals in our promotions and messaging.

4. Louisiana Clean Fuels can utilize a mix of targeted communication channels for Regional and Local Delivery Providers and Wealthy Local Businesses and their Owners. For regional and local delivery drivers their audience can be targeted and contacted through email newsletters addressing fuel reduction and environmentally friendly fuels. Also, Facebook is a good channel to use because it can be used to provide updates about regional benefits and eco-friendly fuel options. During Christmas time which is the busiest shipping season, utilizing FaceBook posts and Instagram posts could help attract delivery companies with engaging and compelling content about the importance of fuel effectiveness. Communication for wealthy local business owners needs to be more private through Individualized emails that have exclusive savings and offers that would benefit them. Also, wealthy local business owners can have in-person meetings or professional events for more in-depth briefings. Overall, to attract all target audiences Instagram and Facebook are the best communication channel platforms to utilize because these platforms offer a way to bring attention to the importance of eco-friendly business practices. These platforms can provide compelling content to highlight the status of incorporating eco-friendly solutions.



# Appendix: Primary Research Proposal

Our target audience will be targeted towards individuals who live in Louisiana. This includes drivers, homeowners, wealthy local business owners, and sustainability supporters who are working in the transportation and energy industries. The other target participants we want to target are local administrations and area-based transport services. The plan we have for reaching these target participants is through Louisiana Clean Fuels' social networks. We will be using their social networks such as Instagram and Facebook to make sure we are still engaging their existing audience and also engaging with future partners. We will make sure to post on both of their social networks three times a week to keep their current audience engaged and increase their reach so it will be seen by a more vast audience. This is very important that we utilize these social networks so we can raise awareness, expand their reach, inspire behavior change, foster business connections, and also to promote a gala event that Louisiana Clean Fuels is hosting.

## Methodology

Research tools provided within the Louisiana State University libraries will allow the most efficient research to be conducted for our client Louisiana Clean Fuels. After considering the specific goals of Louisiana Clean Fuels and meeting with Ms. Lauren Lay our team decided that utilizing the tools and platforms provided on the library website would be the best research route. Specifically, we can use Newsbank to assess what companies and businesses have dealt with Louisiana Clean Fuels before, and what their perceptions of the nonprofit are. We can use Catalyst to further identify our target audience, especially when we move toward planning for the event.

One of the main goals of Louisiana Clean Fuels is to promote and raise money for their 25th anniversary gala that is taking place April 2nd 2025, at the Louisiana Art and Science Museum in Baton Rouge. With this goal in mind our team was introduced to the 'Target Audience Research: Simmons Insight' and the Baton Rouge Chamber of Commerce through the LSU libraries website and Ms. Lay. These two tools allow us to narrow down our target audiences much more than before. Due to recent government funding issues Louisiana Clean Fuel is now looking more than ever for donors and donations for their nonprofit, and more specifically this year at their gala. Our team now will use the Baton Rouge Chamber of Commerce, which will allow us to target people making a specific income and therefore are more likely to donate.



# Appendix: Primary Research Proposal

## Instrument

We will use the following survey as our instrument. We will send the survey to various business owners around Louisiana to assess what the current feelings are on clean fuels and moving their fleets toward a more sustainable direction.

[https://qualtricsxm5dw3f8pdz.qualtrics.com/jfe/form/SV\\_e3w2wSiySUGyp4a](https://qualtricsxm5dw3f8pdz.qualtrics.com/jfe/form/SV_e3w2wSiySUGyp4a)

The following page contains a copy of our consent form.



# Appendix: Survey Consent Form

1. Study Title: Studying the Perceptions of Alternative fuel options in Louisiana 2. The session will last approximately 25 minutes. During this time, we will engage in a discussion aimed at understanding your perceptions of clean fuels, focusing on how you view the mission and impact of these alternatives. This research is part of a larger project that will help create a cultural survey designed to assess the overall value and viability of clean fuels. It's important to note that we won't be collecting any sensitive information, such as details about sexual orientation, drug use, or personal behaviors, during this session. The goal is to explore your opinions and experiences with alternative fuels. We are recording today's session to ensure we accurately capture everyone's input, but all responses will remain confidential. Names will not be associated with any comments in the final report. If, for any reason, you feel uncomfortable or wish to withdraw from the study, you are free to do so at any time.

3. Inclusion criteria: You live in Baton Rouge and have some experience or knowledge of clean/alternative fuels

4. Exclusion criteria: You do not live in Baton Rouge and do not possess experience or knowledge of clean/alternative fuels.

5. There are no risks involved in participating in this study.

6. If you have any questions or issues related to this after the fact, please contact one of our company members using the information listed below:

Camille Daigle- (985) 302-2604

Grace Woods- (347) 260-2422

Cade Williams- (318) 497-0497

Riley Andreen- (773) 251-6806

7. Subjects may choose not to participate or to withdraw from the study at any time without penalty or loss of any benefit to which they might otherwise be entitled. If you wish to withdraw before we get started, please do so now.

8. We're tape-recording the session because we don't want to miss any of your comments. We'll be on a first-name basis, and in our later reports there will not be any names attached to comments. You may be assured of confidentiality.

9. This study has been approved by the LSU IRB. For questions concerning participant rights, please contact the IRB Chair, Alex Cohen, 578-8692, or [irb@lsu.edu](mailto:irb@lsu.edu).

11. Your information is collected as part of the research, even if identifiers are removed, may be used or distributed for future research.



# Appendix: Survey Consent Form

\_\_\_\_\_ Yes, I give permission

\_\_\_\_\_ No, I do not give permission





# Appendix: Secondary Research Report

Louisiana Clean Fuels (LCF) is a nonprofit, public-private partnership working to reduce the state's reliance on petroleum-based fuels. The nonprofit is partially funded and associated with the U.S. Department of Energy's Clean Cities Initiative. The initiative aims to promote alternative fuels, energy-efficient vehicles (electric and expendable sources), and various other types of clean technologies. Their purpose is to lessen petroleum consumption and to decrease the environmental impact Louisiana residents have in their state. LCF provides aid to the environmental battle by promoting clean, renewable, and alternative fuels, educating Louisianians and lawmakers on the benefits of energy-efficient vehicles and technologies in both public and private sectors. Furthermore, LCF advocates to lawmakers and private companies about policy reform, logistics, and implementation processes for switching to cleaner transportation options.

Louisiana Clean Fuels' involvement with the NEVI Formula Program is just an example of one of the non-profit's significant involvement in the implementation of clean vehicles across Louisiana. The National Electric Vehicle Infrastructure Formula Program was originally implemented in 2022. The program granted states 5 billion dollars over 5 years to help states acclimate to the growing clean energy market, particularly in transportation. The grant has provided states with in association with the Department of Transportation, the U.S. Department of Energy, and the Joint Office of Energy and Transportation. The Joint Office of Energy and Transportation was established to help collaboration between the two departments. NEVI as a program is ever-evolving and as of March of 2023, EV corridors comprise 33% of the National Highway System and 92% of the Interstate Highway System. This is a significant feat for only being established the year before. LCF receives grants from NEVI which allowed the implementation of many charging stations in LA. Specifically, electric corridors along Highway 90 between Lafayette and New Orleans, Highway 3235 down to Port Fourchon, and Highway 1 down to Port Fourchon.

LCF is managed by an extensive board made up of individuals from the public and private sectors. The members of the board come from government agencies, energy companies, and environmental organizations. They work in unison with one another to help grow LCF, which in turn impacts the community. The Executive Director Ann Vail served as a marketer for a plethora of different companies. She is well-versed in working for different energy companies along with experience including oil and gas exploration, health-care software, and solar installation. Vail



# Appendix: Secondary Research Report

has significantly benefited LCF as its executive. The coalition has brought millions of federal dollars into Louisiana for deployment, outreach and education, and workforce development programs in Louisiana.

Louisiana Clean Fuels has funding from multiple sources. The first kind of income LCF receives is through membership dues. Government entities, stakeholders, and various businesses all pay LCF. These stakeholders are mostly associated with the clean energy and transportation sectors. LCF also receives funding through grants as well. The LCF specifically receives government grants from the U.S. Department of Energy through the Clean Cities initiative. LCF receives sponsorships from private organizations as well. These sponsorships come from private entities in the clean energy and transportation industries. These industries receive direct benefits from LCF's mission morally and financially. The Louisiana government has also aided LCF in its mission to promote alternative fuels, energy-efficient vehicles (electric and expendable sources), and various other types of clean technologies.

Louisiana Clean Fuels' mission is grounded in the immeasurable damage Louisiananians are doing to their state. Petroleum-based fuels damage the air quality and affect the Louisiana climate. Climate Change caused by the burning of fossil fuels can be lessened with the use of alternative fuel sources. The use of petroleum-based fuels causes environmental damage poisoning the Earth and Sea. The use of these fuels is not a sustainable source of energy and the use of these practices stunts the Louisiana economy. The use of reusable and alternative sources of energy could cultivate the development of new jobs (tech, engineering, construction) and economic expansion in Louisiana.

Louisiana Clean Fuels' has a very active social media. The LCF has a diverse feed made up of quotes from board members, information about conferences, facts about U.S. and Louisiana energy consumption, and even holiday greetings. The LCF has various social media accounts such as Twitter, LinkedIn and Facebook. The Facebook account I found was private. Other Facebook accounts posted about Louisiana Clean Fuels. The engagement on Facebook was quite positive. One of the posts that went the most viral was LCF employees giving a presentation on electric vehicles to 7th graders. The organization also has a website that is updated often. The LCF expands just among social media in its outreach programs. Louisiana Clean Fuels' often holds workshops and conferences to educate and inform individuals about the energy crisis in Louisiana. The non-profit also has case studies and published reports. LCF's media has relatively low engagement. This could be attributed to the large amount of



# Appendix: Secondary Research Report

professional accounts that follow them. This could be seen as a strength or weakness. Their followers are made up of many other clean energy initiatives and other non-profits. This displays LCF's influence in the clean energy coalition. Unfortunately, this could be the reason that there are few comments or likes on posts. LCF's LinkedIn is a little bare for a company of its size. That is consequently due to Ann Vail's LinkedIn account being much more active. Her account posts different EV companies, other environmental non-profits, environmental legislation, environmental government agencies, and numerous LCF updates. This is most likely due to her following being greater than the LCFs on LinkedIn. It was most likely a strategic play to maximize the amount of engagement LCF receives. LCF does have a YouTube account with a low follower account and very low engagement. YouTube acts as more of an informative account for educating individuals through web seminars and podcasts.

## **Current standings of LCF social media channels:**

**Instagram:** 670 followers, less than 10 likes per post. *Low engagement.*

**Facebook:** 850 followers, less than 10 likes per post. *Low engagement.*

**LCF LinkedIn:** 1,000+ followers, less than 20 likes per post. *Medium engagement.*

**Ann Vail's personal LinkedIn:** 1,900+ followers, 500+ connections, 5-50 likes per post. *Medium engagement.*

**Youtube:** 100 subscribers, less than 100 views per video. *Low engagement.*

LCF as a non-profit is quite accomplished but does have some challenges that fellow non-profits exceed in. The most similar Non-profit "competitor" would be the Southeast Louisiana Clean Fuel Partnership (SLCFP). The SLCFP has a more focused region allowing the Coalition to maximize its efforts in a concentrated area. This allows for maximized efficiency in implementing alternative fuel sources and EV chargers. That being said this also could be considered a weakness because the SLCFP has a less broad outreach which could be concluded that the work being done is less relevant to the state's environmental challenges than LCF's. Similarly to LCF the SLCFP also has strong governmental support. Since the non-profit is regional and under the New Orleans Regional Planning Commission (NORPC) the coalition receives state, local, and federal grants. LCF does receive federal and state support as well but during times of political turmoil their grants could be more significantly affected than the SLCFP. LCF as an organization still could be considered much more accomplished when it comes to general scale and outreach than the SLCFP. For example: the LCF has a much larger workforce, more funding, more general public involvement, and collaboration with more and larger fleets than the SLCFP. The LCF also cultivates Louisiana with



# Appendix: Secondary Research Report

EV (electric vehicles) growth benefiting the economy and the environment. LCF's GUMBO plan which is associated with BRCC (Baton Rouge Community College) lifts impoverished individuals into instances of economic security. The plan works by teaching BRCC students how to become technicians on EVs due to an insufficient number of professionals who know how to work on the vehicles. This initiative develops economic growth, supports underprivileged communities, and still benefits the environment.





# Appendix: LCF Member Survey

**How familiar are you with Louisiana Clean Fuels?**

- ☐ Very
- ☐ I have heard of them
- ☐ I know almost nothing
- ☐ I know nothing about the organization

**Have you ever used or considered using an alternative fuel vehicle (electric, hybrid, propane, etc.)?**

- ☐ Yes
- ☐ No
- ☐ What is an alternative fuel source?

**What would make you more likely to switch to a cleaner transportation option?**

- ☐ Financial Incentives
- ☐ More public chargers
- ☐ Better information on benefits
- ☐ Nothing at all

**How concerned are you about vehicle emissions and their impact on the environment?**

- ☐ Extremely
- ☐ Concerned
- ☐ Indifferent
- ☐ Not Concerned

**What would encourage you to engage with an organization like Louisiana Clean Fuels? (Select All That Apply)**

- ☐ Environmental Incentives
- ☐ Financial Incentives
- ☐ Educational Incentives
- ☐ I am not interested in an organization like Louisiana Clean Fuels
- ☐ Other: \_\_\_\_\_



# Appendix: Underwriting Script

The following script was written for a 15-30 second radio spot:

Louisiana Clean Fuels is celebrating 25 years of working to boost our state's energy security, economic vitality, and quality of life by advancing affordable, efficient, and clean transportation fuels and technologies.

Join Louisiana Clean Fuels in Baton Rouge on April 2 as they celebrate their 25th Anniversary at the Louisiana Art and Science Museum. Network with friends and colleagues, old and new, featuring a performance from violinist Amanda Shaw!

For more information and to reserve tickets to the gala, go to [louisianacleanfuels.org](http://louisianacleanfuels.org).



# Appendix: Resources

- U.S. Census Bureau. (n.d.). \*Explore census data\*. [<https://data.census.gov/>](<https://data.census.gov/>)
- Clutch. (2025). \*Top trucking companies in Baton Rouge\*. [<https://clutch.co/logistics/trucking-companies/baton-rouge>](<https://clutch.co/logistics/trucking-companies/baton-rouge>)
- Louisiana Clean Fuels. (n.d.). \*Supporting members\*. [<https://louisianacleanfuels.org/sponsors>](<https://louisianacleanfuels.org/sponsors>)
- Louisiana Clean Fuels. (n.d.). \*Staff\*. [<https://louisianacleanfuels.org/Staff>](<https://louisianacleanfuels.org/Staff>)
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- Louisiana Department of Energy and Natural Resources. (n.d.). \*Alternative transportation and transportation efficiency\*. [<https://www.dnr.louisiana.gov/page/alternative-transportation-and-transportation-efficiency>](<https://www.dnr.louisiana.gov/page/alternative-transportation-and-transportation-efficiency>)
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- Joint Office of Energy and Transportation. (2023). \*National Electric Vehicle Infrastructure (NEVI) annual report 2022–2023\*. [<https://driveelectric.gov/files/nevi-annual-report-2022-2023.pdf>](<https://driveelectric.gov/files/nevi-annual-report-2022-2023.pdf>)
- New Orleans Regional Planning Commission. (n.d.). \*Clean Cities\*. [<https://www.norpc.org/environment/coalitions/clean-cities/>](<https://www.norpc.org/environment/coalitions/clean-cities/>)
- Louisiana Clean Fuels. (n.d.). \*GUMBO\*. [<https://louisianacleanfuels.org/Gumbo>](<https://louisianacleanfuels.org/Gumbo>)
- Louisiana Clean Fuels. (2023, October 5). \*Louisiana Clean Fuels 25th Anniversary Gala\* \[Video\]. YouTube. [<https://www.youtube.com/watch?v=qF3YrseNI0Q>](<https://www.youtube.com/watch?v=qF3YrseNI0Q>).