

**Metropolitan Washington Council of Governments
Climate and Energy Leadership Awards Program
2021 OUTREACH PARTNER KIT**

EMAIL COPY (Please send with awards flyer.)

[Greeting],

Government agencies and non-governmental organizations, across metropolitan Washington are invited to apply or nominate candidates for the 2021 Climate and Energy Leadership Awards offered by the Metropolitan Washington Council of Governments (COG). Winners serve as a role model for the region, and are recognized in front of local, regional, and national officials for their innovative climate stewardship projects and programs that engage and serve the region's underserved communities. Visit www.mwcog.org/climateawards for more information. Application period is open April 22 – June 30, 2021.

NEWSLETTER COPY

Headline: A Call for Climate Action and Recognition

The Metropolitan Washington Council of Governments (COG) is looking for nominations and candidates for the 2021 Climate and Energy Leadership Awards. Is your government agency, non-governmental organization, or school taking an innovative approach to engaging the community around sustainability initiatives? Visit www.mwcog.org/climateawards for more information. Winners are recognized in front of local, regional, and national officials at COG, an excellent opportunity for showcasing their innovative achievements and best practices.

SAMPLE SOCIAL MEDIA CONTENT

FACEBOOK: <https://www.facebook.com/MWCOG/> (mention/tag COG where possible)

- Environmental justice initiatives are encouraged to apply for the 2021 Climate Awards offered by the Metropolitan Washington Council of Governments: <https://bit.ly/2op1Dwf>
- Earth Day reminds us to protect the environment year-round. Apply or nominate a candidate for the 2021 COG Climate Awards celebrating Metro DC climate champs. <https://bit.ly/2op1Dwf>
- Do you know of climate solutions supporting our underserved communities? Apply or nominate a program or organization for the COG Climate Awards by June 30. <https://bit.ly/2op1Dwf>
- Leading the charge on clean energy and engagement in metropolitan Washington? Apply or nominate a candidate for the Climate Awards. <https://bit.ly/2op1Dwf>
- Have you implemented an innovative solution to climate and energy challenges in metropolitan Washington? APPLY NOW for the 2021 COG Climate Awards! <https://bit.ly/2op1Dwf>
- Are you helping metropolitan Washington meet its climate and equity goals? Apply for a COG Climate and Energy Leadership Award by June 30! <https://bit.ly/2op1Dwf>

TWITTER: <https://twitter.com/MWCOG>

- CALLING ALL #DMV govts, NGOs and schools! Apply now for the #ClimateAwards! <https://bit.ly/2op1Dwf> @MWCOG
- Implementing a climate solution in underserved communities? Apply or nominate a Climate Leader! @MWCOG #ClimateAwards <https://bit.ly/2op1Dwf>
- What are you doing for #EarthDay? @MWCOG is launching the 2021 #ClimateAwards! Nominate or apply today! <https://bit.ly/2op1Dwf>
- STAND UP and have your #DMV environmental justice initiative recognized! APPLY NOW! <https://bit.ly/2op1Dwf> @MWCOG #ClimateAwards

AWARDS CALENDER

- April 22, 2021 – Earth Day Marks Award Opening
- June 30, 2021 – Application Deadline
- September 2021: Notification of winners and non-winners
- October 2021: Awards ceremony