



*Version 1 | February 2026*

# Application Assistance Event Guide





## Purpose

This guide is designed to support our community partners who are interested in hosting or co-hosting application assistance events with Energy Saver NC. Our goal is to work alongside you to create events that help residents learn about the program, prepare their materials, and when possible, submit complete applications on-site.

This document outlines how Energy Saver NC can support:

- Application assistance events you are already planning or hosting
- Events that we co-design together to meet your community's needs

## Why Application Assistance Events Matter

Application assistance events are one of the most effective ways to help residents move from interest to action. When residents receive hands-on support from trusted partners and Energy Saver NC staff, they are more likely to complete applications successfully and understand the next steps.

Many of the events we are invited to are already designed to help residents apply for assistance programs. These events often attract participants who are prepared with documentation and ready to submit an application. With the right setup, these moments create an excellent opportunity to help residents complete Energy Saver NC applications and submit supporting documents on-site.

In other cases, partners reach out to us to help design an event focused on education or outreach. These collaborations allow us to intentionally build in application assistance and ensure residents leave with clear guidance, resources, and next steps.

# Partner & Energy Saver NC Roles

Clear roles help ensure events run smoothly and residents receive consistent, high-quality support.

## ROLE OF THE HOSTING PARTNER

As the hosting organization, we ask partners to support the event by:

- Completing the State Energy Office [Event Request Form](#)
- Providing an event space (indoor location preferred)
- Ensuring reliable Wi-Fi access
- Providing computers or tablets for residents to use
- Creating and distributing an event flyer, subject to Energy Saver NC approval if not using the co-branded template
- Promoting the event through your networks
- Assisting residents with application processing during the event
  - » Please review the Customer Application Guide for step-by-step instructions to help residents apply online at [energysavernc.org/resource-library](http://energysavernc.org/resource-library).
- Optional: Providing refreshments for attendees

## ROLE OF ENERGY SAVER NC

Our outreach and implementation teams will support your event by:

- Sharing approved language for event promotions (for example, reminders to bring 12 months of utility bills or eligibility documentation)
- Promoting the event on the Energy Saver NC website and social media channels
- Answering questions about Energy Saver NC programs and the application process
- Providing or supporting a program presentation, as appropriate
- Staffing a resource table with printed program materials for residents
- Providing printed “What You Need” sheets for residents to reference after the event



# Event Marketing & Promotion

## ENCOURAGING APPLICATION READINESS

For events that will include application assistance, we recommend clearly asking participants to bring:

- 12 months of recent utility bills
- Annual income verification for household
- Proof of categorical income eligibility, if applicable
- Any other documents required for the application

Energy Saver NC will reinforce these messages when promoting the event through our website and social media.

If existing event materials include incorrect or incomplete Energy Saver NC information, please pause distribution. Our outreach team will work with you to correct and update the materials and share the revised version for redistribution.

# Example of a Successful Partner Event

In December 2025, Energy Saver NC partnered with NC DEQ, the APTIM Implementation Team, Fayetteville Public Works Commission, Piedmont Natural Gas, and the Delta Sigma Theta Fayetteville Alumni Chapter to co-design a resident outreach and application assistance event in Fayetteville, NC..

The event was hosted at the Cumberland County Public Library in downtown Fayetteville and welcomed more than 90 residents across two sessions. Each session included a 30-minute presentation about energy-saving programs offered by the utility partners and Energy Saver NC.

Delta Sigma Theta members played a critical role in outreach and promotion, helping ensure residents arrived prepared to apply. Utility partners supported applicants by helping them access utility billing information when needed. Laptops and free Wi-Fi were used to submit online applications on-site.

While online applications were encouraged, many residents preferred paper applications. Additional copies were printed so attendees could complete applications at home or share them with family members or friends and neighbors who were unable to attend.

This event highlighted how strong community partnerships, thoughtful planning, and clear application support can help residents successfully move through the application process.



Delta Sigma Theta Sorority Members at the Fayetteville Event.



Application Assistance with Resident at Fayetteville Event.

# Partner Readiness Checklist

## ENERGY SAVER NC APPLICATION ASSISTANCE EVENTS

Use this checklist to help prepare for a successful application assistance event in partnership with Energy Saver NC.

### BEFORE THE EVENT

#### Event Planning

- Complete the State Energy Office [Event Request Form](#)
- Confirm event date and time with Energy Saver NC
- Identify a primary point of contact for day-of coordination
- Confirm event location (indoors preferred)

#### Space & Technology

- Reliable Wi-Fi available for staff and participants
- Computers or tablets available for residents to use
- Adequate seating and table space for applicants
- Power outlets or extension cords available

#### Marketing & Promotion

- Event flyer reviewed and approved by Energy Saver NC
- Event promoted through partner communication channels
- Promotional language includes reminders to bring required documents, such as:
  - Recent utility bills (up to 12 months, if available)
  - Proof of categorical income eligibility (if applicable)

### ONE WEEK BEFORE THE EVENT

- Final agenda shared with Energy Saver NC
- Presentation needs confirmed (screen, projector, microphone, etc.)
- Estimated number of attendees shared with Energy Saver NC
- Technology tested (Wi-Fi, laptops/tablets, printers if applicable)
- Plan in place to assist residents who need help accessing utility bills

## DAY OF THE EVENT

### Set-Up

- Event space unlocked and ready before start time
- Wi-Fi login information available and shared
- Computers or tablets powered on and ready for use
- Tables and chairs set up for application assistance
- Signage visible and easy to find
- Optional: Refreshments set up and accessible to attendees

### During the Event

- Partner staff available to support application assistance
- Energy Saver NC staff introduced to attendees
- Residents reminded to gather documents before starting applications
- Support provided for residents completing applications online or on paper

## AFTER THE EVENT

- Share attendance numbers with Energy Saver NC
- Flag any follow-up needs or resident questions
- Share feedback on what worked well and opportunities for improvement
- Confirm next steps for residents who need to submit additional documents

### HELPFUL REMINDERS

- Application assistance events are most successful when residents arrive prepared. Clear communication ahead of time makes a big difference.
- Not all residents will complete an application on-site, providing clear next steps is still a win.
- Energy Saver NC is here to support you before, during, and after the event.

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Eligibility is based on income levels of less than 80% AMI to 150% AMI. Higher income households (>150% AMI) are NOT eligible. ©2026 The State of North Carolina. All rights reserved. This document's content is provided through support and funding from the Inflation Reduction Act Home Energy Rebates Program and the North Carolina Department of Environmental Quality. Updated 03/2026.

