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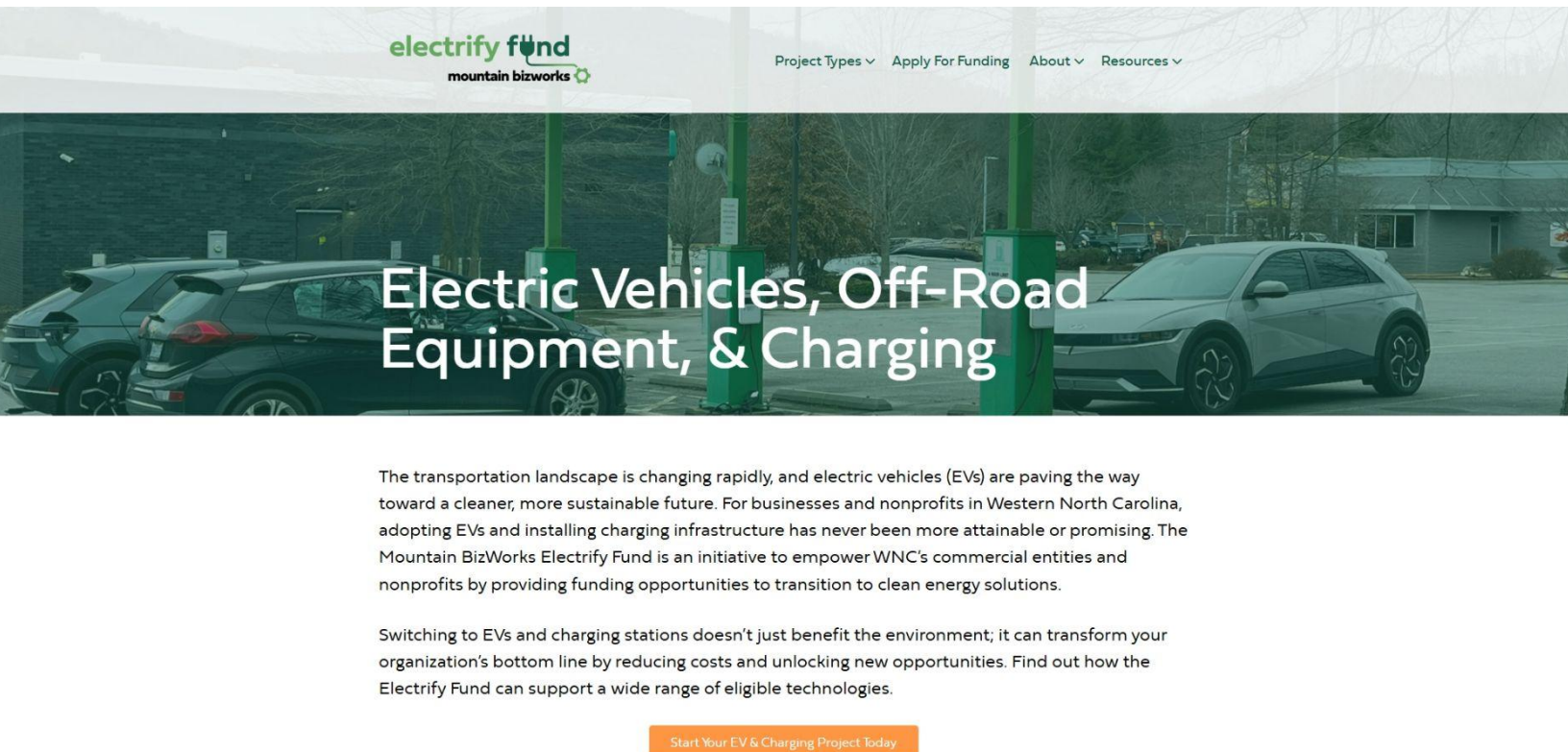
Electrify Fund

B2B Clean Energy Financing Brand Launch | Content & Brand Strategy · Campaign Execution · Copywriting

Powering Clean Energy Adoption in Rural North Carolina

The Electrify Fund is a regional initiative powered by Mountain BizWorks and partners, dedicated to local impact and energy independence. As content strategy lead, I was responsible for shaping the voice of the Electrify Fund, a regional initiative designed to accelerate clean energy adoption for small businesses and nonprofits across western North Carolina (WNC). My work ensured that complex financial solutions were translated into clear, attainable content for rural communities.

Our driving purpose was to transform WNC into a model of rural energy innovation, empowering every community to invest in a resilient, energy-independent future.



electrify fund
mountain bizworks

Project Types ▾ Apply For Funding About ▾ Resources ▾

Electric Vehicles, Off-Road Equipment, & Charging

The transportation landscape is changing rapidly, and electric vehicles (EVs) are paving the way toward a cleaner, more sustainable future. For businesses and nonprofits in Western North Carolina, adopting EVs and installing charging infrastructure has never been more attainable or promising. The Mountain BizWorks Electrify Fund is an initiative to empower WNC's commercial entities and nonprofits by providing funding opportunities to transition to clean energy solutions.

Switching to EVs and charging stations doesn't just benefit the environment; it can transform your organization's bottom line by reducing costs and unlocking new opportunities. Find out how the Electrify Fund can support a wide range of eligible technologies.

[Start Your EV & Charging Project Today](#)

Making Complex Capital Accessible & Nonpartisan

Rural WNC businesses and nonprofits faced significant barriers to essential clean energy upgrades. The problem wasn't a lack of motivation, but a lack of accessible information and capital—compounded by a polarized political environment.

The Barriers

- **Jargon Overload:** Complex, jargon-filled language of traditional finance and energy policy created a technical communication barrier.
- **Political Polarization:** The Fund, while passionate about environmental and social equity, operated in a politically diverse region. Using traditionally "green" language risked alienating target audiences regardless of their political identity, hindering the primary goal of adoption.

Our objective was clear: to develop a robust brand foundation and content strategy for the electrifyfund.org website and marketing channels that drives awareness, establishes trust through transparent messaging, and significantly increases qualified funding applications by making the path forward clear and the language nonpartisan.



The Electrify Fund stands out as a game-changer for organizations in Western North Carolina. The fund:

- Offers affordable solar loans with flexible terms
- Focuses on underinvested communities, ensuring broad access to clean energy opportunities
- Supports both small businesses and nonprofits
- Includes a simple application process with technical assistance available

Eligibility is straightforward, and the Electrify Fund offers rates designed to make clean energy projects financially viable from day one.

[Get Funding for Your Solar & Storage Project](#)



Localized, Economic-First Content Framework

The brand language and content framework deliberately sidestepped political language, focusing instead on immediate, measurable economic benefits and federally approved terms. This strategic choice was essential to ensure the Fund was recognized as an accessible, nonpartisan financial resource. Based on the core brand values of Accessibility, Trust, and Local Impact, I engineered a content strategy focused on economic outcomes rather than abstract environmental goals.

The website's content hierarchy was action-oriented and highly accessible, positioning the application portal as the central Call-to-Action with:

- **Nonpartisan Language & Financial Framing:** Every piece of content was explicitly framed around financial and operational outcomes, prioritizing approved, nonpartisan terminology like "Efficiency That Pays Off," "Energy Independence," and "Resilience." References to climate and environmentalism were minimized in favor of economic results.
- **Persona-Driven Paths:** Distinct, simplified content tracks for key audiences, ensuring messages emphasized simplicity and savings, mission alignment, and long-term financial stability.
- **Community Success Stories:** A series of local case studies that humanized the financing process. These narratives demonstrated that clean energy is attainable by showing real WNC businesses achieving significant utility cost reductions and greater operational resilience.
- **Trust-Building Collateral:** Pragmatic guides (e.g., Eligibility Checklists, "How It Works" guides) that stripped away technical complexity, providing simple, approachable explanations to establish the Fund as a trusted partner.
- **Partnership Communications:** Professional, data-informed reports and presentations specifically tailored for community lenders and partners, emphasizing measurable economic outcomes and the Fund's role as a regional catalyst for inclusive economic growth.

Establishing a Trusted Regional Authority

The localized, economic-first content strategy successfully transformed the Fund's messaging, ensuring it transcended ideological divides and led to a marked increase in applicant engagement, conversion quality, and regional partnership stability.
