

PICK NRG SOCIAL – CTG CAMPAIGN 2023



TOPIC: *Intro to Choose to Give campaign*

AUDIENCE: *Customers*

COPY: When you enroll in a Choose to Give plan with NRG, you can support local nonprofits just by paying your energy bill. And NRG will make a contribution to your chosen nonprofit on your behalf. This summer, we'll be sharing real-life stories of people whose lives have been impacted.

LINK: <https://www.picknrg.com/en/electricity-and-gas/choose-to-give>



TOPIC: *Nationwide Children's Hospital*

AUDIENCE: *Customers*

COPY: Thanks in part to your charitable contributions made by simply paying your Choose to Give plan, Max was able to receive a life-saving kidney transplant at Nationwide Children's Hospital [tag partner]. It's NRG customers like you that make miracles like Max's possible.

LINK: <https://www.picknrg.com/en/electricity-and-gas/choose-to-give>

PICK NRG SOCIAL – CTG CAMPAIGN 2023



Nemours Children's
Health gave her a
healthier chance for a
brighter future



UPMC creates healthier
futures for kids who
need help now



TOPIC: *Nemours Children's Health*

AUDIENCE: *Customers*

COPY: Through our Choose to Give program, we partner with our customers to change lives for the better. Thanks to the charitable contributions NRG made on Choose to Give customers' behalf to Nemours Children's Health [tag partner], Sha'Nia was able to receive the life-saving care she needed.

LINK: <https://www.picknrg.com/en/electricity-and-gas/choose-to-give>

TOPIC: *UPMC Children's Hospital Foundation*

AUDIENCE: *Customers*

COPY: When you enroll in a Choose to Give plan, NRG makes charitable contributions to your chosen nonprofit on your behalf. Just by paying your energy bill, you can make a difference to a Choose to Give partner like UPMC Children's Hospital Foundation [tag partner].

LINK: <https://www.picknrg.com/en/electricity-and-gas/choose-to-give>

PICK NRG SOCIAL – CTG CAMPAIGN

CTG Campaign Intro

2023



...

X



CHOOSE
TO GIVE

Since 2017, NRG’s Choose to Give program has empowered customers like you to support local nonprofits just by paying their energy bills.

Send message





...

X



CHOOSE
TO GIVE

This summer, we’ll be sharing real-life stories of children who were impacted and given a healthy chance.

LEARN HOW YOU CAN USE
YOUR POWER FOR GOOD

Send message



PICK NRG SOCIAL – CTG CAMPAIGN
Nationwide Children’s Hospital Stories
2023





CHOOSE
TO GIVE

Meet
Max



Send message







CHOOSE
TO GIVE

When Max was two, he came down with complex flu-like symptoms. After being admitted to Nationwide’s Children’s Hospital [tag partner], Max’s parents learned the unimaginable – Max was experiencing respiratory and kidney failure.

Send message







CHOOSE
TO GIVE

Thanks to Nationwide Children's Hospital [tag partner], Max was able to receive the life-saving kidney transplant he needed.

Send message







CHOOSE
TO GIVE

It’s NRG customers like you that make miracles like Max’s possible. When you enroll in a Choose to Give plan, you have the power to change lives for the better.

 MAKE AN IMPACT

Send message



PICK NRG SOCIAL – CTG CAMPAIGN
Nemours Children’s Hospital Stories
2023





CHOOSE
TO GIVE

Meet
Sha’Nia



Send message







CHOOSE
TO GIVE

She was born with a severe congenital heart defect and was rushed to Nemours Children’s Health [tag partner] for immediate open-heart surgery.

Send message







CHOOSE
TO GIVE

Thanks to the lifesaving care she received at Nemours Children's Health [tag partner], Sha'Nia got a healthier chance for a brighter future.

Send message







CHOOSE
TO GIVE

By enrolling in a Choose to Give plan with NRG, we use a portion of your monthly bill to make annual charitable contributions on your behalf to your chosen nonprofit. With your support, organizations like Nemours Children's Health can positively impact children's lives.

 LEARN HOW YOU CAN
MAKE A DIFFERENCE

Send message



PICK NRG SOCIAL – CTG CAMPAIGN

UPMC Children’s Hospital Stories

2023





CHOOSE
TO GIVE

NRG gives you the power
to do good just by paying
your energy bill.



Send message







CHOOSE
TO GIVE

Through our Choose to Give
program, charitable contributions
made on your behalf enabled
nonprofit organizations like the
UPMC Children’s Hospital
Foundation [tag partner] to change
more lives for the better.

BE A PART OF
SOMETHING BIGGER

Send message

