



**Cascade Natural Gas
Big HEART Energy Assistance Outreach**



Dan Tillis
Director – Customer Experience
April 2021

Automatic Grant

Outreach sent to customers after automatic grant/credit issued on account

- Automated Calls
- Email
- Letter (English and Spanish)

Automatic Grant

Outreach sent to customers after automatic grant/credit issued on account

Automated Call Sample

Automatic Grant under \$1,500

This is Cascade Natural Gas calling with important information regarding your utility account. In an effort to help our customers who are experiencing financial difficulty, Cascade Natural Gas has applied a credit to your account through our Big Heart Grant. The past due amount on your last statement has been reduced to zero. Receiving this credit does not disqualify you from receiving additional assistance.

Account information can be found at customer.cngc.com. If you have any questions about the Big Heart Grant or are in need of additional assistance, please visit cngc.com/assistance or call our Customer Service Department at 888-522-1130, our agents are available Monday through Friday, 7:30am to 6:30pm. Thank you for being a valued customer.

\$1,500 Automatic Grant

This is Cascade Natural Gas calling with important information regarding your utility account. In an effort to help our customers who are experiencing financial difficulty, Cascade Natural Gas has applied a credit to your account through our Big Heart Grant. Your past due balance has been reduced by \$1500.00. Receiving this credit does not disqualify you from receiving additional assistance.

Account information can be found at customer.cngc.com. If you have any questions about the Big Heart Grant or are in need of additional assistance, please visit www.cngc.com/assistance or call our Customer Service Department at 888-522-1130, our agents are available Monday through Friday, 7:30am to 6:30pm. Thank you for being a valued customer.

Automatic Grant

Outreach sent to customers after automatic grant/credit issued on account

Email Sample



CASCADE NATURAL GAS CORPORATION
A COMPANY OF THE PACIFIC POWER GROUP
In the Community to Serve

The COVID-19 pandemic continues to affect our employees and customers. For complete information on Cascade's continued response to the COVID-19 pandemic, [click here](#).

YOU HAVE RECEIVED A CREDIT TO YOUR ACCOUNT

Cascade's new Big Heart Grant has brought your past due balance to zero.

Cascade Natural Gas understands that many of our customers are still experiencing financial difficulties as a result of the COVID-19 pandemic. In an effort to help our customers, Cascade Natural Gas has applied a credit to your account through our Big Heart Grant that has brought your past due balance to zero. You were chosen to receive this credit based on your use of energy assistance within the past 24 months.

Receiving this credit to your account does not disqualify you from receiving additional assistance. If you have any questions about the Cascade Natural Gas Big Heart Grant or are in need of additional assistance, please feel free to contact our **Customer Service Department**. In addition, you can visit [our website](#) for information on local Community Action Agencies that can provide assistance.

We sincerely hope this is a help to you. Thank you for being a valued customer.

[CLICK HERE FOR INFORMATION ON ADDITIONAL FINANCIAL ASSISTANCE PROGRAMS](#)

Automatic Grant

Outreach sent to customers after automatic grant/credit issued on account

Letter Sample

Sent in English and Spanish



8113 W Grandridge Blvd
Kennewick, WA 99336-7166
888-522-1130 | www.cngc.com

Important Notice Regarding Your Account



Dear Customer-

Cascade Natural Gas understands that many of our customers are still experiencing financial difficulties as a result of the COVID-19 pandemic. In an effort to help our customers, **Cascade Natural Gas has applied a credit to your account through our Big Heart Grant that may have brought your current past due amount to zero.** You were chosen to receive this credit based on your use of energy assistance within the past 24 months.

Receiving this credit to your account does not disqualify you from receiving additional assistance. If you have any questions about the Cascade Natural Gas Big Heart Grant or are in need of additional assistance, please feel free to contact us at the Customer Service number below. In addition, you can visit www.cngc.com/assistance or scan the QR code below with your mobile device for information on local Community Action Agencies that can provide assistance.

We sincerely hope this is a help to you. Thank you for being a valued customer.

Cascade Natural Gas Corp.

Customer Service
888-522-1130
Monday-Friday | 7:30 a.m. – 6:30 p.m.



Financial Hardship Grant

Outreach targeted to all customers

- ❑ Company website – www.cngc.com – can be translated into Spanish, Chinese, Indonesian, Japanese, Korean, Vietnamese, Russian, and Ukrainian



<https://www.cngc.com/customer-service/low-income-assistance-programs/>

- ❑ Company Press Release issued on 4/5/21

Financial Hardship Grant

Outreach targeted to all customers

- Social Media
 - Facebook
 - Twitter
 - Instagram



- Google Ads
- Radio – pending additional review

Financial Hardship Grant

Outreach targeted to customers with a past due balance

- Automated Calls
- Bill Onserts
- Email
- Letters (English and Spanish)
- Manual Outbound Calls by CNG Credit Team
- Door Tags (English and Spanish)

Financial Hardship Grant

Outreach targeted to customers with a past due balance

❑ Automated Calls

This is Cascade Natural Gas calling with important information regarding your natural gas account. Customers who are experiencing financial difficulties may qualify for assistance through our newly created Big Heart Grant that could bring their past due balance to zero.

We hope you will consider contacting us to find out if you qualify to receive this no string attached assistance that is currently available. Call our Customer Service Department at 888-522-1130, our agents are available Monday through Friday, 7:30am to 6:30pm. Thank you for being a valued customer.

❑ Bill Inserts

Your past due balance could be ZERO!



In an effort to help our customers, **Cascade Natural Gas has established and made available assistance funds through our newly created Big Heart Grant.** As a customer with a current past due balance, you may qualify for assistance through the Big Heart Grant that could bring your past due balance to zero.

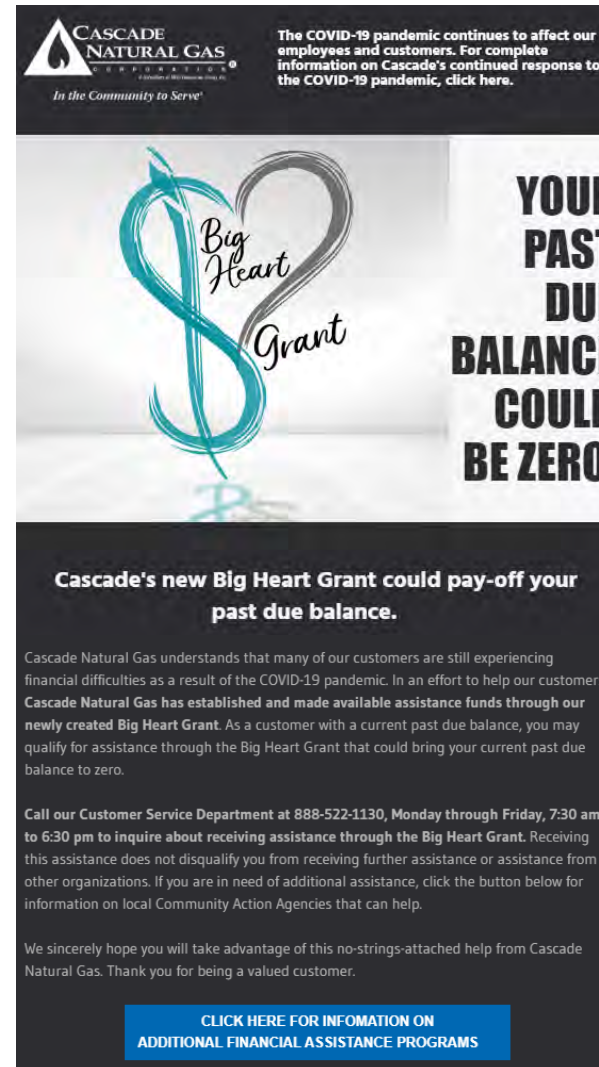
Call us at 888-522-1130, or scan the QR code to the right to learn more. *We're here to help!*



Financial Hardship Grant

Outreach targeted to customers with past due balances

Email Sample



The image shows an email sample for Cascade Natural Gas. At the top left is the Cascade Natural Gas logo with the tagline "In the Community to Serve". To the right of the logo is a short paragraph about the COVID-19 pandemic. The main body of the email features a large graphic of a dollar sign with a heart shape inside it, and the words "Big Heart Grant" written across it. To the right of this graphic is the headline "YOUR PAST DUE BALANCE COULD BE ZERO." Below this is a sub-headline "Cascade's new Big Heart Grant could pay-off your past due balance." followed by a paragraph explaining the grant. Another paragraph provides contact information for the Customer Service Department. A final paragraph expresses appreciation for the customer. At the bottom is a blue button with white text that says "CLICK HERE FOR INFORMATION ON ADDITIONAL FINANCIAL ASSISTANCE PROGRAMS".

CASCADE NATURAL GAS
CORPORATION
In the Community to Serve®

The COVID-19 pandemic continues to affect our employees and customers. For complete information on Cascade's continued response to the COVID-19 pandemic, [click here](#).

YOUR PAST DUE BALANCE COULD BE ZERO.

Cascade's new Big Heart Grant could pay-off your past due balance.

Cascade Natural Gas understands that many of our customers are still experiencing financial difficulties as a result of the COVID-19 pandemic. In an effort to help our customers, Cascade Natural Gas has established and made available assistance funds through our newly created Big Heart Grant. As a customer with a current past due balance, you may qualify for assistance through the Big Heart Grant that could bring your current past due balance to zero.

Call our Customer Service Department at 888-522-1130, Monday through Friday, 7:30 am to 6:30 pm to inquire about receiving assistance through the Big Heart Grant. Receiving this assistance does not disqualify you from receiving further assistance or assistance from other organizations. If you are in need of additional assistance, click the button below for information on local Community Action Agencies that can help.

We sincerely hope you will take advantage of this no-strings-attached help from Cascade Natural Gas. Thank you for being a valued customer.

[CLICK HERE FOR INFORMATION ON ADDITIONAL FINANCIAL ASSISTANCE PROGRAMS](#)

Financial Hardship Grant

Outreach targeted to customers with past due balances

Letter Sample

Sent in English and Spanish



8113 W Grandridge Blvd
Kennewick, WA 99336-7166
888-522-1130 | www.cngc.com

Important Information Regarding Your Account



Dear Customer-

Cascade Natural Gas understands that many of our customers are still experiencing financial difficulties as a result of the COVID-19 pandemic. In an effort to help our customers, Cascade Natural Gas has established and made available assistance funds through our newly created Big Heart Grant. As a customer with a current past due balance, you may qualify for assistance through the Big Heart Grant that could bring your past due balance to zero.

Call our Customer Service Department at the number below to inquire about receiving assistance through the Big Heart Grant. Receiving this assistance does not disqualify you from receiving further assistance or assistance from other organizations. If you are in need of additional assistance, visit www.cngc.com/assistance or scan the QR code below with your mobile device for information on local Community Action Agencies that can help.

We sincerely hope you will take advantage of this no-strings-attached help from Cascade Natural Gas. Thank you for being a valued customer.

Cascade Natural Gas Corp.

Customer Service
888-522-1130
Monday-Friday | 7:30 a.m. – 6:30 p.m.



Financial Hardship Grant

Outreach targeted to customers with past due balances

Door Tag Sample

Provided in English and Spanish

Important Information Regarding Your Cascade Natural Gas Account

Cascade Natural Gas understands that many of our Oregon customers are still experiencing financial difficulties as a result of the COVID-19 pandemic. In an effort to help our customers, **Cascade Natural Gas has established and made available assistance funds through our newly created Big Heart Grant.**



As a customer with a current past due balance, you may qualify for assistance through the Big Heart Grant that could bring your past due balance to zero.

Call our Customer Service Department at the number below to inquire about receiving

assistance through the Big Heart Grant. Receiving this assistance does not disqualify you from receiving further assistance or assistance from other organizations. If you are in need of additional assistance, visit www.cngc.com/assistance for information on local Community Action Agencies that can help.

We sincerely hope you will take advantage of this no-strings-attached help from Cascade Natural Gas. Thank you for being a valued customer.



In the Community to Serve®

www.cngc.com



Customer Service

888-522-1130

Monday-Friday

7:30 a.m. – 6:30 p.m.

Financial Hardship Grant

Outreach through Community-Based Organizations

Community-Based Organizations

OR CAAs	Location	Organization
Neighbort Impact	Bend	Family Access Network
		Thrive Central Oregon
		Latino Community Association
		Neighbor Impact Food Banks
		The Giving Plate
Klamath Lake Community Action Services	Klamath Falls	United Way of Klamath Basin
		Klamath Falls Union Gospel Mission