



STRATEGIC PLAN 2025-2026

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BRIEF HISTORY OF ENERGY RIGHT

Energy Right was co-founded in the summer of 2022 by Blake Cox and Skyler Zunk, two alumni of conservative Virginia political campaigns, government service, and Virginia’s chapter of Conservatives for Clean Energy. Energy Right filled a void in rural Virginia and added a much needed voice to conversations surrounding distributed and utility scale solar energy development. Solar energy was, and in many areas continues to be, the most controversial topic and land use that local governments may consider in a given year. Energy Right continues to bring a new and effective perspective and strategy to the renewable energy conversation.



Energy Right deploys each member of its staff to the field with the tools needed to change hearts and minds—face to face. Energy Right’s in-person presence in over 70 different counties has earned it the legitimacy, trust, and respect of Virginians—even those who do not yet agree with us. Our dedication to the field, reliance on our tried and true message, and continuous creativity has helped the adoption of clean energy by removing barriers only a trusted third party organization can eliminate.

This strategic plan will be the outline from which the Energy Right team operates and measures success. In achieving these goals, Energy Right will be able to continue our success in the Commonwealth of Virginia and begin to replicate this success in new states, regions, and markets.



MESSAGE FROM SKYLER ZUNK, CEO

“The Energy Right team is poised for growth built upon our strong foundation in Virginia. Our team is more seasoned, nimble, and effective than ever before, but our experience has shown us that there is so much more we can accomplish when we prepare, organize, and execute. Energy is the most important element of our lives that we rarely give a second thought—it is incumbent upon us and our partners that we get our Energy future Right.”

MISSION & VISION STATEMENTS

MISSION STATEMENT

Energy Right is a trusted conservative voice and resource for informed decision-making on responsible clean energy development that drives local economic growth and prosperity.



VISION STATEMENT

The way we power our lives is changing. In this new energy environment, Energy Right strives to be the preeminent conservative voice in American energy development empowering communities with fact-based knowledge to confidently navigate clean energy decisions. In doing this, we strive to create opportunities for local economic growth and prosperity.

We envision a future where American energy—both traditional and renewable—drives our global leadership and dominance.

By embracing an "all-of-the-above" energy strategy, we will harness our abundant resources to ensure energy independence, bolster national security, and position the United States as a formidable force in the global energy landscape. Together, we can create a sustainable and prosperous future that reflects our commitment to innovation and economic growth.



**ENERGY RIGHT PURSUES AN
ENERGY FIRST AGENDA,
WHERE NATIONAL, STATE, AND
LOCAL ENERGY DOMINANCE
SERVES AS THE FOUNDATION
FOR PROSPERITY.**

CORE VALUES



SERVICE

Energy Right values service to others in our commitment to elevate communities. We serve by providing ready access to reliable, fact-based resources that will strengthen communities as they navigate the ever changing clean energy landscape.



COLLABORATION

Collaboration is at the heart of Energy Right's approach, bringing together stakeholders to find local solutions to renewable energy challenges. By fostering partnerships between local leaders, industry experts, and community members, we help to advance responsible clean energy projects that support local priorities.



RURAL PROSPERITY

Energy Right is driven by the understanding that to remain a successful nation, all corners of the country must prosper. In supporting responsible renewable energy development and policy, we seek to boost rural economies, create jobs, and enhance energy independence, ensuring that the benefits of renewable energy directly contribute to the long-term vitality and success of host communities..



PROPERTY RIGHTS

Property rights are a core value at Energy Right, as we believe they are essential for fostering responsible energy development in a capitalist society. By advocating for clear and protected property rights, we empower landowners to engage in clean energy projects on their terms, ensuring that they benefit from their resources while aligning with conservative principles of individual freedom and market-based solutions.

OUR SUCCESS EQUATION

In practice, Energy Right is both a communications organization and an organization dedicated to in-the-field engagement. Our success is driven by striking a delicate balance between strategic communications and dedicated time in the communities we commit to serve. The combination of effective messaging distributed through numerous mediums and in-person contact and conversations with numerous stakeholders, has allowed Energy Right to become a leading conservative voice in the communities we engage.

STRATEGIC COMMUNICATIONS

Strategic communications of salient messages is the cornerstone of our work to promote responsible clean energy. We focus on crafting and disseminating fact-based, tailored messages that resonate with conservative values and rural priorities.

Our approach involves developing accessible resources and leveraging various platforms educate stakeholders about the economic benefits, value of energy dominance, and technological innovations in clean energy.

Our communication strategy serves multiple purposes: educating the public, informing stakeholders about emerging renewable energy developments, building transparency, and creating pathways for meaningful dialogue. By strategically crafting messages that are informative, accurate, and engaging we create more support for our mission and help to de-politicize energy development.

FIELD ENGAGEMENT

Field engagement is the indispensable, hands-on component of Energy Right's strategy, bringing our message directly to communities. We create platforms for open dialogue, fostering meaningful engagement between local stakeholders, industry experts, and policymakers.

Our team maintains a goal to be in **every room** where clean energy is being discussed. This requires travel to communities, participation in conversations about renewable energy and creating our own spaces for constructive dialogue.

This approach allows us to more comprehensively understand the concerns, values, and priorities of each community discussing energy development. Furthermore, dedicated field engagement helps us to equip local leaders to craft energy solutions that reflect their values and needs while building trust and support for sustainable, community-backed initiatives.

MISSION IN ACTION



ELEVATE

As the conversation surrounding clean energy projects is often clouded by false information, our goal is to elevate the dialogue above these misconceptions by providing fact based resources and connecting community leaders with experts. Elevating this conversation allows for a more nuanced understanding of how renewable energy can benefit our communities while also adhering to local values and priorities.



ENGAGE

Energy Right's initiative to engage recognizes the critical importance of active community involvement. Our goal is to foster meaningful engagement between local stakeholders, industry experts, and policymakers. We create platforms for open dialogue, facilitating workshops and educational events, while also emphasizing conservative values like local decision-making and economic opportunity, demonstrating how renewable energy projects can align with community priorities.



EDUCATE

Energy Right seeks to address the knowledge gap surrounding renewable energy by providing fact-based information that help to address the concerns of localities exploring renewable energy. Our efforts focus on practical aspects like economic benefits, energy cost reduction, and potential for and value of American made energy. This approach helps shift perceptions and equip community members and leaders with the knowledge to make informed decisions about renewable energy projects.

All of Energy Right's work and programming falls into one or more of the categories above. As we move into 2025 and beyond, we will strive to meet the following goals as we seek to achieve a future where America is the world's leader in energy generation.

In achieving these goals, Energy Right will be taking strides that will help elevate conservative principles and facts, engage rural communities throughout America, and educate local leaders on best practices and policies.

GOAL 1

PURSUE MODERNIZATION AND PROFESSIONALIZATION

01

WEBSITE MODERNIZATION

In order to increase our website traffic, Energy Right will make changes to modernize our current website. We aim to increase website traffic by 50% in 2025 and 100% by 2026 from 2024 benchmark.

02

IMPROVED SOCIAL MEDIA MARKETING STRATEGY

The way in which we receive information is constantly changing. Energy Right will work with new technology to create a new social media strategy during 2025, to be implemented during that year and beyond. This strategy will updated annually.

03

UTILIZE NEW TOOLS FOR DATA COLLECTION AND ANALYSIS

Energy Right will begin to implement new tools to collect and analyze data from fundraising to engagement. This will help streamline continued development and organizational growth.

04

UTILIZE NEW MEDIUMS FOR INFORMATION DISSEMINATION

Energy Right will invest in new methods and tools in order to communicate with new audiences. New tools will be utilized to support both digital and in person communication efforts.

GOAL 2

INVEST IN ENGAGEMENT GROWTH

01

IDENTIFY NEW PARTNERSHIPS

Local, regional, and statewide partners are essential to Energy Right's success. Energy Right will continue to identify new partners that will help us engage at all levels.

02

GROW EXISTING PARTNERSHIPS

Collaboration is essential to our success. We will strive to invest in and grow our existing partnerships. We will do this by continuing to commit to regular stakeholder reports, as well as developing bi-annual and annual reporting mechanisms for stakeholders.

03

LAUNCH NEW STATE PROGRAMS

Energy Right will replicate our programmatic success in Louisiana, launching in 2025.

We will establish an operational and dedicated Louisiana engagement staff during 2025, with plans to continue to grow this program and establish other new programs in identified regions.

04

IDENTIFY AND INVEST IN NEW ENGAGEMENT STAFF

Energy Right is only as strong as its people.

As such, in 2025 and 2026, Energy Right will hire new engagement team members for all state programs. We will also continue to identify new markets and regions where Energy Right's work can have a positive impact.

GOAL 3

EXPAND EDUCATIONAL RESOURCES

01

LAUNCH “ENERGY INSIGHTS”

During 2025, Energy Right will launch our “Energy Insights” program. This will include developing case studies and stories of success and impact from our work in the field. Our team will create and distribute quarterly stories across multiple mediums.

This program will allow us to increase transparency and inform more stakeholders of our work.

02

LAUNCH BATTERY ENERGY STORAGE SYSTEMS PROGRAM

Energy Right has worked to compile resources and soft launch our BESS educational initiative online during 2024. In 2025 and 2026, our team will begin dedicating field time to advancing responsible policy and decision making regarding BESS systems in all regions where ER is active.

03

PUBLISH AND DISTRIBUTE NEW RESOURCES FOR COMMUNITIES, LOCAL LEADERS, AND OTHER STAKEHOLDERS.

Energy Right’s current website has a robust collection of resources that can be used by local leaders and community members as they seek to understand solar and BESS development in their communities. Our team will continue to collect and develop these resources as well as create, publish, and distribute ER ordinance considerations for local governments. These documents will increase the transmission of our work to local policy.

GOAL 4

DIVERSIFY AND GROW FUNDING SUPPORT

01

INCREASE FUNDING FROM PHILANTHROPIC SOURCES

In 2025 and 2026, Energy Right aims to increase its total funding by securing at least two new partners from the philanthropic sector each year to support our work in all active regions. We will strive to increase our total philanthropic funding by 20% annually.

02

CULTIVATE NEW CORPORATE PARTNERSHIPS

Energy Right will pursue new corporate partnerships in 2025, focusing on organizations with aligned missions. Through these partnerships, we aim to diversify our funding sources, ultimately advancing our organizational mission more effectively and sustainably.

03

EXPAND AND REINFORCE DONOR ENGAGEMENT

Energy Right will invest in new tools to manage and facilitate donor engagement. This will include providing opportunities for stakeholders to evaluate ER programs, and new opportunities for stakeholders to engage with the ER team in the field.

04

GROW FUNDING SUPPORT FOR NEW STATE PROGRAMS

For each new state program, Energy Right will secure \$150,000 to launch our programs. Energy Right seeks to secure this funding for at least two new programs in 2025 and 2026. Once secured, we will aim to increase this funding annually.

MEET THE TEAM



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