

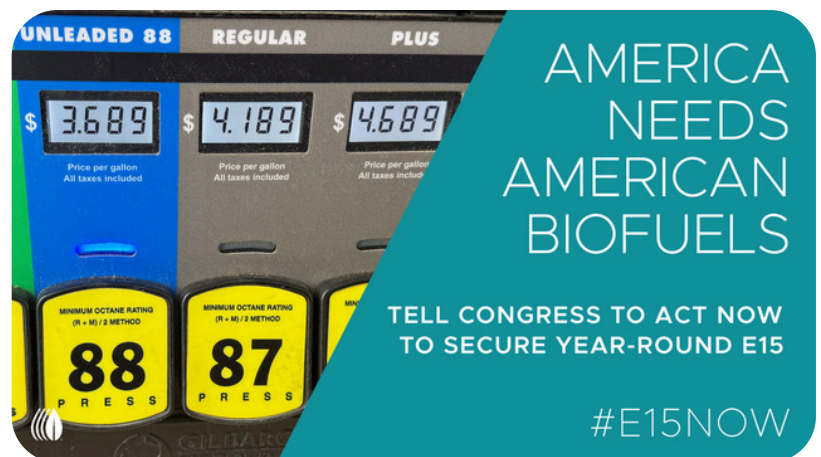
E15 Advocacy Engagement Toolkit

ACT NOW: We need your voice to get E15 year-round

This toolkit is intended to serve as a member resource — whether you're looking for tactics or language to use during plant tours, local town halls, stakeholder meetings, or media engagements — this document contains everything you need to effectively advocate for permanent, year-round access to E15 in all states. It includes talking points, sample social media content, and background information, to help ensure a consistent and compelling message across all outreach efforts.

Key Messaging

- **Congress has a clear choice:** Support policies that promote lower fuel costs and energy independence, or risk hindering economic growth in rural communities.
- **Why year-round E15:** Americans [ALT: state specific] want affordable, homegrown fuel – and year-round E15 delivers. It puts more homegrown energy into the marketplace, reduces prices at the pump, and opens critical new markets for U.S. farmers and biofuel producers.
- **The problem:** Congress has failed to remove an outdated federal regulation that blocks access to E15 every summer.
- **The solution:** Congress needs to pass a permanent legislative fix to guarantee year-round E15 access in all 50 states.
- **We need lawmakers to right this wrong and secure permanent access to E15 to deliver cost savings at the pump and strengthen the rural economy.**



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Use your voice on social media to raise awareness and push for action

Below are sample social posts and links to graphics for you to use. Pair these posts with the advocacy link (GrowthEnergy.org/E15Now) to help drive engagement.

- #E15 could save Americans up to 30 cents per gallon. Now it's up to Congress to make this solution permanent. Americans deserve year-round access to lower-cost E15. GrowthEnergy.org/E15Now
- Needless regulations are standing between U.S. consumers and lower-cost E15. It's time to remove these barriers for good, give American drivers the opportunity to drive growth across the Heartland, and unlock access to #E15 year-round. GrowthEnergy.org/E15Now
- Made with American biofuels, #E15 shields drivers from higher prices at the pump. Call on lawmakers to make it accessible year-round. GrowthEnergy.org/E15Now
- Year-round #E15 will create jobs, raise paychecks, and create opportunities in rural areas that have too often been left behind. The time to act is now. GrowthEnergy.org/E15Now
- Tell Congress: now is the time to fight for year-round E15. #E15 means lower fuel costs, stronger rural economies, and more American-made energy. Urge your lawmakers to act: GrowthEnergy.org/E15Now



E15 Prices

- Take a selfie filling up with E15 or snap a photo of the low E15 prices at a local retail location, then share the image on social media. Be sure to tag @GrowthEnergy so we can amplify your post and include the image in future advocacy content (see '[Lower Fuels Costs with E15](#)' handout). Sample posts:
 - I saved [\$XXX] by filling up with #E15 in [CITY, STATE]. @[LAWMAKER], **support year-round E15** to protect access to these savings for families all year long.
 - #E15 saved me [\$XX]/gallon in [CITY, STATE]. **Thank you @[LAWMAKER] for championing year-round E15** to ensure your constituents have permanent access.

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In-Person Opportunities

If you attend or host a plant tour, participate in a community meeting, or town hall, be ready to ask questions that bring E15 to the forefront of the conversation.

Sample Questions for Lawmakers

- *Can we count on you to support a permanent legislative fix for year-round E15?*
- *When will Congress stand with rural communities and American drivers by removing outdated barriers to affordable, homegrown fuel?*

Be ready to share a quick local impact point, such as:

- How many jobs your plant supports
- How much your community can save with E15
- How access to E15 impacts your business

AT THE PLANT

Host a Plant Tour for Elected Officials

If your facility is hosting a plant tour for elected officials or stakeholders, this is your opportunity to show the real-world impact of E15:

- Share what year-round E15 means for your employees, your operations, and the surrounding community.
- Showcase your production process and emphasize the role your plant plays in energy independence.
- Share the visit on social media, tagging the lawmaker and thanking them for their support.



It was great to have @RepFinstad and @RepPeteStauber visit @POETbiofuels plant in Preston, Minn. Thank you to both members for your time and discussion of biofuels' role in expanding access to domestic and lower-cost fuel and supporting American agriculture!



[Download E15 FAQ](#)

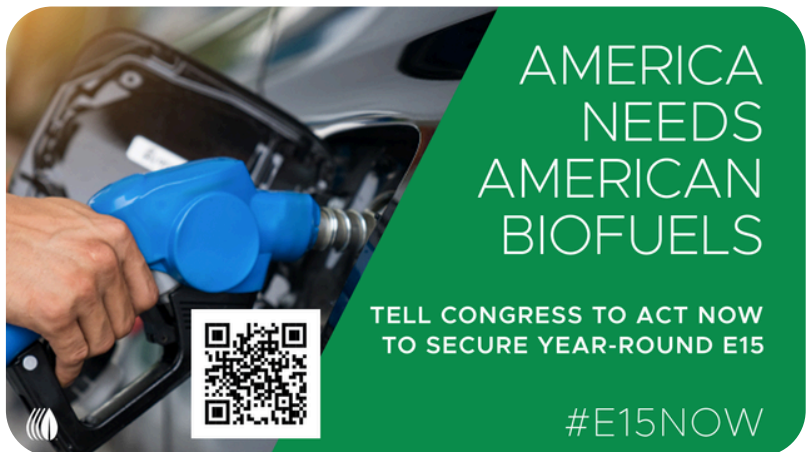
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AT THE PLANT

Turn Grain Drop-Offs into Advocacy Moments

Display a poster with a QR code and offer take-home collateral so farmers dropping off corn can easily send a letter to lawmakers.

[Access Print-Ready Files](#)



Want to do more with media?

Media engagement helps amplify your voice beyond in-person or social interactions. Growth Energy can support you in shaping your message and expanding your reach. We can help coordinate:

- Interviews with local or national reporters
- Op-eds or letters to the editor in your local news outlet
- Press releases highlighting visits, milestones, or community impact

If you're interested in engaging with the media, reach out to the Growth Energy communications team ([Jake Barron](#) or [Majda Olson](#)) and we'll walk through opportunities to raise your profile and drive support.

Not on social media? You can still help! Email your picture of the low E15 price to [Holly Cullen](#) so that Growth Energy can use it to make the case for year-round E15. Don't forget to tell us your location!