



# ENERGY STAR® Day 2020



## Energy Savings for Everyone

There is no better time than 2020 to honor ENERGY STAR partners making a difference in the lives of your customers. This ENERGY STAR Day, we are proud to recognize those achievements by celebrating partner efforts to support your communities through energy-savings; helping Americans Save Today, Save Tomorrow, and Save For Good.

SAVE TODAY.  
SAVE TOMORROW.  
SAVE FOR GOOD.



Look for the ENERGY STAR® Label and Start Your Savings!

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## Share Your Story with EPA

We would be thrilled to include your stories in this year's campaign. Please consider telling us about your efforts to support struggling communities by helping them save energy with ENERGY STAR, either through ongoing efforts or those inspired by the times. We will be showcasing partner stories on our campaign landing page with links to your efforts or programs, along with advice on other ways that consumers can save energy, save money, and help protect the climate.

Example initiatives include:

- Income-qualified programs
- Energy-efficiency kit distribution
- Product giveaways, e.g., smart thermostats to households or computers to students
- Partnerships with local community action programs
- Other initiatives that help get energy-saving products in the hands of those who need them most

### Story Guidance

**Due: September 4**

Stories to feature on our ENERGY STAR Day landing page should be no more than 200 words describing the programs and/or initiatives your organization offers for low-income customers. Please also include photos, if you have them, and a high-res file of your organization's logo.

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## EPA Recognition and Outreach Support

We will feature your organization's efforts on the ENERGY STAR Day **web landing page** and drive traffic to the page through digital advertising. Along with providing this recognition, our web page will connect consumers to active opportunities and any special pricing on ENERGY STAR certified products that partners make us aware of.

We are also developing a **hero video** that partners can leverage to promote your relevant activities this ENERGY STAR Day. We are hoping it can include actual clips of people benefitting from your efforts. If you have any photos/footage of past projects along these lines, we would appreciate your contributions. Please let us know by August 3.

To support your participation, we will provide a **partner toolkit** including ENERGY STAR Day-themed sample social and recognition web banners that can be leveraged through your owned channels.

ENERGY STAR partners will be encouraged to share the video on social media, as well as post the web banner on your websites to re-enforce your organization's commitment to making energy efficiency broadly accessible.



*Sample Web Banner*

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## Making a Difference Together

We are excited to have you join us for this year's ENERGY STAR Day activities.

If you have a story to tell about initiatives you are undertaking to help your audiences and want to join us promoting energy savings for everyone, please let us know as soon as you can so we can include it as part of our campaign.

If you are a utility partner, contact your account manager at [eeaccountmanager@energystar.gov](mailto:eeaccountmanager@energystar.gov). If you are a manufacturer or retail partner, contact us at [changetheworld@energystar.gov](mailto:changetheworld@energystar.gov).

As always, we appreciate your partnership and the energy-saving services that you offer your customers every day. We look forward to working with you to help Americans save today, save tomorrow, and save for good with ENERGY STAR.

ENERGY STAR Communications Team

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