

2016 RULE YOUR ATTIC!

CAMPAIGN TIMELINE AND PARTICIPATION GUIDE

The simple
choice for
energy
efficiency.



Partners and other stakeholders can easily participate in the Rule Your Attic! (RYA) campaign by using messaging and additional resources through social media accounts, websites, and collateral materials. In addition, partners and other stakeholders can encourage retailers, contractors, and manufacturers to leverage the Rule Your Attic! campaign at the point of sale, in e-newsletters, and other consumer-facing materials to increase customer interest in home sealing and insulation projects and products.

Team up with EPA's ENERGY STAR program to show homeowners how the campaign's recommended actions can help them save on their energy bills.

TIPS FOR PARTICIPATING

- Use the hashtag #RuleYourAttic in all social media posts and tag [@ENERGYSTAR on Twitter](#) and [@ENERGY STAR on Facebook](#).
- Incorporate the RYA messaging and campaign identifier into your social media posts, website, and collateral materials such as mail inserts and door hangers.
- Encourage consumers to visit energystar.gov/ruleyourattic.
- Visit the Campaign Resources webpage for videos, graphics, and other free downloads and templates.

ONGOING CAMPAIGN ACTIVITIES

Post and Share

Visit the [campaign resources page](#) and share materials on your social media channels and website to educate homeowners on the benefits of sealing and insulating their attics (e.g., the Summer/Winter graphic, facts about savings, statistics about under-insulated attics, etc.).

Send an E-Newsletter

Connect with your customer base through e-newsletters—[sample text](#) is available for download—to promote the campaign and your expertise. BONUS: Embed a video and mention it in the subject line; by simply including the word "video" in an email subject line, you can boost open rates by 19% and click-through rates by 65%.

Issue a Press Release

Distribute a press release to local/regional media announcing your participation in the campaign and encouraging area residents to participate online and/or through your products or services. Please see the "[Press Release Template](#)" for a customizable release and the "[Media Pitch Template](#)."

Rebates and Promotions

If your company/organization/program is offering any relevant rebates or special offers, you may incorporate the RYA messaging and campaign identifier and consider including a photo submission contest. Please note that EPA is not administering rebates or special offers as a part of this campaign.

In-Store Events and Giveaways

Provide homeowners with giveaway items, such as rulers, to encourage them to go into their attics and measure their insulation level at in-store events. Work with local retail partners to identify opportunities to talk with homeowners at the point of sale.

Cold Weather Events (Cold Snaps and Snow Storms)

Take advantage of a sudden change to colder weather and encourage homeowners to learn more about the benefits of sealing and insulating their attics through ENERGY STAR's [how-to videos](#) and [shareable graphics](#).

CAMPAIGN PRE-LAUNCH

Twitter Party (09/28/2016 at 12:00 PM ET)

Share ENERGY STAR's invitation graphic and promote the party through your channels starting on 9/26/2016. Use the hashtag #ENERGYSTARChat from 12:00 – 1:00 PM ET to join the party! Join to learn how you and partners can participate in the campaign in real time!

MEASURE (OCTOBER 3 TO OCTOBER 19)

Campaign Launch (10/03/2016)

Share ENERGY STAR's Twitter and Facebook campaign posts on your social media accounts and promote your participation in the campaign.

Check Your Levels Week (10/10/2016)

Post the How to Measure Your Insulation ([FB version](#)/[YouTube version](#)) video and the [Does Your Insulation Measure Up](#) graphic on your social media channels and website. Additionally, post any photos of the good, the bad, and the ugly attics you've encountered to demonstrate the difference between poorly and properly insulated attics.

Seal the Gaps Week (10/17/2016)

Post the Seal Attic Can Lights ([FB version](#)/[YouTube version](#)) video and [Common Attic Air Leaks graphic](#) on your social media channels and website.

GET SOLUTIONS (OCTOBER 20 TO NOVEMBER 3)

DIY Week (10/24/2016)

Promote the other three "[How to ...](#)" [Rule Your Attic! videos](#) on your social media channels and website. Encourage homeowners to ask EPA's ENERGY STAR sealing and insulation experts for personalized advice through their social media accounts and submit photos of their attic insulation.

Halloween (10/31/2016)

Share ENERGY STAR's [Halloween graphic](#).

Ask the Experts Week (10/31/16)

Remind homeowners that EPA experts are available on social media to answer any sealing and insulating questions they have or to provide personalized advice.

FIX AND SAVE (NOVEMBER 5 TO NOVEMBER 18)

Take Action Week (11/7/16)

Ask homeowners to share on social media what next steps they are planning on taking to insulate their attics. Share examples of completed projects and success stories on social media.

Learn More (11/7/16 to 11/18/16)

Direct homeowners to visit energystar.gov/ruleyourattic to learn more about air sealing and insulation projects and how to hire a contractor.

Photo Share Week (11/14/16)

Encourage homeowners to post photos of themselves measuring insulation levels and/or their attics through social media and other communications channels.

Thanksgiving (11/16/16)

Share ENERGY STAR's [Thanksgiving graphic](#).

CAMPAIGN HIATUS (NOVEMBER 19 TO JANUARY 2)

Due to the busy holiday season, the campaign will halt until January 2. Online search data shows interest in home sealing and insulation declines from mid-November to the end of December, and resumes in early January.

CAMPAIGN RELOAD (JANUARY 2 TO JANUARY 27)

Rule your Attic Week (1/2/17)

Encourage homeowners to climb into their attic and measure their insulation level (how many inches deep is it?). Post the How to Measure Your Insulation ([FB version/YouTube version](#)) video and the [Does Your Insulation Measure Up](#) graphic on your social media channels and website.

Ask the Experts Week (1/9/17)

Remind homeowners that EPA experts are available on social media to answer any sealing and insulating questions they have or to provide personalized advice.

Send an E-Newsletter (1/9/17)

Connect with your customer base through e-newsletters—[sample text](#) is available for download—to promote the campaign and your expertise.

Winter Attic Graphic (1/11/17)

Share ENERGY STAR's [Winter Attic graphic](#).

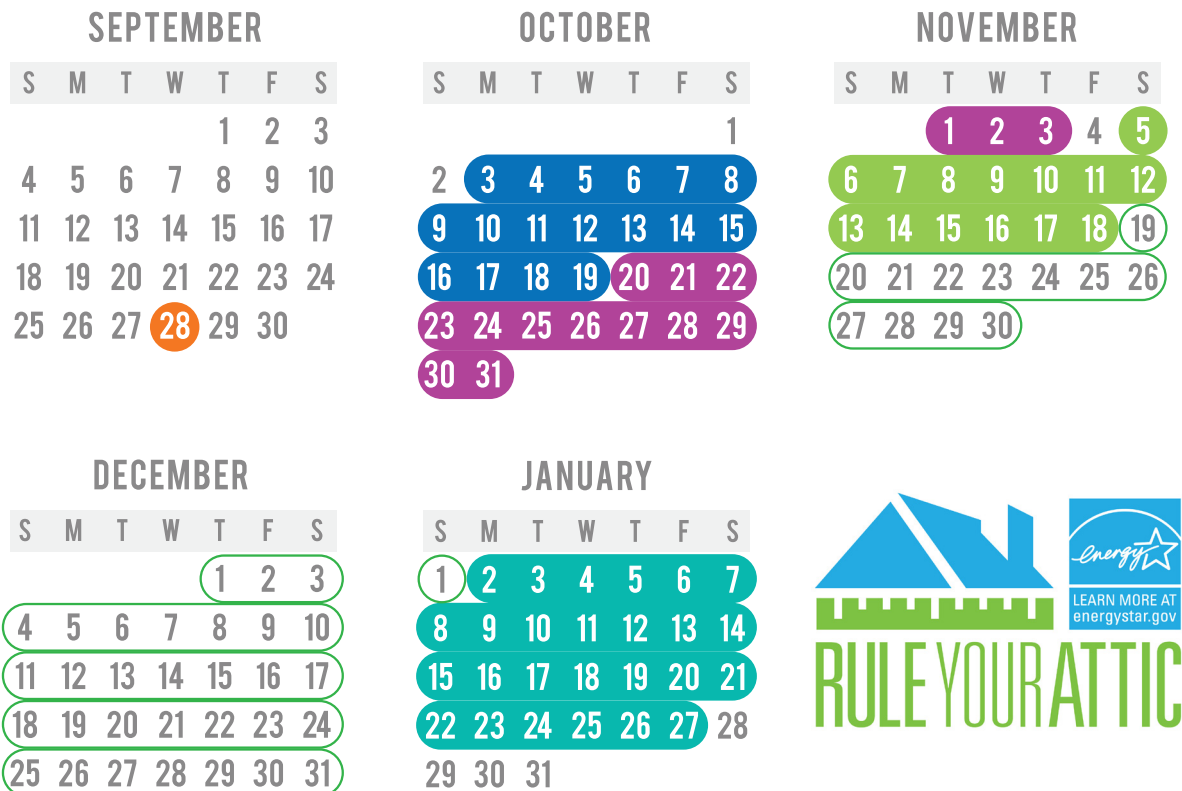
Take Action Week (1/16/17)

Ask homeowners to share what next steps they are planning on taking to insulate their attic.

Learn More (1/23/17)

Direct homeowners to visit energystar.gov/ruleyourattic to learn more about air sealing and insulation projects and how to hire a contractor.

Partners can download these materials for free at [here](#) or email insulation@energystar.gov for assistance.



ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, **EPA's ENERGY STAR** program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at energystar.gov.