

# RULE YOUR ATTIC!

## SEAL AND INSULATE WITH ENERGY STAR®

### 2017 Promotion

The simple  
choice for  
energy  
efficiency.



## TIMELINE AND PARTICIPATION GUIDE

Is your organization planning to promote home air sealing and insulation this Fall? You can benefit from the Rule Your Attic! (RYA) promotional platform by using messaging and additional resources through social media accounts, websites, and collateral materials. Also, encourage groups like local retailers, contractors, and manufacturers to use Rule Your Attic! resources 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.

This promotion allows you to team up with EPA's ENERGY STAR program to show homeowners how the recommended actions can help them save on their energy bills.

The 2017 Fall Promotion Runs from Oct 23<sup>rd</sup> through Nov 17<sup>th</sup> but materials can be used all year long.

### 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](http://energystar.gov/ruleyourattic).
- Visit the Campaign Resources webpage for videos, graphics, and other free downloads and templates.

## ONGOING ACTIVITIES

### Post and Share

Visit the [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.).

For example, 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](#).

### Send an E-Newsletter and/or Write a Blog Entry

Connect with your customer base through e-newsletters—[sample text](#) is available for download—to promote the key messages 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 support 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 identifier and consider including a photo submission contest. Please note that EPA is not administering rebates or special offers as a part of this promotion.

### In-Store Events, Green Fairs, Home Expos, 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 organizations, retail partners, or suppliers to identify opportunities to talk with homeowners at the point of sale.

### Encourage Homeowner Questions

Let homeowners know they can ask you (or a key technical person within your organization) questions about their attic insulation. Use your responses as an opportunity to point the homeowners to project ideas, in-person energy audits, program materials, and local incentives. If your organization does not have its own technical guidance, refer the homeowners to the Seal and Insulate with ENERGY STAR web pages.

### Web Banners and Widgets

Place ["Rule Your Attic!" web banners or widgets](#) on your website during the promotion period.

## LAUNCH (OCTOBER 23 TO OCTOBER 29)

### Post on Social Media

Share ENERGY STAR's Twitter and Facebook posts on your social media accounts and promote your participation in the promotion. A good first post is the [Does Your Insulation Measure Up](#) graphic to explain what to measure and how deep the insulation is in a correctly insulated attic.

### Share Videos

Post the [How to Measure Your Insulation \(FB version/YouTube version\)](#) video and 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.

## CHECK YOUR LEVELS (OCTOBER 30 TO NOVEMBER 5)

### Halloween (10/31/2016)

Share ENERGY STAR's [Halloween graphic](#). Mention that while getting the Halloween decorations down from the attic (or putting them back), it is a good time to check your attic insulation to see if your home has low insulation levels.

### Photo Share

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

### Write a Short Article or Blog Entry

Write a short article or blog post for social media with an attic picture or graphic on what your organization can do to help improve an attic.

## FIX AND SAVE (NOVEMBER 6 TO NOVEMBER 12)

### Ask the Experts

Drive people to your website if you have information or expertise there. If you do not have detailed information on organization's web site, use the ENERGY STAR web site or download the DIY Guide and put it on your web site. Refer people to lists of trained and/or certified contractors to do the work. Mention local incentives like free or low cost energy audits and insulation rebates. Use the informative graph: [Common Attic Air Leaks](#) to help educate the consumer.

### How-To

Promote the other three "[How to ...](#)" [Rule Your Attic! videos](#) on your social media channels and website. Look for the short and informative videos: "Air sealing attic plumbing pipes", "Air sealing recessed lights", and "Air sealing attic electrical boxes" designed for social media.

### Learn More

Direct homeowners to visit [energystar.gov/sealandinsulate](http://energystar.gov/sealandinsulate) to learn more about air sealing and insulation projects and how to hire a contractor.

## TAKE ACTION (NOVEMBER 13 TO NOVEMBER 17)

### Take Action

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. Share examples of completed projects and success stories on social media.

### Thanksgiving (11/16/16)

Share ENERGY STAR's [Thanksgiving graphic](#). Again, mention that while getting the Thanksgiving and/or holiday decorations down from the attic (or putting them back), it is a good time to check your attic insulation to see if your home has low insulation levels.

Partners can download these materials for free in the [Toolkit](#) or email [insulation@energystar.gov](mailto: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](http://energystar.gov).*