

ENERGY STAR® Day

2022 Partner Toolkit



ENERGY STAR Day 2022: Overview of Toolkit

Thank you for your participation in this year's ENERGY STAR Day on **Wednesday, October 12th, 2022.**

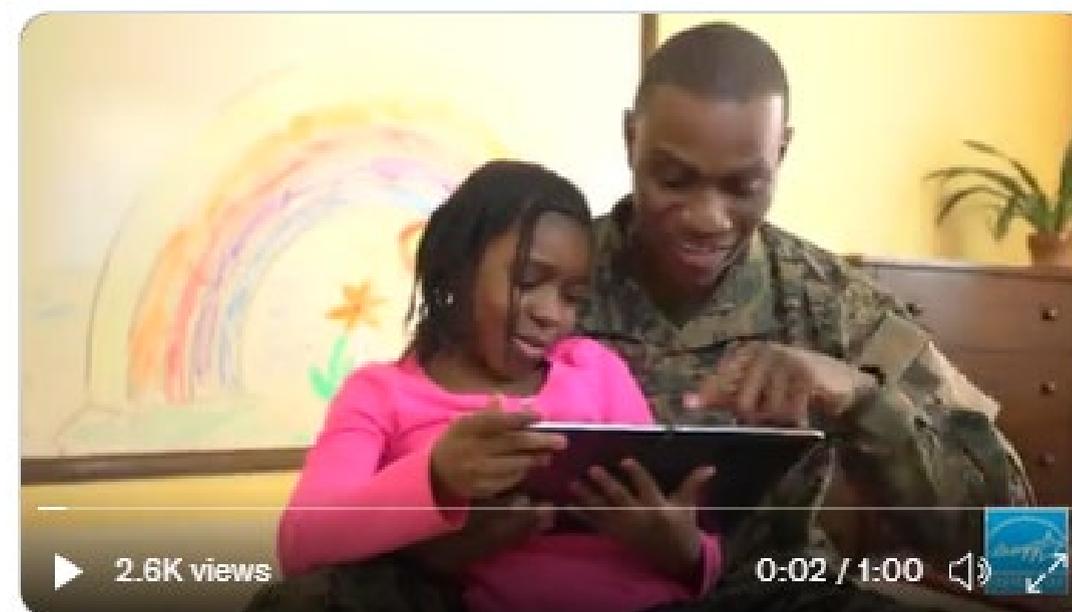
To facilitate your outreach and celebration of our collective efforts, the 2022 ENERGY STAR Day toolkit provides easy-to-use instructions, messaging, and materials.



ENERGY STAR @ENERGYSTAR · Oct 26

Happy #ENERGYSTARday! Today we are celebrating the benefits of energy savings and a better climate with the businesses and organizations that are helping provide these benefits to all. Find out how you can save.

energystar.gov/saveforgood



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How to Participate

This year we continue to recognize partner support for communities in need by increasing their access to energy efficiency. We encourage you to join us in making a difference and amplifying this important message as part of this year's ENERGY STAR Day activities.

- **When:** Wednesday, October 12th (ALL DAY)
- **Where:** Twitter and Facebook (Please post on your other platforms as well!)
 - Tag ENERGY STAR when posting on Twitter or Facebook:
 - Twitter: @ENERGYSTAR
 - Facebook: Begin typing “@ENERGY STAR” and choose ENERGY STAR from the dropdown list; be sure to make the post public
 - Use the hashtag #ENERGYSTARDay



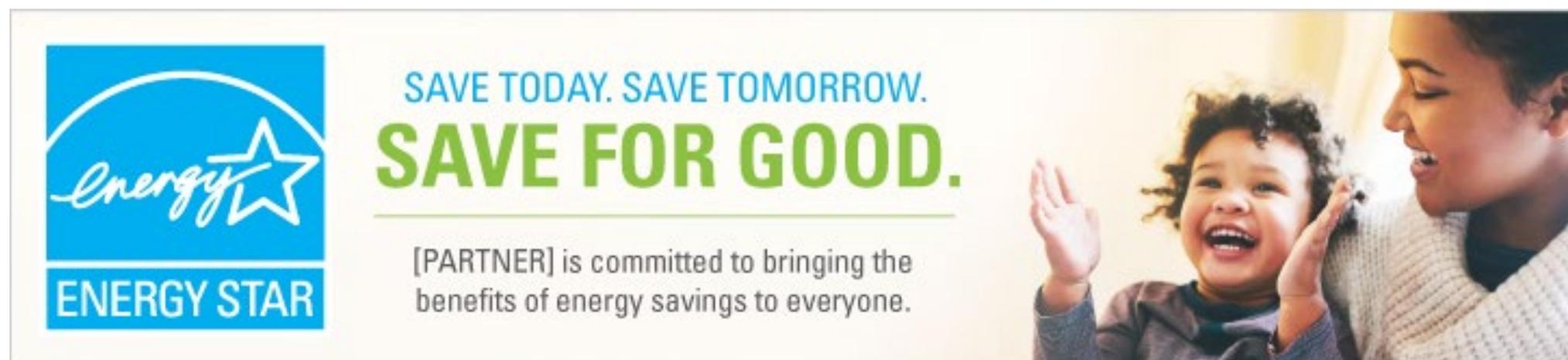
ENERGY STAR will engage with your posts throughout the day to amplify!





Partner Activities

- **Engage on social media:** Use Facebook, Twitter, and other social media platforms to showcase your projects that make energy efficiency more accessible and affordable to all Americans. Be sure to tag @ENERGYSTAR and use **#ENERGYSTARDay** so we can find and engage with your posts. Let's see how far our collective voice can reach!
- **Feature our web banner on your web pages:** We also encourage you to feature one of our web banners on your web pages or other customer-facing materials to demonstrate your commitment to ENERGY STAR and helping all save with energy efficiency and mitigate climate change. The toolkit also includes the video and new infographic that can be added to your website, too!



Creative Assets

The ENERGY STAR Day creative assets available for your use include a video, social media graphics, infographic, and web banners.

Video

- Our [ENERGY STAR Day video](#) "Save, Today, Save Tomorrow, Save for Good" is a compilation video featuring people enjoying the benefits that their ENERGY STAR certified products provide them.





Social Media Graphics

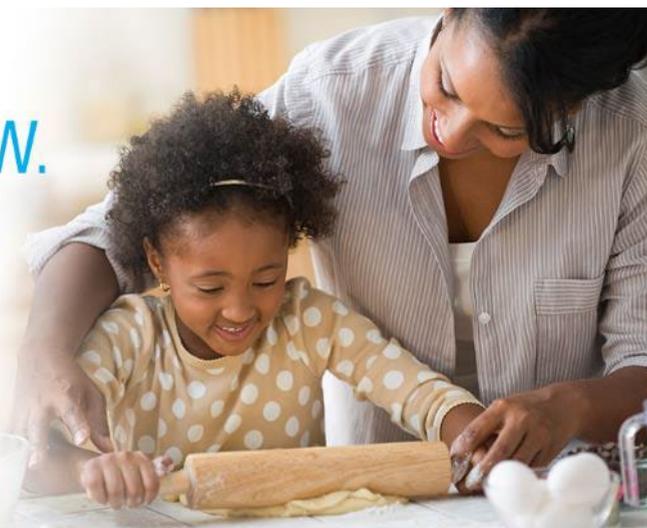
- All the graphics are available free for download [here](#). We have general images and images specific to product types. We also have graphics available in Spanish. Slides 14–18 contain [sample social media posts](#) to accompany these graphics.
 - [General](#)
 - [General – Spanish versions](#)
 - [Lighting](#)
 - [Smart thermostats](#)
 - [Appliances](#)
 - [Water heaters](#)



SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.



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



AHORRE HOY.
AHORRE MAÑANA.
AHORRE POR EL FUTURO.



¡Busque el sello de ENERGY STAR® y empiece a ahorrar!





Available Social Media Graphics

[Download Social Media Graphics](#)

SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.




Start Your Savings with ENERGY STAR® Certified LED Bulbs.

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Available Social Media Graphics

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**SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.**




Start Your Savings with ENERGY STAR® Certified Appliances.

**SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.**




Start Your Savings with ENERGY STAR® Certified Clothes Washers and Dryers.

**SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.**




Start Your Savings with an ENERGY STAR® Certified Refrigerator.

**SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.**




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

**SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.**




Start Your Savings with an ENERGY STAR® Certified Hot Water Heater.

**SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.**




Start Your Savings with ENERGY STAR® Certified Smart Thermostats.





ENERGY STAR Day Educational Graphic

- Graphic with more in-depth education about the best ways to start saving energy at home with low- and no-cost tips.
 - Great for engaging your employees with actionable guidance.
 - Share in an upcoming newsletter or post on your website.

Download the [ENERGY STAR Day Educational Graphic](#)

SAVE TODAY. SAVE TOMORROW. SAVE FOR GOOD.

LOW TO NO COST TIPS FOR SAVING ENERGY
Higher fuel and electricity prices don't have to turn into higher energy bills if you take steps to be more energy efficient. Start today by taking low or no cost steps to use less energy. And make a plan, when replacing old equipment or upgrading your home, to look for the ENERGY STAR label and take advantage of [rebates](#) offered in many parts of the country to help make your investment in energy efficiency more affordable. It pays off in the end—on average, a home equipped with ENERGY STAR certified products uses 24% less energy for an annual energy bill savings of about \$450.

ENERGY STAR RECOMMENDS—START WITH:

LIGHTING
Replacing your five most frequently used light fixtures or the bulbs in them with ENERGY STAR certified bulbs can save nearly \$40 a year in energy costs. [ENERGY STAR certified LED light bulbs](#) provide high-quality light output, use up to 90% less energy, and last 15 times longer than standard bulbs, saving money on energy bills and replacement costs.

HEATING/COOLING

- Installing an ENERGY STAR certified smart thermostat can help you control temperatures in the house for optimal savings and comfort. If you have a manual or programmable thermostat, set or program it at lower settings while you are away or asleep. [Learn more.](#)
- If you have old windows but can't afford to replace them, consider adding ENERGY STAR certified storm windows. [Learn more.](#)
- If you have window air conditioners, look for ENERGY STAR certified models. Make sure you remove them in the winter or insulate them with a tight-fitting a/c unit cover. [Learn more.](#)

LOOK FOR THE BLUE LABEL
Look for the ENERGY STAR label on products from lighting to appliances and electronics to heating and cooling equipment to save energy, save money and help protect the climate. Products that earn the ENERGY STAR label are independently certified to meet strict energy efficiency specifications set by the US EPA. Many local utilities offer rebates on ENERGY STAR certified products. Visit energystar.gov/saveforgood to find products and rebates.

CLOTHES WASHING
Heating water accounts for about 90% of the energy your machine uses to wash clothes. Wash your laundry with cold water whenever possible. Depending on the clothes and local water quality (hardness), many homeowners can effectively do laundry exclusively with cold water, using cold water laundry detergents. To save water, try to wash full loads or, if you must wash a partial load, reduce the level of water appropriately. [Learn more.](#)

CLOTHES DRYING
Don't over dry your clothes. If your dryer has a moisture sensor that will automatically turn the machine off when clothes are done, use it to avoid over drying. Remember to clean the lint trap before every load. Dry full loads, or reduce drying time for partial loads. [Learn more.](#)

DISHWASHING
Save on hot water by scraping dishes instead of rinsing them before loading in the dishwasher. Run your dishwasher with a full load and use the air-dry option if available. [Learn more.](#)



Learn all the ways you can save with ENERGY STAR, including with programs from your local utility and special offers from your favorite retail and product brands at energystar.gov/saveforgood.

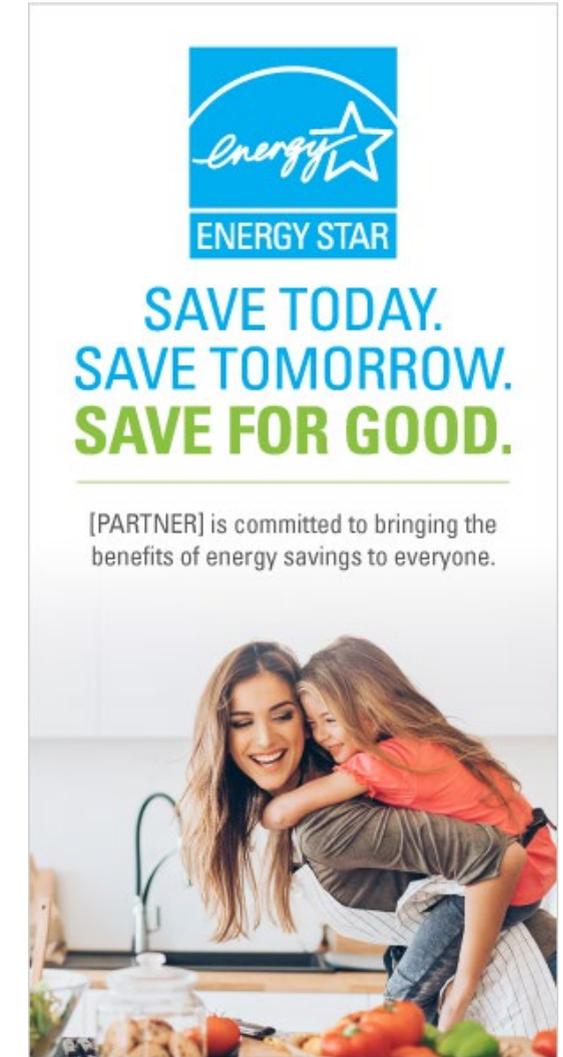
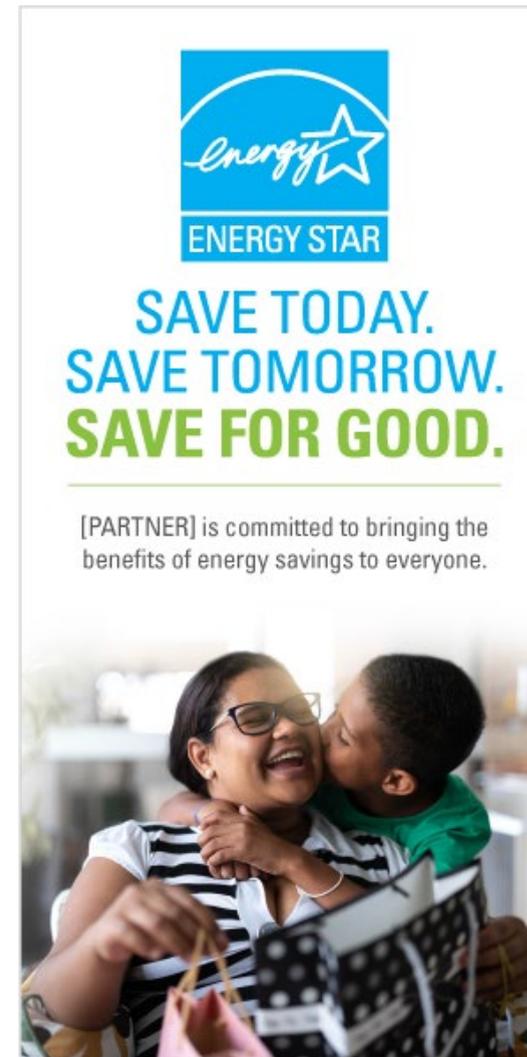




Customizable Web Banners

- We have a suite of web banners available in three sizes: 300x600 and 1032x234. Two of the banners are also available in Spanish.
- All the web banners are available free for download [here](#).
- The **high-resolution design files** are included in the zip folder so you can easily customize with your own name and message, resize as needed, or update with the Spanish messaging. See more examples on following slides.

[Download All Web Banners](#)





Customizable Web Banners

[Download All Web Banners](#)

- The following five web banners are available in size 1032x234:



SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

[PARTNER] is committed to bringing the benefits of energy savings to everyone.



SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

[PARTNER] is committed to bringing the benefits of energy savings to everyone.



SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

[PARTNER] is committed to bringing the benefits of energy savings to everyone.



SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

[PARTNER] is committed to bringing the benefits of energy savings to everyone.



SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

[PARTNER] is committed to bringing the benefits of energy savings to everyone.





Customizable Web Banners

[Download All Web Banners](#)

- There are two banners translated into Spanish in size 1032x234. This message can also be applied to the other available web banner design options:



AHORRE HOY. AHORRE MAÑANA.
AHORRE POR EL FUTURO.

[PARTNER] está comprometido a ofrecer los beneficios del ahorro de energía a todos.



AHORRE HOY. AHORRE MAÑANA.
AHORRE POR EL FUTURO.

[PARTNER] está comprometido a ofrecer los beneficios del ahorro de energía a todos.





Social Media Posts

- The following slides contain sample social media posts to promote ENERGY STAR Day along with the video or graphics.
- We encourage you to share your own messages about special offers, energy equity initiatives, income-qualified programs, or other resources to showcase how you are providing the benefits of energy-savings to those that need it the most
- When drafting your own post, remember to:
 - Use the hashtag **#ENERGYSTARDay**
 - Tag ENERGY STAR when posting on Twitter or Facebook:
 - Twitter: @ENERGYSTAR
 - Facebook: Begin typing “@ENERGY STAR” and choose ENERGY STAR from the dropdown list; be sure to make the post public
- If you link to the energystar.gov/SaveforGood an image will auto-populate
- If using your own image, share at the highest resolution possible for each platform



General Social Media Posts

[Download Social Media Graphics in English and Spanish](#)

Sample Social Media

GENERAL: Happy ENERGY STAR Day! It's time to celebrate the benefits of energy savings and a better climate for all with ENERGY STAR. By choosing products that have earned the ENERGY STAR, you'll save today, tomorrow, and for good. #ENERGYSTARDay energystar.gov/SaveForGood

GENERAL: The typical household spends nearly \$1,900 a year on energy bills. With ENERGY STAR, you can save 24% or about \$450 in household energy costs while helping prevent climate change. Look for the label on lighting, appliances, electronics, heating and cooling equipment, and more. #ENERGYSTARDay energystar.gov/SaveForGood

GENERAL: With ENERGY STAR certified products, your energy savings start today, and continue with lower energy bills every day and a better climate for all! Save even more with our **[DEAL, REBATE, OR SPECIAL INCOME-QUALIFIED PROGRAM]**. Visit energystar.gov/SaveForGood to learn more. #ENERGYSTARDay

GENERAL: **[PARTNER]** is proud to celebrate #ENERGYSTARDay and help all Americans save for good. See how you can save and make a difference for the climate with ENERGY STAR by checking out our **[SPECIAL INCOME-QUALIFIED PROGRAM]**. Visit energystar.gov/SaveForGood to learn more.

GENERAL: Come to **[RETAILER]** for the best selection of ENERGY STAR certified products. Products that earn the ENERGY STAR label will save you energy and money and help prevent climate change, today and every day! #ENERGYSTARDay energystar.gov/SaveForGood



Product-specific Posts

Here are examples of ways to promote your ENERGY STAR certified products and any additional savings opportunities that may be available. If you would like to create your own posts with savings messaging for a specific product, please see our [ENERGY STAR Product-specific Savings](#) document.

Lighting

Save today with great prices on ENERGY STAR certified LED bulbs and for good with a lifetime of savings. ENERGY STAR certified lighting uses up to 90% less energy than incandescent bulbs and lasts 15 times longer - saving you money and making a difference for the climate. #ENERGYSTARDay

Download zip file of high-res [Lighting](#) graphics.





Smart Thermostats

With ENERGY STAR, your energy savings start today, and last a lifetime with lower energy bills every day! ENERGY STAR certified smart thermostats are field tested to deliver whole-home energy savings for a perfect climate inside and out.

#ENERGYSTARDay

Download zip file of high-res [Smart Thermostats](#) graphic.



Water Heaters

Start saving today! An ENERGY STAR certified heat pump water heater can save a household of 4 approximately \$470 per year on its electric bills while making a difference for the climate. #ENERGYSTARDay

Download zip file of high-res [Water Heaters](#) graphic.





Appliances

Celebrate #ENERGYSTARDay at [\[RETAILER\]](#). We carry the latest ENERGY STAR certified appliances: clothes washers, clothes dryers, dishwashers, and refrigerators. Choosing a suite of ENERGY STAR certified appliances could save you about \$750 in energy costs over the products' lifetimes while helping prevent climate change!

With ENERGY STAR, your energy savings start today, and continue with lower energy bills every day! You can save approximately \$360 over the lifetime of an ENERGY STAR certified washer and even more with a washer/dryer pair while making a difference for the climate. #ENERGYSTARDay

Replacing your old refrigerator with a new one that has earned the ENERGY STAR (and properly recycling the old one) could save you about \$260 over the lifetime of the refrigerator while you help reduce climate change. #ENERGYSTARDay

Download zip file of high-res [Appliances](#) graphics.

