

ENERGY STAR® Day

Partner Toolkit

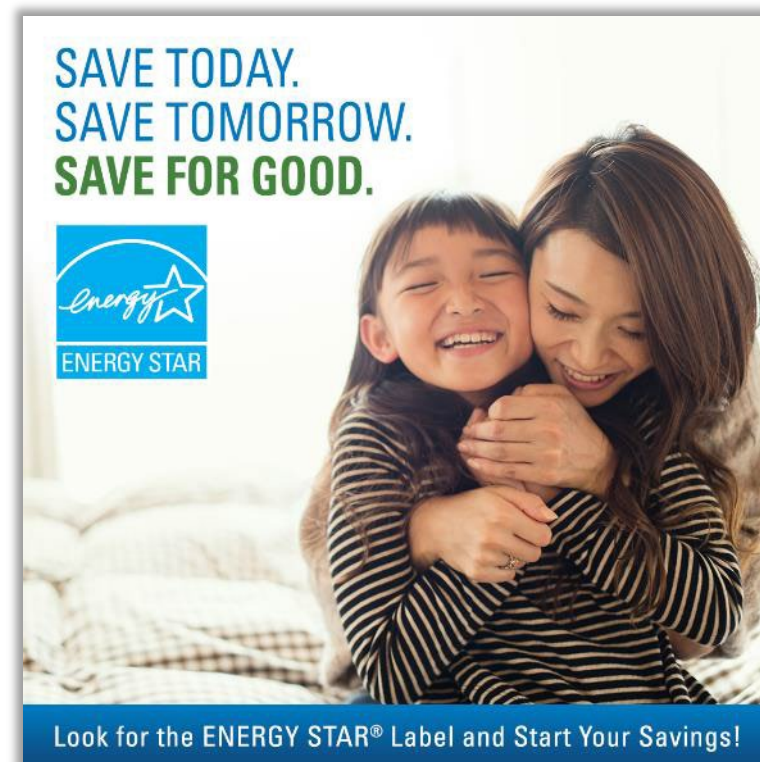




ENERGY STAR Day 2023: Partner Toolkit

Thank you for your participation in this year's ENERGY STAR Day on **Wednesday, October 11th, 2023**, and throughout Energy Awareness Month in October.

To facilitate your outreach and celebration of our collective efforts, the 2023 ENERGY STAR Day toolkit provides easy-to-use instructions, messaging, and materials.



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ENERGY STAR Day 2023: Goals/Objectives

- With the emerging opportunities for everyone to have increased access to energy efficiency and a clean energy future, we are taking ENERGY STAR Day to the next level and encourage deeper engagement from partners.
- Join us in advancing energy savings and access to programs and services by identifying initiatives that advance energy equity
 - Product/Home upgrade program/promotion
 - Community service projects
 - Support for public institutions, small businesses/community service groups
 - Youth/STEM education/training
 - Employee education
- Connect audiences, particularly underserved, to all the ways they can save with ENERGY STAR, its partners, and other stakeholders throughout October and on social on **October 11, 2023!**



ENERGY STAR Day 2023: How to Participate

- In addition to initiatives that help audiences save with energy-saving products, projects and programs, we ask partners to join us for a day of social to co-amplify the important message of energy efficiency and a clean energy future for all.
- **When:** Wednesday, October 11th (ALL DAY)
- **Where:** Main platform is Facebook, but we will be promoting across all platforms – Twitter, Instagram, LinkedIn – so please post on all platforms that make sense for you, including employee outreach channels, like Yammer.
 - Amplify our ENERGY STAR Day launch Facebook video post on social by sharing with your audiences.
 - Send out your own message of your initiatives and tag ENERGY STAR
 - Facebook: Begin typing “@ENERGY STAR” and choose ENERGY STAR from the dropdown list; be sure to make the post public
 - LinkedIn: Begin typing “@ENERGY STAR” and choose ENERGY STAR from the dropdown list
 - Twitter: @ENERGYSTAR
 - EPA will amplify your ENERGY STAR Day messages throughout the day by sharing with our followers.

What EPA Will Do

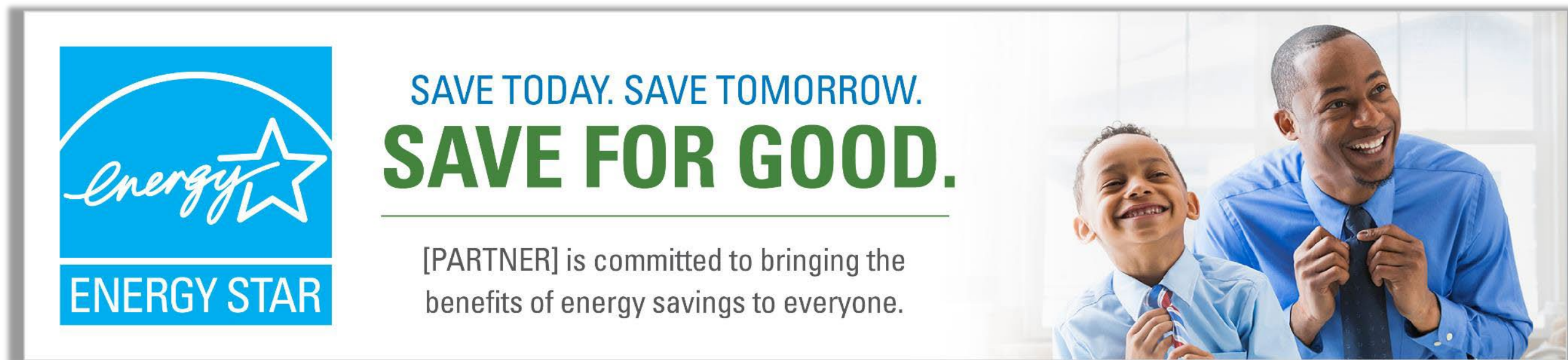
- Support and recognize your initiatives by featuring participating partners on our ENERGY STAR Day landing page and amplifying your messages.
- Connect audiences, particularly underserved, to all the ways they can save with ENERGY STAR and its partners through a paid advertising campaign.
- Facilitate ENERGY STAR Day of social
 - On **Wednesday, October 11th** at 8:00 am, we will launch the day of social with our new video post.
 - We will track all tagged social and share messages with our followers through the day.





Additional Participation Opportunities

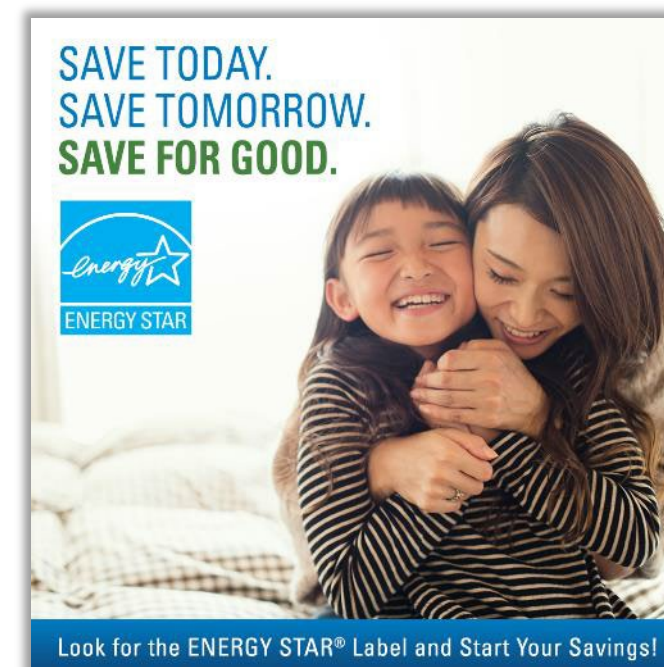
- **Retail/Marketplace Promotions**
- **Blogs, E-blasts, and Web-page content** that shares your commitment to providing the benefits of energy savings and a clean energy future to everyone.
 - Feature our campaign **Web Banners** along with your message.



Creative Assets

The ENERGY STAR Day messaging and creative assets available for your use include:

- General/Employee Outreach Messaging
- Social Media Graphics & Sample Posts
 - 1080 x 1080 and 1200 x 628
 - English and Spanish
- Customizable Web Banners
 - 300x600 and 1032x234
 - English and Spanish
 - Available in high-resolution to customize with your own company name and message, resize as needed, or update with another image or language.





General/Employee Outreach Messaging

Long Form

<**PARTNER NAME**> has a long history of partnering with U.S. EPA's ENERGY STAR program to help our customers save energy, save money, and protect the planet/climate.

As <**PARTNER NAME**> team members, you play an important role in that effort! So, as we prepare to celebrate ENERGY STAR Day on October 11, we wanted to take a moment to thank you, and share resources to help you save energy in your home, too! Improving the energy efficiency of your home will save energy, while also making your home more comfortable, lowering your energy bills, and reducing your impact on the climate. To make these upgrades more affordable, there are income eligible funding programs along with utility rebates (in certain areas) and tax credits that are available to everyone.

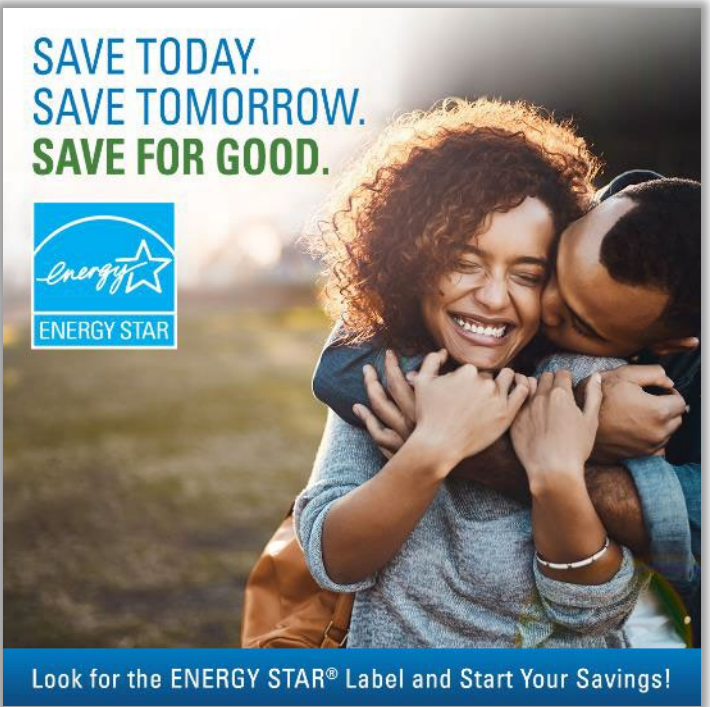
Together with ENERGY STAR, <**PARTNER NAME**> invites you to explore all the ways you can save today, save tomorrow, and save for good! Visit energystar.gov/saveforgood to learn more.

Short Form [Can Use Consumer Social Media Images for Yammer or Other Employee Outreach Platform]

Thank you for your contribution to helping <**PARTNER NAME**> [and our customers] save energy with the U.S. EPA's ENERGY STAR program. Join us in celebrating ENERGY STAR Day on October 11 to learn how you, too, can save energy, while making your home more comfortable, lowering your energy bills, and reducing your impact on the climate. To make these upgrades more affordable, there are income eligible funding programs along with utility rebates (in certain areas) and tax credits that are available to everyone. Visit energystar.gov/saveforgood to learn about all the ways you can save.

Social Media Graphics - NEW

- All Available in 2 sizes: 1080x1080 & 1200x628 [Download Social Graphics](#)



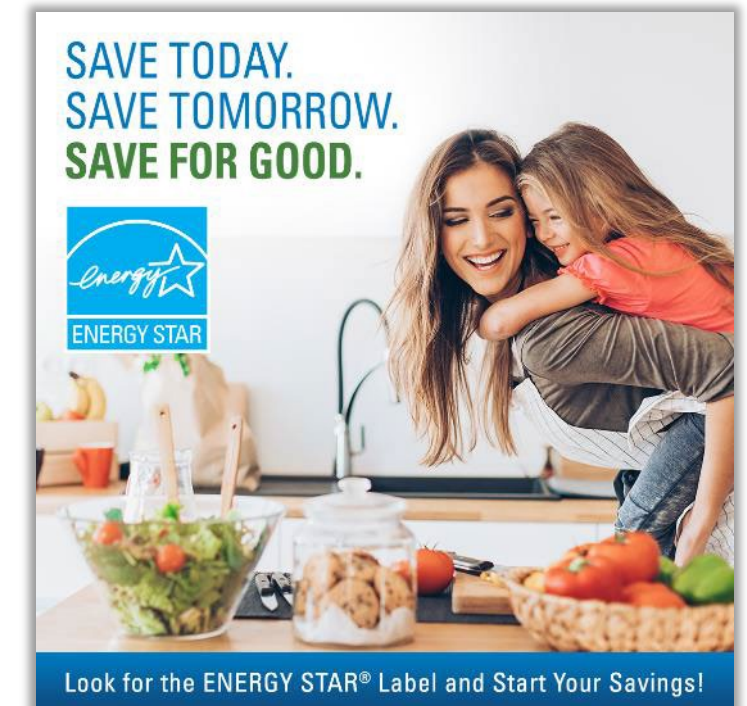
Social Media Graphics – Spanish

- All Available in 2 sizes: 1080x1080 & 1200x628 [Download Social Graphics](#)



Social Media Graphics - English

- All Available in 2 sizes: 1080x1080 & 1200x628 [Download Social Graphics](#)





Sample Posts

- **GENERAL:** Together with @ENERGY STAR, <PARTNER NAME> invites you to explore the ways you can save today, save tomorrow, and save for good with energy-saving products and home upgrades. Learn about income eligible funding programs, along with utility rebates and tax credits to make these upgrades more affordable for everyone. [Energystar.gov/saveforgood](https://energystar.gov/saveforgood)
- **GENERAL:** Together with @ENERGY STAR, <PARTNER NAME> invites you to explore the ways you can save energy, while also making your home more comfortable, lowering your energy bills and reducing your impact on the climate. Learn about income eligible funding programs, along with utility rebates and tax credits to make these upgrades more affordable. [Energystar.gov/saveforgood](https://energystar.gov/saveforgood)
- **INCOME-QUALIFIED PROGRAM:** <PARTNER NAME> is proud to celebrate @ENERGY STAR Day and help all Americans save today, save tomorrow and save for good. See how you can save energy and money and receive funding assistance by checking out our income-eligible programs and services. Learn more at <INCOME-QUALIFIED PROGRAM LINK>.
- **PARTNER PROGRAM/PROMOTION:** <PARTNER NAME> is proud to celebrate @ENERGY STAR Day and help all Americans save today, save tomorrow and save for good. Learn all the ways you can save with energy-saving products and home upgrades and save even more with our <DEAL, REBATE, OR SPECIAL PROGRAM LINK>.

Customizable Web Banners – English & Spanish

- All Available in 2 sizes: 300x600 & 1032x234 [Download Web Banners](#)



AHORRE HOY.
AHORRE MAÑANA.
AHORRE POR EL FUTURO.

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






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SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.

[PARTNER] is committed to bringing the
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