

2022 Earth Day Campaign

Partner Toolkit





Earth Day 2022: Overview of Campaign Materials

Welcome to the ENERGY STAR Earth Day campaign. The following slides provide an overview of available outreach materials, including messaging and creative resources, with easy links to facilitate access.

Partners are encouraged to use these materials as is or to mix and match to create your own look and feel.



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Call-to-Action Animated Graphic for Social

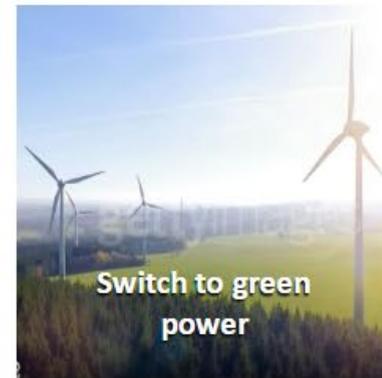
- ENERGY STAR will be posting this Call-to-Action Animated Graphic on Facebook and Twitter on **Friday, April 22, at 8:00am**. We encourage partners to:
 - Share the post and add your own message about specific ways audiences can take action through your own products or programs
 - See [sample social media posts](#)
 - The animation is available for download if you would like to include the graphic in your own social post or in other outreach.



1 [Quickly open on earth in space]
TEXT: This Earth Day...



2 [Little girl with [fridge](#)]
TEXT: Save energy with ENERGY STAR



3 [Quick cut to windmills]
TEXT: Switch to green power



4 [[Happy family](#) in front of a house]
TEXT: Be part of the clean energy future



5 [End card logo on puffy clouds]
TEXT: Make your energy choices count

[Download
Animated Graphic](#)



Call-to-Action Social Graphic

- These static social media graphics are for partners to use with sample social media posts on the following slide or with your own post text. All the graphics are size 1200x628 and available free for download.

[Download Social Graphics >](#)





Sample Social Media Posts

Sample Social Media

GENERAL: Happy #EarthDay! It's time to celebrate actions that contribute to a clean energy future with @ENERGYSTAR and #GreenPower. By using energy wisely, we can collectively make a big difference for our homes and the climate. Join us by making your #EnergyChoicesCount today and every day. energystar.gov/EarthDay

GENERAL: Make your #EnergyChoicesCount this #EarthDay and every day. By saving energy with @ENERGYSTAR, switching to #GreenPower, and upgrading our homes with the latest efficient electric technologies, we can all do our part to support a clean energy future. energystar.gov/EarthDay

GENERAL: Protecting the climate starts with all of us. This #EarthDay and every day, we're proud to partner with @ENERGYSTAR to do our part. Let's work together for a clean energy future by making our #EnergyChoicesCount. Energystar.gov/EarthDay

GENERAL: #EarthDay is about protecting our planet and making it a better, healthier place to live. We're proud to partner with @ENERGYSTAR to guide you in saving energy today for a clean energy future tomorrow. Make your #EnergyChoicesCount at energystar.gov/EarthDay

PARTNER-FOCUSED: [PARTNER] is proud to celebrate #EarthDay by helping you make #EnergyChoicesCount. [Describe PRODUCT(S) or PROGRAMS that can support your audience's climate actions and tag @ENERGYSTAR and #GreenPower IF GPP partner]. Protecting the climate starts with all of us. energystar.gov/EarthDay

PARTNER-FOCUSED: This Earth Day and every day, [PARTNER] is proud to celebrate #EarthDay by making our #EnergyChoicesCount. [Describe CLIMATE COMMITMENT or ACTIVITY and tag @ENERGYSTAR and #GreenPower IF GPP partner]. Together we can all help pave the way to a clean energy future. energystar.gov/EarthDay

EMPLOYEE OUTREACH: Celebrate Earth Day every day by making your #EnergyChoicesCount for a clean energy future and a healthy climate. Visit energystar.gov/EarthDay for @ENERGY STAR and #GreenPower actions you can take to make a difference for your family and the environment.

EMPLOYEE OUTREACH: We are committed to supporting a clean energy future and a healthy climate this #EarthDay and every day. You can join us by making your #EnergyChoicesCount with @ENERGYSTAR and #GreenPower. Learn how you can reduce your carbon footprint at energystar.gov/EarthDay.



Sample Social Media Post Instructions

- Sample social media posts can be used with the animated or static social graphics
- We also encourage you to add your own messaging or post additional messages that highlight specific ways audiences can take action through your own products or programs
- When drafting your own post, be sure to tag ENERGY STAR and use the hashtag [#EnergyChoicesCount](#) and [#GreenPower](#) if a Green Power Partnership partner.
 - 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/EarthDay an image will auto-populate
- If using your own image, share at the highest resolution possible for each platform



Call-to-Action Educational Graphics

- These educational graphics provide more in-depth education about how to make energy choices that count for you and the climate
 - Choose from two 1200x1800 graphics
 - Great for engaging your employees with actionable guidance.
 - Share in an upcoming newsletter or post on your website.
 - Download includes a **text-only** Word doc so you can copy and paste the content with other Earth Day graphics.

[Download Educational Graphics >](#)



MAKE ENERGY CHOICES THAT COUNT FOR YOU AND THE CLIMATE

- 1 Save Energy with ENERGY STAR®**
Products that earn the ENERGY STAR label are independently certified to save energy and help protect the climate. Using less energy saves you money on household energy bills, while reducing your overall carbon footprint. The less energy we use, the sooner we can complete the transition to clean, renewable energy.
- 2 Switch to Green Power**
By choosing to use electricity generated by renewables such as wind and solar instead of polluting fossil fuels, you will be supporting a cleaner energy supply and making a difference in the fight against climate change. Take advantage of opportunities in your community to choose green power as the energy source for your home.
- 3 Be Part of the Clean Energy Future with an ENERGY STAR® Home Upgrade**
Start planning now to tackle this set of six high-impact energy efficiency improvements for your home, including upgrading to heat pump technology for heating, cooling and water heating. The elements of an ENERGY STAR Home Upgrade are designed to work together to deliver significant energy and cost savings and can also help you transition from fossil fuels for a cleaner, healthier and more comfortable home.



Learn more at EnergyStar.gov/EarthDay >



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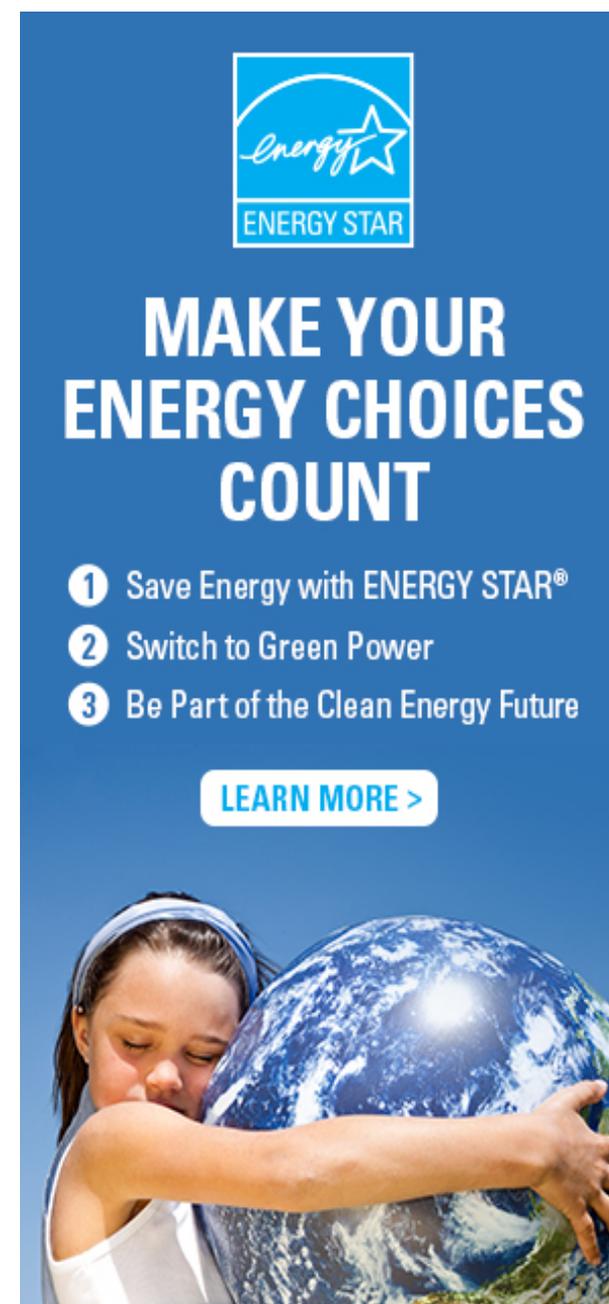




Call-to-Action Web Banners

- Feature one of the web banners on your ENERGY STAR, energy efficiency, or marketplace pages or in e-blasts and other outreach during April to celebrate your commitment to make energy choices count.
- The design files are included so you can easily customize with your own name and message. Banners should link to energystar.gov/EarthDay featuring partner efforts and education on actions individuals can take to support a healthier climate.
- Available in two sizes: 300x600 and 728x165
 - See all options on the next slide!

[Download Web Banners >](#)





Call-to-Action Web Banners



MAKE YOUR ENERGY CHOICES COUNT

- 1 Save Energy with ENERGY STAR®
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[LEARN MORE >](#)




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[LEARN MORE >](#)





Other Available Assets





Social Media Graphics

Social media graphics can be used with the sample social media posts on slide 6 or with your own post text. All the graphics are size 1200x628 and available free for download.



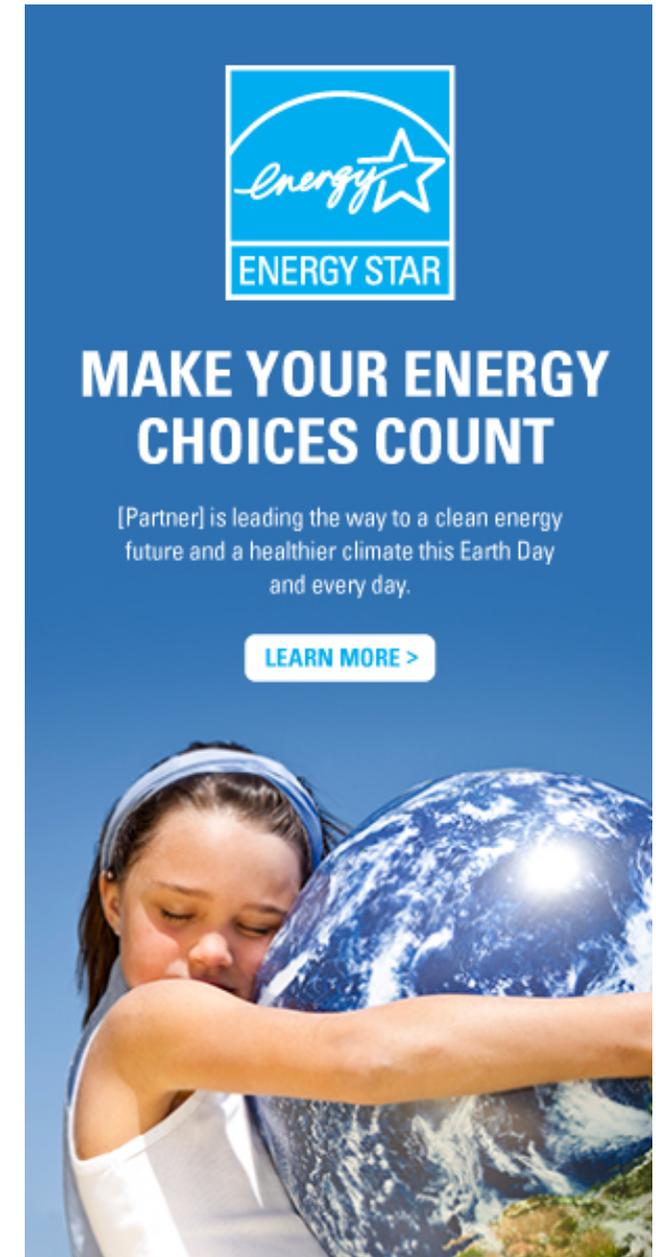
[Download Earth Day Graphics >](#)





Web/Digital Banners

- The suite of web banners are available in two sizes: **300x600** and **728x165**.
- The design files are included so you can easily customize with your own name and message. Banners should link to energystar.gov/EarthDay featuring partner efforts and education on actions individuals can take to support a healthier climate.
- See options on the following slides.





Web/Digital Banners



MAKE YOUR ENERGY CHOICES COUNT

[Partner] is leading the way to a clean energy future and a healthier climate this Earth Day and every day.

[LEARN MORE >](#)




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