

ENERGY STAR®

Rule Your Attic! Marketing Toolkit





ENERGY STAR Rule Your Attic!

Marketing Toolkit

Welcome to the ENERGY STAR Rule Your Attic! Partner toolkit. The following slides provide an overview of available marketing 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.



Marketing Toolkit Contents

- [ENERGY STAR Value](#)
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ENERGY STAR Value

- Including the ENERGY STAR certification mark as a visible feature on marketing materials lends credibility, trust, and brand awareness. It serves as an implicit seal of approval and helps differentiate the product.
 - A 2017 study found JD Power Customer Satisfaction indexes for ENERGY STAR partners increased significantly over time compared to non-partners, particularly in the areas of Corporate Citizenship, Communications, and Customer Service.
 - A/B testing conducted by Focus on Energy shows that using the ENERGY STAR logo on ads drove a 60% increase in click-through-rate.
- Partners should always use the certification mark when featuring ENERGY STAR certified products.
 - If no product featured; use the Ask About or Learn More marks, [available here](#).





Key Messaging

Why Seal and Insulate your Attic with ENERGY STAR?

- Most homes in the United States don't have enough insulation and have significant air leaks. It is estimated that 9 out of 10 single-family homes in the U.S. are under-insulated.
- Low attic insulation levels and air leaks means that your heating and cooling systems have to work harder, resulting in higher energy bills and discomfort in your home during the summer and the winter.
- Quick tip: If the insulation on your attic floor is at or below the level of the floor joists, you probably have less than half the recommended amount.
- Sealing air leaks around your home and adding insulation are two of the most cost-effective ways to improve energy efficiency and comfort in your home. By tackling both projects, you can maximize your comfort and save up to 10% on your annual energy bills.
- Making sure your attic is [well-sealed and properly insulated](#) is one of the most important things you can do as part of an ENERGY STAR Home Upgrade to reduce the air leaks that contribute to energy waste and make your home less comfortable.





Key Messaging

- Before upgrading your heating and cooling systems, it's important to first seal any air leaks around your home and attic and make sure your attic has the recommended levels insulation, so that you can keep the heated or cooled air inside your home and help those systems work efficiently.
- When correctly installed, insulation can deliver comfort and savings, especially during the hottest and coldest times of the year. Sealing leaks and adding insulation can improve the overall comfort of your home and help to fix many of these common problems:
 - Reduced noise from outside
 - Less pollen, dust, and bugs entering your home
 - Better humidity control
 - Lower chance for ice dams on the roof/eaves in snowy climates



Key Messaging

Buying Guidance

- The type of insulation you use on your project often depends on what kind of project you are planning. Varying degrees of skill are required to install different types of insulation, which may help you decide whether it is better to hire a contractor or do it yourself.
- Before starting your attic insulation project (whether DIY or with a contractor), you'll first want to go into your attic and measure your attic's insulation. Follow these steps to assess your insulation levels:
 - **Step 1: Access Your Attic**
 - You have it easy if you have stairs or a set of pull down-stairs going to your attic. However, if you just have an attic hatch or cover, you may need a ladder.
 - Bring a flashlight, a ruler or tape measure, and your cell phone to take a picture.
 - If you can see and reach the insulation on the floor from the attic hatch, you do not need to get all the way into your attic. If there is flooring around the attic hatch, you may need to crawl inside the attic to see the insulation level.
 - Some homes have 'cathedral ceilings' with no attic. In this case, the insulation is placed right up against the roof deck and covered with drywall. To address this, hire an energy auditor or insulation contractor to check the insulation level and see if more can be added.



Key Messaging

Step 2: Check Your Attic's Insulation Level

Once you have access to the attic, there are several quick checks that you can do to determine where you may need more insulation in your home.

- Do a Quick Visual Check of Insulation Levels - When looking across your uncovered attic floor, if the insulation is at or below the level of the floor joists, you have less than half the recommended amount of insulation.
- Measure Insulation Levels - Use a measuring tape/ruler to measure the depth of the insulation (inches). Record your measurement so you can determine how much more insulation you need to achieve the recommended levels.
- Insulation levels are specified by [R-Value](#), which is a measure of its ability to resist heat traveling through it. The higher the R-Value the better the thermal performance of the insulation.
- There are several types of insulation to choose from. Cellulose and fiberglass insulation are the most common types of insulation used on attic floors. Visit the [ENERGY STAR website](#) for information on different types of ENERGY STAR certified insulation, which types of projects they are best suited for, and the relative skill level needed for the average homeowner to install them.



Key Messaging

- Crawling around in a dusty attic is not for everyone and most people prefer to hire someone to do the work for them. First, try calling your local utility to see if they have free or reduced cost home evaluations. You can also visit the [ENERGY STAR website](#) for a list of things to consider when hiring an insulation contractor. If you'd prefer to do the work yourself, there are also tips to help you.

Additional Tips

- Check with your local utility to see if rebates for air sealing and insulating your home may be available. Visit the [ENERGY STAR Rebate Finder](#) and enter your zip code to see what incentives are available in your area. You can also check with your contractor to see if they know of incentives or rebates in your area.
- There are currently Federal tax credits for the cost of insulation (only) for up to 30% of the cost not to exceed \$1,200. Products that air seal (reduce air leaks) can also qualify, as long as they come with a Manufacturers Certification Statement, including: weather stripping, spray foam in a can designed to air seal, and caulk designed to air seal. The Federal tax credit for residential energy efficiency applies through December 31, 2032. Even if you do not make all the improvements this year, you can come back next year and get more credit for more improvements. [Learn more about this tax credit.](#)



Insulation Factsheet

- Use the insulation factsheet to engage your customers and educate them about the benefits of properly sealing and insulating your attic, as well as ways to save on this upgrade.
- The fact sheet is ready to download and print as-is, or customize to incorporate your logo.

Link to [Download Insulation Factsheet](#)



Seal and Insulate Your Attic for Comfort and Savings

Did you know that 9 out of 10 homes in the U.S. are under-insulated? If your home has low attic insulation levels and air leaks, it means that your heating and air conditioning systems have to work harder to keep your home comfortable in the summer and winter – resulting in wasted energy and higher heating and cooling bills than you should have.

Benefits of Proper Insulation

In addition to saving money on energy bills and improving comfort, sealing and insulating your attic can help address other common household problems, such as:

- Reducing noise from outside
- Minimizing the pollen, dust, insects, and/or other pests from entering your home
- Providing better humidity control
- Reducing ice dams on the roof and eaves – a common problem in snowy climates

Did you know?
Properly sealing and insulating your attic can help improve your home comfort and save you up to 10% on annual energy bills.

Check Your Insulation Levels

The first step in making sure your attic is properly insulated, is to physically assess your attic by checking for air leaks and measuring your insulation levels. As a rule of thumb, if you notice that the insulation levels of your uncovered attic floor are at or below your attic floor joists, you may have only half the recommended level of insulation. To get a more accurate picture, you can use a measuring tape or ruler to measure the depth of the insulation. You will want to record your measurement so you can determine how much more insulation you'll need to achieve the recommended levels.

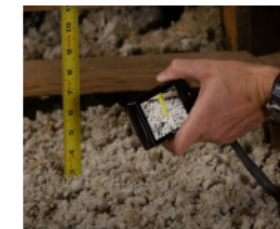


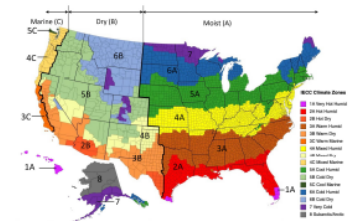
Figure 1. Measuring the depth of attic insulation.

ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Learn more at energystar.gov/campaign/seal_insulate.



Insulation

For the attic floor, use both batt and spray foam. Proper climate of insulation can help prevent air from moving through or leaks before installing.



See more at www.energystar.gov/campaign/seal_insulate/identify_problems_you_want_fix/div_checks_inspections/insulation_r_values

After project completion, check for leaks and reach out to your local contractors to help with installation. If you're inclined to do it yourself, you can find a contractor to guide you.



Figure 3. Insulation being installed. Learn how to hire a qualified professional or steps to do it yourself at www.energystar.gov/campaign/seal_insulate/identify_problems_you_want_fix/div_checks_inspections

Your Insulation

Insulation may be available through your local utility company. Check with the ENERGY STAR Rebate Finder and enter your zip code to see what you can also check with your contractor to see if they know of incentives (energystar.gov/rebatefinder).

As of federal tax credits covering 30% of the project cost up to \$1,200. This credit expires on December 31, 2022 and you can learn more at www.energystar.gov/taxcredits. Contractors can also qualify, as long as they come with a Manufacturers Certification (e.g., spray foam in a can designed to air seal, and caulk designed to air seal).

Home Families: The Department of Energy (DOE) offers a Weatherization program for qualifying households with lower income and includes a home energy audit and improvements such as sealing air leaks and insulating the home attic. Check with your utility to see if they offer energy efficiency home upgrades for you.



INTRODUCING ENERGY STAR HOME UPGRADE

Proper Insulation is one of six high-impact, energy efficiency improvements for your home that are designed to work together to deliver significant energy and cost savings. Count on ENERGY STAR to help you transition from fossil fuels to a cleaner, healthier, and more comfortable home.

energystar.gov/homeupgrade



Rule Your Attic! Social Media

- Social media materials include messaging and imagery that you can use as-is or customize as needed.
- **Sample social media posts** are included on the following slides.
- Use the hashtag “#RuleYourAttic” in your social posts.
- When drafting your post, be sure to 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

Link to [Download Social Media Graphics](#)





Rule Your Attic! Social Media

Sample Post Text

Did you know that 9 out of 10 American homes are under-insulated? 🌿 This Fall, make sure to check your attic for air leaks and insulation levels to find out if your home is ready for colder weather. Learn more at energystar.gov/RuleYourAttic

Sealing air leaks and having adequate attic insulation can help you save energy and money this season. But does your attic insulation measure up? 📏 Learn from the experts at ENERGY STAR how to #RuleYourAttic and check your attic insulation. www.energystar.gov/RuleYourAttic

Is your home ready for the cold weather? Visit www.energystar.gov/RuleYourAttic to learn how a well-sealed and insulated attic can help to keep your energy bills from going through the roof! 🏠

This fall, you can help your heating system be even more efficient by making sure to properly seal and insulate your attic. Sealing air leaks around your home and adding attic insulation will help keep the warm air in and your energy bills low. Learn more at www.energystar.gov/products/energy_star_home_upgrade/attic_insulation

Sealing air leaks and making sure your attic has adequate insulation is one of the most impactful upgrades you can make to your home to reduce energy waste and keep your home comfortable, year-round. This Fall, make sure to check your insulation levels to increase your comfort and energy savings. www.energystar.gov/products/energy_star_home_upgrade/attic_insulation

Insulation is one of the best ways to keep your home comfortable year-round. Make sure your attic is properly insulated to stay cool in the summer and warm in the fall and winter. Visit www.energystar.gov/products/energy_star_home_upgrade/attic_insulation for guidance that will help you save.

Get ready for colder weather ❄️ by making sure you have enough insulation in your attic! Learn how you measure your insulation levels from the experts at ENERGY STAR. <https://www.energystar.gov/products/ask-the-experts/how-to-check-your-homes-attic-insulation-level>

Did you know you can receive a substantial tax credit for insulating your attic? 🏠 Thanks to incentives in the 2022 Inflation Reduction Act, you can save 30% of your total project cost, up to \$1,200. Learn more about tax credits for insulation: www.energystar.gov/about/federal_tax_credits/insulation

Save big on your insulation project with a tax credit! You can receive up to \$1,200 in tax credits for sealing and insulating your attic. Learn more about available incentives so you can #RuleYourAttic this Fall: www.energystar.gov/about/federal_tax_credits/insulation



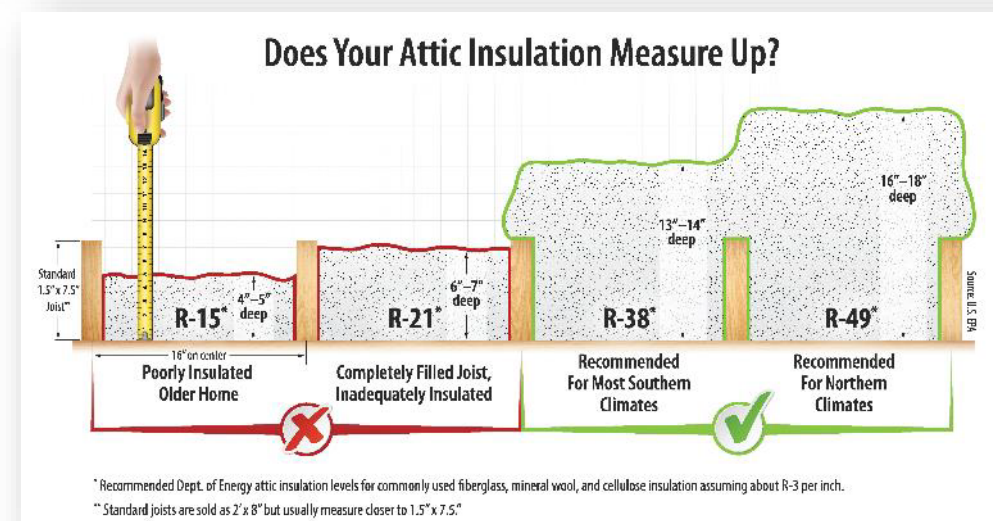
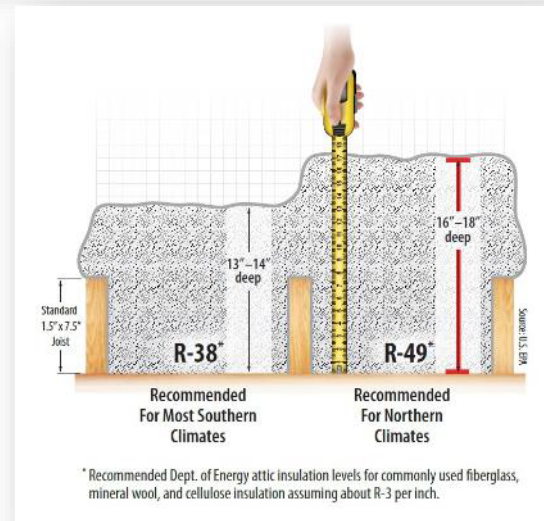
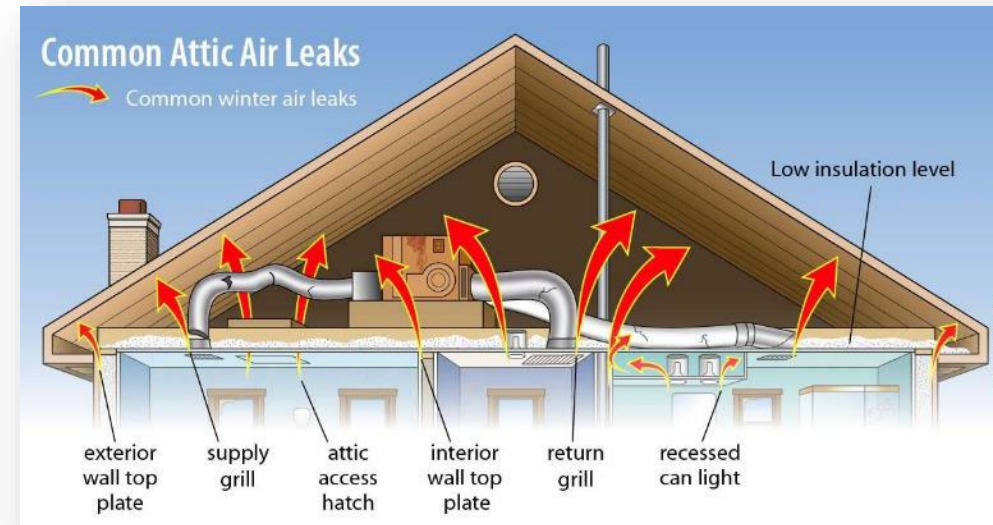
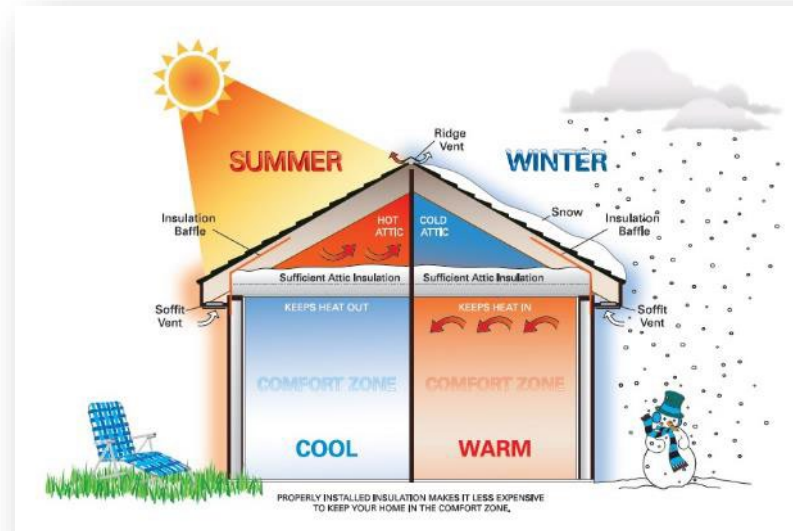
Social Media Graphics

All graphics are available free to [download here](#).



Social Media Graphics

All graphics are available free to [download here](#).





Social Media Graphics - GIFs

All graphics are available free to [download here](#).



Videos

ENERGY STAR has created entertaining, how-to videos for partners and stakeholders that can be shared via their networks, websites, and other outreach activities to engage with homeowners and help generate engagement on their platforms while spreading the word about the benefits of a sealed and insulated attic.

[Rule Your Attic! YouTube Playlist](#)

Share these short, entertaining how-to-videos on your website and social media. The Rule Your Attic playlist on YouTube includes 10 videos ranging from 30 – 90 seconds and include versions with or without narration.





Ask the Expert: How to Check your Home's Attic Insulation Level

- Learn how to check your attic insulation levels as well as how to look for potential air leaks. This article outlines how to identify if your attic is under-insulated so that you can take action to avoid energy waste and stay comfortable in your home.
- Share the article on your website! Use the ENERGY STAR Ask the Expert identifier and hyperlink it directly to the article: [How to Check your Home's Attic Insulation Level](#)



Link to [Ask the Expert Identifier](#)



Your go-to resource for the latest advice from ENERGY STAR experts on saving energy at home and work.



Related Stories

- Save Energy with Smart Home Products
- Get Federal Tax Savings and Other Rebates for Energy Efficiency Home Upgrades
- How to Choose a Room Air Cleaner

How to Check Your Home's Attic Insulation Level

Low attic insulation levels and air leaks result in energy waste, and discomfort in your home during the summer and the winter. What's more, a home with low insulation levels could easily have utility bills that are 10% higher than a home that is well-sealed and insulated.

So, how do you know if you have enough attic insulation? Here are some basic steps on how to check:

Step 1: Access Your Attic

If you have stairs or a set of pull-down stairs going to your attic, you have it easy. However, if you just have an attic hatch or cover, you may need a ladder. You should also bring a flashlight, a ruler or tape measure, and your cell phone to get a quick picture.

You do not need to get all the way into your attic. If you can see and reach the insulation on the floor from the attic hatch, that is enough. If not, you may need to crawl inside the attic to reach the insulation.

In homes with no attic, the insulation is placed right up against the roof deck. When the insulation is covered with drywall it is called a "cathedral ceiling." If that is the case, hire an energy auditor or insulation contractor to check how much insulation is in the space between your ceiling and the roof and if it can be added there if needed.

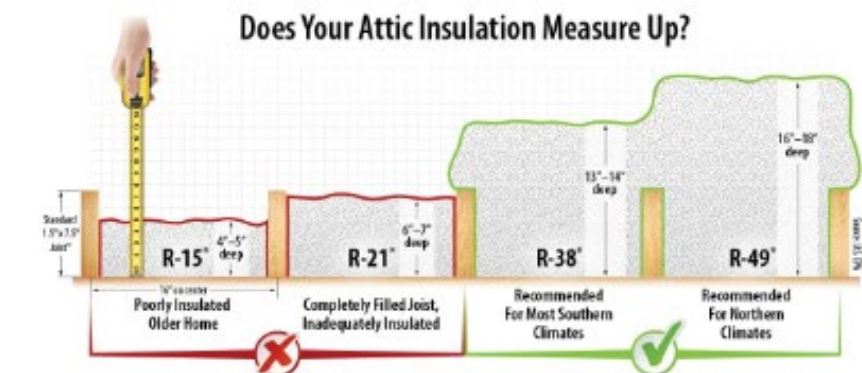
Step 2: Check Your Attic Floor

Quick Visual Check of Insulation Levels

- When looking across your uncovered attic floor, if the insulation is at or below the level of the attic floor joists, you probably need to add more insulation.

Measuring Insulation Levels

- Use a measuring tape/ruler to measure the depth of the insulation (inches). You will want to record your measurement so you can determine how much more insulation you need to achieve the recommended levels.

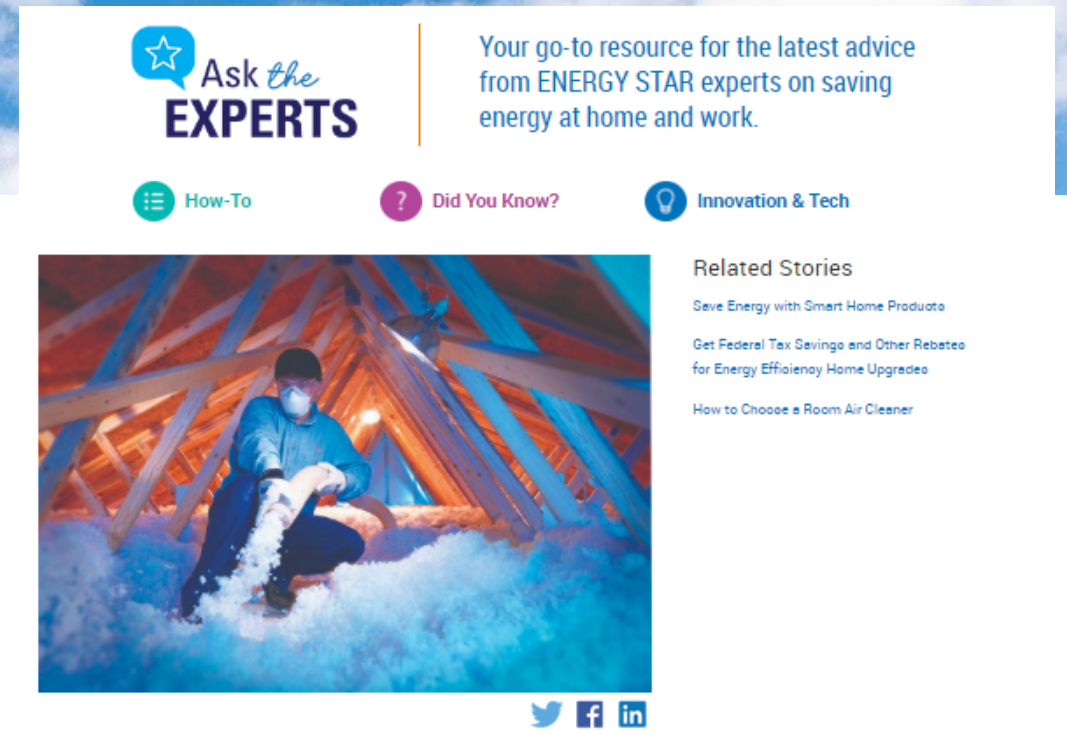


Ask the Expert: How to Hire an Attic Insulation Contractor

- Learn what to look for when hiring a contractor to seal air leaks and add insulation to your attic. This article outlines what to prepare before calling, as well as what to keep in mind when searching for a contractor in your area.
- Share the article on your website! Use the ENERGY STAR Ask the Expert identifier and hyperlink it directly to the article: [How to Hire an Attic Insulation Contractor](#)



Link to [Ask the Expert Identifier](#)



How to Hire an Attic Insulation Contractor

Sealing and insulating your home can save you up to 10% on your annual energy bills while improving your home's comfort in the winter and the summer. The first step is to check your attic and confirm that you need more insulation and probably some air sealing. If so, most people find the best way to get good results is to find a trained insulation contractor to do the job for you.

Preparation Before Calling

Before calling a contractor, it's good to be ready with a bit of information about the project:

- How many inches of insulation do you currently have on your attic floor? (Learn How to Check Your Home's Attic Insulation Level)
- What are the approximate dimensions of your attic floor in feet? (for example: 24 ft x 32 ft)
- Do you have an attic hatch, pull-down stairs, or other way to access the attic?
- You may be able to send the pictures to the contractor. So, if you can safely stick your head up into the attic, take a few pictures with your cell phone.

Shop Around – Selecting a Contractor

Insulation contractors have all the equipment and experience to do the job right and often do it much quicker. As with any home improvement project, you want to make sure you're getting a good price and that the work will be done right. Where do you start? A search engine? NO! A good contractor has a license to work in your State, has insurance, and is trained and certified to do the work. In many parts of the country, gas or electric utilities offer incentives to do the work and provide pre-screened lists of licensed and insured contractors on their websites. Other helpful contractor lists include:

Home Performance with ENERGY STAR

- Contractors are pre-screened by local program, licensed, and insured
- Each HPwES program has contractor training and certification requirements

Building Performance Institute (BPI)

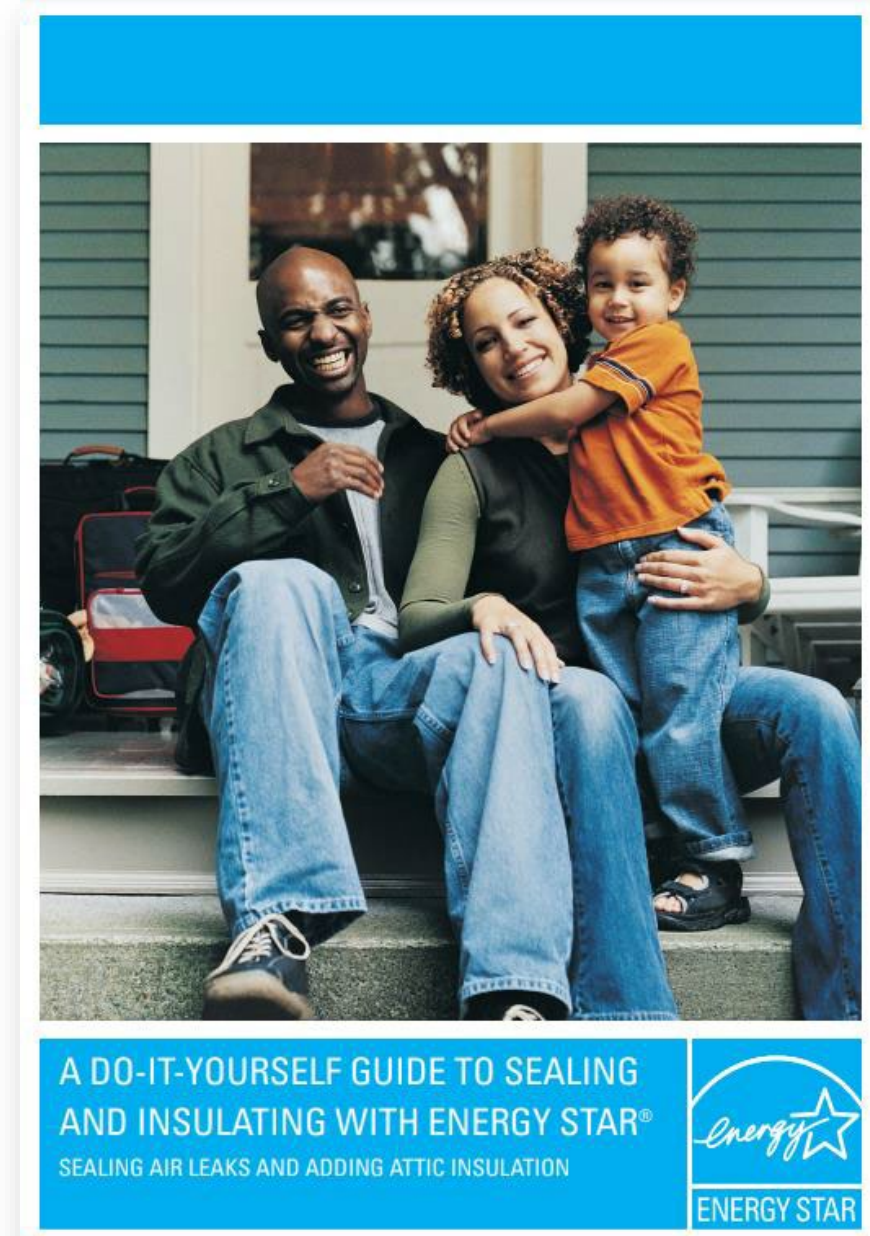
- Contractors are pre-screened by BPI and are licensed and insured
- BPI has national training and certification standards that contractors must meet

Owens Corning Certified Energy Experts (CEE)

- Contractors are pre-screened by Owens Corning and are licensed and insured
- Owens Corning has training and certification standards as well as offers warranties

Additional Resources

- [Seal and Insulate landing page](#)
- [Seal and Insulate DIY Guide](#) (PDF, 12.7 MB)
- [Spanish DIY Guide](#) (PDF, 761 KB)
- [Seal and Insulate Flyer](#) (PDF, 1.2 MB)
- [DIY Attic Insulation Guide](#) (PDF, 393 KB)
- [DOE Air Sealing Guide for Contractors to Share with Homeowners](#) (PDF, 5 KB)





Contact Us

As always, we appreciate your partnership and the great work you do to help your audiences save energy with ENERGY STAR. If you have any questions or comments regarding the campaign, feel free to reach out to us at insulation@energystar.gov.