

Dear **NAME** –

On October 5, 2018, a nationwide network will promote the benefits of energy efficiency during the third annual [Energy Efficiency Day](#) campaign. I'm reaching out to ask for your help in elevating energy efficiency by issuing a formal proclamation declaring October 5, 2018, as Energy Efficiency Day.

Last year, more than 30 cities, counties and states issued official [proclamations](#) recognizing October 5 as Energy Efficiency Day – as did the [U.S. Senate](#). Will you join us in amplifying pro-energy efficiency messaging through your own proclamation?

To make it easier, we've provided a [template proclamation](#) that you can adapt and customize to fit your needs. You're welcome to make any changes for **NAME OF CITY/COUNTY/STATE**.

To help promote your proclamation, we will post it on the Energy Efficiency Day website [[LINK](#)]—just send the file of the official signed declaration (or link) back to me and include jorge@resource-media.org. And for social media promotion, we'd love for you to take a photo of the signing that we (and you) can share with the hashtag #EEDay2018. Here is a widely shared thank-you [video](#) showing 2017 proclamations.

Proclamations also provide a valuable news hook: it's an opportunity to pitch a story to a news outlet – mainstream and trade publications – about what **NAME OF CITY/COUNTY/STATE** is doing to improve energy efficiency. Please share this information with the relevant outreach person at **NAME OF CITY/COUNTY/STATE**. Energy Efficiency Day provides a great hook to direct audiences back to your [own](#) online energy efficiency stories, tips and resources.

Wondering about the best time to issue an Energy Efficiency Day proclamation?

- Early enough to allow local residents to get involved (suggested by September 21)
- Early enough to issue a press release touting your energy-efficiency related activities, and give media time to cover the commitments already made to reduce energy waste (suggested by October 1)

Thank you in advance for helping to amplify #EEDay2018!

Your signature