# Executing Internal Communication

The following content template is for you to customize and use through your internal communication channels. Communication is key for a successful Energy Conservation Program. It’s important to remember that this content needs to be expressed not only in written form but supported verbally by the senior leaders of your organization.

**Communication Template: President Announcement — Announcing Energy Specialist(s)**

*Distribute upon hiring of Energy Specialist(s)*

As you are aware, we have partnered with Cenergistic, the nation’s leader and pioneer in developing comprehensive and sustainable energy conservation programs. **This is an important program that will help save jobs, maintain important programs, and fund additional resources and activities that were once budget constrained.**

Recently, NAME(S) was/were named to the position(s) of Energy Specialist(s). In this role, MR/MRS/MS NAME(S) WILL/BE ARE responsible for working with you and Cenergistic to implement and manage our Energy Conservation Program every day throughout the year. HE/SHE/THEY is/are passionate about education, saving energy and money, and making sure our energy conservation program is successful.

As part of this campus, you will be accountable for energy management in the following ways:

* Providing support to the Energy Specialist(s)
* Communicating the value of the Energy Conservation Program
* Communicating the importance of the role of the Energy Specialist
* Underscoring the importance of everyone’s support and full cooperation with NAME(S)
* Regularly reminding campus members how important their role is in the success of the Energy Conservation Program

Our Energy Conservation Program is guaranteed by Cenergistic to save us money. It is expected to generate a net savings of $\_\_\_\_\_\_\_ over the course of the partnership. So again, I cannot stress enough the importance of this initiative as well as the role you and members of our campus will have in its success.

NAME(S) will be in contact with you soon to set up a meeting to review additional details of this program and how you can help ensure its success.

[INSERT ENERGY SPECIALIST(S) PHOTO]