# Executing Internal Communication

Communication is key for a successful Energy Conservation Program, so we have created a template to assist in announcing your new program. Please customize the template to suit your needs.

**Communication Template: President to All Staff — Announcing Energy Program**
*Distribute following the Welcome Call/Kick-Off Meeting*

Recently, a decision was made to help reduce the amount of money we spend a year on utilities by adopting a policy of energy conservation and entering into a partnership with a leading ENERGY STAR® recognized sustainability firm, Cenergistic.

**I cannot stress enough the importance of this Energy Conservation Program. Ultimately, the success of our program will enable us to save jobs, maintain important programs, and fund additional resources and activities that were once budget constrained.**

* Our comfort and security will be the top priority of the Energy Conservation Program.
* This program does not require us to increase our utility budget, purchase new energy equipment, or upgrade existing equipment.
* This is an organizational behavior-based program and in order to be successful, your complete cooperation and participation is required.
* This is not a short-term “green project.” It’s a comprehensive, rigorous, and sustainable Energy Conservation Program that will help us save money for years to come.
* The program will require each of us to change some habits affecting how we use energy resources in each building, office, laboratory, gymnasium, classroom etc.

You will soon receive additional information as we prepare to launch our program. The leadership team is excited at the opportunity this program will provide in allowing us to save energy dollars while conserving our natural resources. I need and expect your full support.