# Executing Internal Communication

The following is 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 in written form and supported verbally by the senior leaders of your organization.

**Communication Template: Superintendent to All Staff – First Energy Program Update**

*Distribute four to six months into the program*

Through our energy conservation partnership with Cenergistic, we are making excellent progress toward our goals of being even better stewards of taxpayer resources, improving building comfort for staff and students and helping to create a more sustainable, greener city.

Thanks to your support of our Energy Program, the District recovered more than $\_\_\_\_\_ in planned utility expenses and reduced energy consumption by \_\_\_\_ percent since [Month Year]. These results put us on a great trajectory to hit our goal of recapturing $\_\_\_\_\_\_\_ in utility expenses by [Year].

Together we are also making a big difference for the environment by reducing greenhouse gas emissions:

* Carbon sequestered equal to \_\_\_\_ trees grown for 10 years
* Carbon Dioxide reduced equal to \_\_\_ Home’s energy used for a year
* Greenhouse gas \_\_\_\_tons of recycled waste
* Greenhouse gas equal to \_\_\_\_\_ miles driven by the average car

Ultimately, the success of our Energy Program will enable us to be good stewards of taxpayer money by redirecting planned utility expenditures to where they are needed most.

Conserving energy, saving money and creating a more sustainable future for all is a team effort. Thank you for doing your part to make a difference for this very important program.

Our School Board will receive regular updates on the progress of our Energy Program in the weeks and months ahead. We plan to keep you regularly updated on Program news and results.

Thank you again for your support of our Energy Program. Together we are making a difference.