# 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 to share this content in written form and verbally.

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

Our School District is undertaking an initiative to reduce the amount of money we spend on utilities. As part of our proactive approach to energy conservation we are entering into a partnership with Cenergistic. The Environmental Protection Agency has recognized Cenergistic as ENERGY STAR® Partner of the Year for 11 consecutive years. The company has helped more than 1,400 organizations nationwide reduce energy consumption.

I cannot stress enough how critical this Energy Program is to our schools. 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.

Here are a few facts about the program:

* Our comfort and security will be the top priority of the Energy Program.
* This Energy Program does not require the District to increase its utility budget, purchase new energy equipment, or upgrade existing equipment.
* This program is financially risk-free.
* This is an organizational behavior-based program and to be successful, your complete cooperation and participation is required.
* This is not a short-term “green project.” It is a comprehensive, rigorous, and sustainable Energy 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 our energy resources in each office and building. I need and expect your full support.

You will soon receive additional information as we prepare to launch our Energy Program. Your District’s leadership is excited about the opportunity this program provides by allowing us to save energy dollars, improve building comfort and conserve natural resources.