# 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: Mayor to All Staff - Announcing Energy Specialist(s)**

*Distribute within 24 – 48 hours of Communications Template #2*

Our City is committed to conserving energy, improving facility comfort for staff and citizens, and being great stewards of taxpayer resources. Through our partnership with Cenergistic, a nationwide energy company, we have taken a first step to creating a more sustainable future with the hiring of an Energy Specialist to guide, monitor and advise us on energy conservation solutions.

Please welcome 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 implementing and managing our Energy Program. HE/SHE/THEY is/are passionate about conservation, saving energy, money, improving comfort levels, and making sure our energy program is successful.

HE/SHE/THEY IS/ARE focusing HIS/HER/THEIR efforts to ensure that our Energy Program is successful in allowing us to redirect much needed funds to where they are needed most. NAME(S) HAS/HAVE already started training and working with our energy conservation partner, Cenergistic. Throughout the year — late at night, early in the mornings, and during holidays — NAME(S) will be in our buildings ensuring we are properly managing our energy resources.

The Energy Program is guaranteed by Cenergistic to save us money and is expected to generate a net savings of $\_\_\_\_\_\_\_ over the course of the partnership. Success can only happen if we each do our part, and this includes supporting our Energy Specialist(s).

Our Council will receive regular updates on the progress of our Energy Program in the weeks and months ahead. We plan to keep you informed of our progress.

Thank you in advance for your support of our Energy Program.

 [INSERT ENERGY SPECIALIST(S) PHOTO]