# 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: Mayor or City Manager 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 how critical this Energy Program is to our City. 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 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 Energy Program. Your City’s leadership is excited about the opportunity this program provides by allowing us to save energy dollars, improve building comfort and conserve natural resources.