

SUBJECT: Request - Energy Efficiency Day Proclamation

Dear **NAME**,

A nationwide network will promote the many benefits of energy efficiency—including financial, health, and climate--during the fifth annual [Energy Efficiency Day](#) on Oct. 7, 2020. **Can you help us elevate smarter energy use by issuing an official proclamation declaring October 7 as Energy Efficiency Day?**

*(If the recipient issued a proclamation last year, say instead: **Thanks for your support of last year's Energy Efficiency Day celebration. Can you again help us elevate smarter energy use by issuing an official proclamation declaring Oct. 7, 2020, as Energy Efficiency Day?***

Last year, more than 40 cities, counties, states and universities issued official [proclamations](#) recognizing Energy Efficiency Day – as did the [U.S. Senate](#). We hope to increase the number this year, especially given that energy efficiency is more important than ever due as Americans grapple with increasing utility bills and millions of lost jobs due to the COVID-19 pandemic.

You can customize this [template proclamation](#) to fit your needs and make any changes for **NAME OF CITY/COUNTY/STATE.**

To help promote your proclamation, we'll post it on the Energy Efficiency Day [website](#)—just upload a PDF of the official signed declaration [here](#). For social media promotion, please take a photo of the signing that we (and you) can share with the hashtag #EEDay2020. Send your photo to infoenergyefficiencyday@gmail.com and copy me. Here is a widely shared thank-you [video](#) showing 2019 proclamations.

Proclamations also provide a valuable way to get the attention of the news media. It's a great opportunity to pitch a story to your local news outlets about what **NAME OF CITY/COUNTY/STATE** is doing to cut energy waste.

In addition, please share this information with the relevant outreach person at **NAME OF CITY/COUNTY/STATE** as Energy Efficiency Day provides a great hook to direct your audience back to your energy efficiency stories, tips and resources. Sign up as an official supporter of Energy Efficiency Day 2020 (it's free) and we'll also provide additional content for your use.

When should you issue an Energy Efficiency Day proclamation?

- Early enough to allow local residents to get involved (suggested **by September 16**)
- Early enough to issue a news release touting the proclamation, your energy-efficiency related activities, and your commitments to reduce energy waste (No later than **Sept. 30**)
- Early enough to use on social media to promote #EEDay2020 (before **Oct. 7**).

Thank you in advance for your consideration. Please let me know if you will be issuing a proclamation to promote #EEDay2020!

Your signature