



## 8 Things to Do

# To recognize ENERGY STAR<sup>®</sup> partners

Being recognized as an ENERGY STAR leader is great news.

Here are some ideas on how you can spread the word and maximize the impact within your state.



### 1. Issue a Press Release

Spread the good news through your communication channels with quotes from your leadership and the recipients leadership.



### 2. Use Social Media

Extend your reach through social media. ENERGY STAR.gov offers a social media kit as a starting point.



### 3. Make an Announcement

Make plans to officially announce the news at a scheduled meeting where members of your community and the press typically are in attendance. Use the power of your leadership's bully pulpit.



### 4. Recognize Local Building Representatives

Hold a staff meeting and invite representatives from your community's ENERGY STAR certified buildings to be recognized. Take photos for an internal newsletter, and also send a photo with caption to the local newspaper.



### 5. Send Certificates or Thank-you Notes

Distribute certificates of recognition and letters of thanks to those organizations that own or operate your community's ENERGY STAR certified buildings



### 6. Notify Other Community Leaders

Write a letter celebrating the achievement to the local Chamber of Commerce, Board of Education, congressperson or senator, or state representative. Encourage them to challenge other organizations to earn the ENERGY STAR for their buildings.



### 7. Host a VIP Tour

Invite local government officials, regional EPA officials, and members of the press to tour one of your ENERGY STAR certified buildings along with its owners and managers. Don't forget to take photos!



### 8. Set a New Goal

Set a goal to move up on next year's list. Invite your local building community to help by earning the ENERGY STAR for their buildings.