



## Best Practices for a Successful Commercial Energy Efficiency Outreach Campaign

The best practices included in this document are listed for each step of the outreach campaign:

- Letter to Businesses
- Outreach Partners
- Outreach Campaign Strategies

### Letter to Businesses

A letter to all township businesses from the mayor/municipality is required to earn points for the [Commercial Energy Efficiency Outreach](#) action. Because the letter comes directly from the municipality—a trusted messenger—it can greatly increase awareness of the Direct Install program among local businesses.

#### Compile list of local businesses

- To get a list of businesses contact:
  - NJCEP-designated Direct Install contractor for the area
  - Municipal Business Administrator for commercial property owners from tax rolls
  - Local business organizations for a list of retail tenants addresses
  - Health Officer for emails and addresses for restaurants, etc.
- Include both retail tenants and commercial property owners

#### Work with NJCEP-designated Direct Install contractor to send letter to businesses

- Direct Install contractor will often pay for mailing
- Utility companies serving the municipality may also be willing to assist with outreach mailing

#### Include testimonial from municipality or local business owner that has benefited from Direct Install in your letter

- Use list of businesses that have used Direct Install to identify local participating businesses
  - Find list of Direct Install program participants (use link at the bottom of the page): [NJCleanEnergy.com/DI](http://NJCleanEnergy.com/DI)
  - Reach out to businesses to ask if they are willing to be included in the letter

#### Include notice of a workshop in your letter

- If the municipality is hosting a workshop, either in person or virtual, include workshop details in mailing
- Contact NJCEP at [Outreach@NJCleanEnergy.com](mailto:Outreach@NJCleanEnergy.com) to request a speaker
- Direct Install contractor may also have a speaker at workshop

## Outreach Partners

Maximize the impact of your outreach campaign by partnering with local organizations in which local businesses participate. Key partners in any Direct Install outreach campaign include the NJCEP-designated Direct Install contractor as well as the utility companies serving the municipality.

### NJCEP-designated Direct Install contractor

- NJCEP designates specific contractors for each county, click [here](#) for a list
- The NJCEP-designated Direct Install contractor assigned to the area may offer:
  - guidance on beginning outreach campaign
  - help with mailing to municipal businesses
  - help with other marketing tasks
  - list of businesses for municipality

### Utility Companies

- The electric and natural gas utility companies may offer:
  - help with mailings or other outreach efforts
  - speakers available for workshops and events
  - zero- or low-interest loans
  - utility-run incentive programs that can be used instead of, or in conjunction with, NJCEP's Direct Install
  - some utilities offer on-bill repayment (monthly loan payments on the utility bill)

### Local business/community organizations

- Partner with local business organizations
  - Chamber of Commerce
  - Economic Development Commission
  - Improvement District Association
  - Downtown or Main Street Business Association
- Partner with community organizations to promote to their target audience, such as:
  - restaurant associations
  - interfaith organizations
  - accounting offices, legal offices, etc.
- Schedule NJCEP-designated Direct Install contractor and/or NJCEP Outreach Specialist ([Outreach@NJCleanEnergy.com](mailto:Outreach@NJCleanEnergy.com)) to speak at monthly/quarterly meeting

### Local business ambassadors

- Celebrate local businesses participating in Direct Install on municipal social media/webpage
- Use NJCEP's list of businesses that have used Direct Install
  - Find list of Direct Install program participants (use link at the bottom of the page): [NJCleanEnergy.com/DI](https://NJCleanEnergy.com/DI)
  - See list of [Sample Topics for Direct Install Testimonial](#) developed for Mercer County Hub Direct Install Video Series

- Share on social media and municipal/green team website
- Include Direct Install in Green Business Recognition program
- Ask business owners to speak about their experience with Direct Install
  - at outreach events
  - with other business owners
  - in a written interview with photographs
  - on a video testimonial

### **Other Stakeholders**

- Local banks/credit unions
  - Educate financial institutions about positive impact energy efficiency projects have on business financial health
  - Encourage lenders to create special financing/loans for Direct Install participants
- Realtor associations
  - Educate realtors on financial benefits of energy efficiency upgrades for sale or lease of commercial properties
  - Encourage Direct Install program promotion to their clientele

### **Outreach Campaign Strategies**

#### **Offer educational workshop/speakers at business events, such as ‘Breakfast with the Mayor’**

- Issue a press release about the campaign and related workshops
- Promote in newsletters, eblasts, and social media
- Invite speakers such as utility representatives, Direct Install contractor, local businesses that have participated in Direct Install

#### **Create a commercial energy efficiency webpage on municipal or green team website**

- Use webpage as centerpiece of outreach campaign, all other materials link to webpage
- Add full list of Direct Install projects in the municipality to the webpage
- Identify local participating businesses
  - Filter NJCEP published Use NJCEP’s list of businesses that have used Direct Install
  - Find list here (use link at the bottom of the page): [NJCleanEnergy.com/DI](https://www.njcleanenergy.com/DI)
  - Visit [Ewing’s commercial energy efficiency webpage](#) to see how impactful the list of participating businesses can be
- *Note: green teams/municipalities are encouraged to use text from the toolkit or NJCEP Website. All materials that use the New Jersey Clean Energy Program logo need to be approved by the New Jersey Clean Energy Program.*

#### **Engage municipal employees**

- Send out a memo to municipal employees about the campaign
  - overview of program
  - target audience

- contact info of municipal point person
- Request municipal employees to incorporate outreach into existing contact with target audience, for example:
  - Clerk's Office, Finance, Code Enforcement, etc. can inform businesses
  - Health Officer include outreach in inspection notices

#### **Launch a multi-municipality campaign**

- Reach out to neighboring towns, served by same NJCEP-designated Direct Install contractor to benefit from joint outreach campaign
  - Reduced effort and expense
  - Increased audience for workshops and events for more than one municipality
- Develop joint municipal outreach for sector-focused outreach campaign
  - Use customized outreach for specific types of eligible entities
    - restaurants/cafes
    - houses of worship
    - nonprofit organizations

#### **Follow-up with businesses that have not moved forward with Direct Install**

About three months after the initial mailing, the municipal outreach team should follow up with businesses that have had a Direct Install energy assessment but not moved forward with a project.

- Get list of businesses from Direct Install contractor
- Send follow-up email or letter (template document in toolkit)
- Call business and find out if there are any hurdles to participating
- Refer business to NJCEP at (866) NJ SMART / (866) 657-6278