The following has been prepared for AMP members to use as a template when developing email messages to be sent to customers in anticipation of and during peak demand response times, otherwise referred to as “Community Energy Savings Day.” *It is important to review and fill in the highlighted areas with the appropriate information for the specific event.*

Email #1: To be sent at the beginning of “peak load” season

Email subject line: Alert: Community Energy Savings Day

X utility schedules a Community Energy Savings Day (hotlink this to the factsheet/webpage) when the demand for electricity is expected to be high. This can typically occur during very hot or very cold weekdays when homes and businesses are using high amounts of electricity at the same time.

**Participating in a Community Energy Savings Day is easy.**

To participate, simply use less energy between the hours of 1 p.m. and 6 p.m. during the summer or between 7 a.m. and 9 a.m. and 6 p.m. and 8 p.m. in the winter. If we all use less energy during these times of peak demand, we can spread demand more evenly on the network, reduce the cost of providing energy and reduce the amount of greenhouse gases generated.

In the coming weeks, as [temperatures fall] [temperatures and humidity rise] X utility may call a Community Energy Savings Day and issue an alert via email, on our website(hotlink) and through our social media channels.

Stay updated by following us on Facebook and Twitter, or check our home page(hotlink) regularly. For more information on maintaining an energy efficient home, visit our website(hotlink to factsheet).

Keep warm [Stay cool],

X utility

www.utility.gov



Email #2: To send as a Community Energy Savings Day alert

Email subject line: Alert: Community Energy Savings Day

**Alert: Community Energy Savings Day**

The demand for electricity is expected to be high over the next several hours/24 hours/XX days/ week and a Community Energy Savings Day (hotlink this to the factsheet/webpage) has been issued for today/this evening/tomorrow morning/tomorrow.

**How Can You Help?**

By taking these simple steps, you can help your community save money and help the environment:

* Use less electricity between 1 p.m. to 6 p.m. in the summer, or between 7 a.m. to 9 a.m. and 6 p.m. to 8 p.m. in the winter.
	+ In the winter, consider lowering your thermostat to 68 degrees and avoid using space heaters.
	+ In the summer, close your window blinds or drapes to block the sun’s heat and raise your thermostat to 78 degrees or higher.
	+ Shift household chores, like doing laundry or using the dishwasher, to avoid these hours.

To stay updated, sign up for alerts here (hotlink) and follow us on Twitter and Facebook.

If you do not wish to receive alerts, please respond to this message and change the subject line to “unsubscribe.”

Keep warm [Stay cool],

X utility

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