



# FREE BUSINESS ENERGY ASSESSMENTS AND BONUS REBATES

## LA CROSSE STEERING COMMITTEE OUTREACH KIT

### Hello!

This kit is designed to help you connect La Crosse businesses with free energy assessments and bonus rebates from Xcel Energy. We hope this kit provides useful guidance and materials to help you work with your network of partners to spread the word about this opportunity to La Crosse business owners.

Your connections to the business community in La Crosse are essential for helping us achieve our goal of achieving carbon neutrality by 2050.

Thank you for your work and support!

### General instructions

**What you'll be doing:** You'll be reaching out to business owners, local business associations, your chamber of commerce contacts, etc. to ask them to encourage La Crosse business owners to sign up for a free energy assessment from Xcel Energy.

- Whether you prefer to reach out by email, social media, phone, or in-person, the materials in this kit should provide you with the information and language you and your partners need to get the word out.
- Our goal is to move quickly and encourage as many businesses as possible to sign up for an assessment.

**What you will not be doing:** You do not need to help businesses sign up for an assessment on the spot or answer detailed questions about the program.

- You can direct business owners who have questions or who want to sign up for an assessment to the Xcel Energy Mid-market Representative for La Crosse, Will Hutchens: [william.w.hutchens@xcelenergy.com](mailto:william.w.hutchens@xcelenergy.com).

### Key Messages

- Business energy assessments are FREE.
- An energy assessment helps building owners determine where and when to invest in new, energy efficient equipment.
- Helping businesses improve energy efficiency contributes to La Crosse's carbon emission reduction goals and saves businesses money.
- If a business completes an energy assessment, Xcel Energy will offer an additional incentive equal to 75% of the Focus on Energy incentive, up to **\$4,000**, for qualifying projects completed within six months of the assessment.



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## What's in the Kit?

- **Talking points:** Two sets of talking points are included: one for communicating with business owners directly and one for communicating with partners who will communicate with building owners. Use these talking points to explain the energy assessments and bonus rebates and encourage sign-ups.
- **Postcard:** A postcard was mailed to all La Crosse businesses promoting the free energy assessments and bonus rebates. Attach this to an email to a business owner, or simply review it to know what information business owners may have already received.
- **Social media post materials:** Text and images for three social media posts are included in the kit. Ask your partners to post these three posts on their social media channels to reach their follower base.
- **Newsletter content:** If your partners have a print or electronic newsletter that reaches business owners, ask them to include this newsletter content in their next issue. Images from the social media posts can be paired with newsletters that print in color.
- **Email content:** You or your partners can use this sample email text to send an email directly to business owners to encourage them to sign up for an assessment.

## Questions on the materials in this kit?

If you have questions about the materials in this kit, please contact:

Lewis Kuhlman  
City of La Crosse  
[kuhlmanl@cityoflacrosse.org](mailto:kuhlmanl@cityoflacrosse.org)  
608-789-7361

Marisa Bayer  
Partners in Energy Community Facilitator  
[mbayer@mncee.org](mailto:mbayer@mncee.org)  
612-455-7808

**Thank you for your help in supporting this outreach!**



# FREE BUSINESS ENERGY ASSESSMENTS AND BONUS REBATES

## TALKING POINTS TO BUSINESS OWNERS

Use these talking points when speaking to business owners. When talking with business owners, make sure to introduce yourself, why you are reaching out, and your interest in business energy efficiency.

### Audience: Business Owners

**The Ask:** Sign up for a Free Business Energy Assessment from Xcel Energy

#### 1. How do I sign up?

- Contact your Xcel Energy Mid-Market Representative Will Hutchens at [william.w.hutchens@xcelenergy.com](mailto:william.w.hutchens@xcelenergy.com).

#### 2. What is a business assessment?

- An energy assessment will help you determine where and when to invest in new, energy efficient equipment.
- An Energy Expert from Xcel Energy will assess the systems in your business that use energy, such as lighting and HVAC equipment, to identify the most cost effective projects that will increase energy efficiency save you money.
- You'll receive a comprehensive report and recommended next steps to save money and energy.

#### 3. Why sign up?

- If you complete an energy assessment, Xcel Energy will offer an additional incentive equal to 75% of the Focus on Energy incentive, up to \$4,000, for any projects you complete within six months of the assessment.
  - i. For example, if Focus on Energy offers a \$5,000 for a qualifying equipment upgrade, Xcel Energy will add an additional \$3,750, equaling \$8,750 total.
- Improving the energy efficiency of your business will reduce your energy costs and your impact on the environment
- An assessment will identify low- or no-cost ways to use your building and equipment more efficiently while also providing recommendations for bigger equipment upgrades
- You will help our community achieve our carbon reduction goals but being more energy efficient.



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## TALKING POINTS TO PARTNER ORGANIZATIONS

Use these talking points when speaking to partner organizations that have communication channels that reach businesses in the community. When talking with community partners, make sure to introduce yourself, why you are reaching out, and how their collaboration will help the business community.

### **Audience: Partners that will communicate with business owners**

#### **The Ask: Share information on your communication channels**

##### **1. How can you help?**

- Share sample content through your organization's communication channels.
- Our outreach kit has content to share in print and digital newsletters, in an email using your contact list, and on your social media networks.
- Where needed, make changes to messages or put language in your own words to reach your network of business owners in a way that resonates with them.

##### **2. Why does this matter?**

- Increasing business energy efficiency has been identified as an important strategy to reduce La Crosse's carbon emissions as part of the city's Energy Action Report, which will be part of the Climate Action Plan.
- Energy assessments are the first step in helping businesses find ways to save money by reducing energy use, helping their bottom line and the environment.
- Energy efficiency upgrades can help boost a business' bottom line.

##### **3. Why are we asking you to do this?**

- a. Your connections in the business community will help us reach business owners who might not hear about this opportunity otherwise.
- b. Hearing about the free energy assessments from you, a known member of the business community, will help build trust in the program.

##### **4. What are we asking businesses to do?**

- a. Sign up for a free energy assessment with Xcel Energy.
  - b. During an assessment, an Energy Expert from Xcel Energy will assess the systems in a business that use energy, such as lighting and HVAC equipment, to identify the most cost effective projects that will save money and reduce energy waste.
- A comprehensive report and recommended next steps will be provided.
  - Business owners who complete an energy assessment, Xcel Energy will offer an additional incentive equal to 75% of the Focus on Energy incentive, up to \$4,000, for any projects you complete within six months of the assessment.

##### **5. Follow up questions for the partner organization.**

- What is important to you in this area?
- How can we work together in the future?



# FREE ENERGY ASSESSMENTS FOR BUSINESSES IN LA CROSSE

Save Energy, Save Money & Boost Your Bottom Line

Don't miss out on your opportunity to take advantage of:

- A no-cost energy assessment
- A bonus incentive from Xcel Energy
- A personalized energy report

# Boost your bottom line

It all starts with your free energy assessment. It can help you determine where and when to invest in new, efficient equipment. Eligible equipment will qualify for incentives from Focus on Energy and Xcel Energy.

## BONUS INCENTIVES

If you complete an energy assessment, Xcel Energy will offer an additional incentive equal to **75%** of the Focus on Energy incentive, up to \$4,000, for any projects you complete within six months of the assessment.

## Get Started Today

Contact your Xcel Energy Mid-Market Representative Will Hutchens at [william.w.hutchens@xcelenergy.com](mailto:william.w.hutchens@xcelenergy.com) to verify eligibility.

### Xcel Energy

Attn: Will Hutchens  
3215 Commerce Street  
La Crosse, WI 54603





# FREE BUSINESS ENERGY ASSESSMENTS AND BONUS REBATES

## SAMPLE SOCIAL MEDIA

Use these sample posts on your organization's social networks to encourage businesses to sign up for a free energy assessment.

### Tips for posting

- You can comment on a handful of these posts to ask community members to share their experience, e.g.,
  - Add a comment below to let your peers know how YOU stay energy efficient.
  - Tell us your story! What did you learn during your energy assessment?
- Pair each post with the suggested image in italics. If you have your own images, feel free to use those!

## POSTS

### Post 1: Free Energy Assessments for Businesses (title not for posting)

Attention La Crosse businesses: don't miss your opportunity to get a FREE business energy assessment! Take advantage of this opportunity to help determine where and when to invest in new, energy efficient equipment. Bonus incentives are available for qualifying customers who complete projects recommended by their assessment.

Get started by contacting Xcel Energy Mid-Market Rep Will Hutchens at [william.w.hutchens@xcelenergy.com](mailto:william.w.hutchens@xcelenergy.com).

*Pair with Image: (Text: FREE Business Energy Assessments)*

### Post 2: Free Energy Assessments for Businesses (title not for posting)

La Crosse businesses: Xcel Energy is offering FREE energy assessments to help you save energy, save money, and boost your bottom line. Energy assessments look at the systems that use energy in your business, like lighting and HVAC, and identify where and when to invest in new, efficient equipment.

Sign up today! Contact Xcel Energy Mid-Market Rep Will Hutchens at [william.w.hutchens@xcelenergy.com](mailto:william.w.hutchens@xcelenergy.com).

*Pair with image: (Text: FREE Business Energy Assessments, Save money, save energy, boost your bottom line)*



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### **Post 3: Bonus Rebates (title not for posting)**

Business energy efficiency rebates are great! How does an additional \$4,000 sound? If you complete a business energy assessment, Xcel Energy will offer an additional incentive equal to 75% of the Focus on Energy incentive, up to \$4,000, for any projects you complete within six months of the assessment.

Contact Xcel Energy Mid-Market Rep Will Hutchens at [william.w.hutchens@xcelenergy.com](mailto:william.w.hutchens@xcelenergy.com).

*Pair with Image: (Text: BUSINESS EFFICIENCY BONUS REBATES, Up to \$4,000 in additional efficient equipment rebates from Xcel Energy)*

# FREE BUSINESS ENERGY ASSESSMENTS





# FREE BUSINESS ENERGY ASSESSMENTS

Save money, save energy, boost your bottom line



# **BONUS BUSINESS EFFICIENCY REBATES**

Get up to \$4,000 in additional efficient equipment rebates





# FREE BUSINESS ENERGY ASSESSMENTS AND BONUS REBATES

## SAMPLE NEWSLETTER COPY

Use the sample text to promote free energy assessments for La Crosse businesses.

### Don't Miss Out: Free Business Energy Assessments and Bonus Rebates

We have teamed up with City of La Crosse and Xcel Energy to promote free energy assessments for La Crosse businesses.

#### What's an Energy Assessment?

An energy assessment helps building owners determine where and when to invest in new, energy efficient equipment. During an assessment, an energy expert reviews your building's equipment that use energy, like lighting and HVAC equipment, identifying the most cost-effective projects to reduce energy waste and save money.

#### Benefits of Energy Assessments

- A personalized energy report
- Help on determining next steps for projects
- Guidance on replacing unreliable equipment with new high efficiency equipment to avoid equipment failures and reduce maintenance and repair costs
- Recommendations for no- and low-cost ways to save energy by improving performance of existing equipment
- Access to rebates from Focus on Energy and Xcel Energy

#### Bonus Rebates from Xcel Energy

If you complete an energy upgrade within six months of completing your assessment, Xcel Energy will offer an additional incentive equal to 75% of the Focus on Energy incentive, up to **\$4,000**.

#### Get Started Today

Don't miss out on this opportunity. Get started by emailing Xcel Energy Mid-market Representative Will Hutchens at [william.w.hutchens@xcelenergy.com](mailto:william.w.hutchens@xcelenergy.com).

*This effort is part of La Crosse's goal to be carbon neutral by 2050. Learn more at [cityoflacrosse.org](http://cityoflacrosse.org).*



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## SAMPLE EMAIL TEXT

Use this sample email text to email a business owner to encourage them to sign up for a free energy assessment.

### **Email subject: Don't Miss Out: Free Business Energy Assessments and Bonus Rebates**

Dear [Business Owner Name],

Have you heard that Xcel Energy is offering free energy assessments to businesses in La Crosse? They are also offering extra rebates of up to \$4,000 for qualifying efficient equipment upgrades! It seems like a great opportunity!

**What is an energy assessment?** An energy assessment helps building owners determine where and when to invest in new, energy efficient equipment. During an assessment, an energy expert reviews your building's equipment that use energy, like lighting and HVAC equipment, identifying the most cost-effective projects to reduce energy waste and save money.

#### **Benefits of signing up:**

- A personalized energy report
- Help on determining next steps for projects
- Access to rebates from Focus on Energy and Xcel Energy

Plus, if you move forward with a recommended project, Xcel Energy will offer an additional incentive equal to 75% of the Focus on Energy incentive, up to **\$4,000**, for any projects you complete within six months of the assessment.

**Get started today!** Don't miss out on this opportunity. Get started by emailing Xcel Energy Mid-market Representative Will Hutchens at [william.w.hutchens@xcelenergy.com](mailto:william.w.hutchens@xcelenergy.com).

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